

Dean Moccaldi

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Work Experience

Town of Natick

Aug. 2023 – Present

Administrative Assistant

Natick, MA

- Supported day-to-day business operations, including CRM data tracking, direct mail campaigns, and database marketing strategies, resulting in a 93.29% increase in engagement and 10.61% revenue growth over 12 months.
- Spearheaded a digital transformation project, digitizing 100% of official records, optimizing document management workflows, and ensuring data compliance.
- Collaborated with internal teams to develop and implement customer communication strategies aligned with organizational goals.
- Analyzed campaign performance metrics to support data-driven decision-making.

Pomarico Financial, LLC

January 2023 – June 2023

Administrative Coordinator

Westborough, MA

- Designed, implemented, and managed direct mail campaigns, increasing event attendance and client engagement.
- Managed and optimized mailing list to nurture leads, improve conversion rates and increase client retention.
- Managed and maintained the RedTail CRM, leveraging audience segmentation and data insights to optimize outreach and retention strategies.

Music & Arts

February 2022 – Present

Sales Associate/Music Instructor

Westborough, MA

- Created personalized lesson programs for 3-5 weekly students, resulting in a 100% client satisfaction rate and lesson attendance.
- Built and maintained strong client relationships through targeted communications and customized service approaches, achieving consistent customer retention.
- Provided personalized customer communication strategies, aligning with sales and marketing objectives to drive customer loyalty and retention.

Wayside Athletic Club

May 2016 – September 2022

Red Cross Certified Lifeguard/Lead Lifeguard/Aquatics Instructor

Marlborough, MA

- Led and mentored team of 5+ staff members, implementing operational improvements to optimize customer satisfaction.
- Created personalized lesson programs for 25+ weekly students, resulting in a 100% satisfaction rate and increased program retention.

Education

Southern New Hampshire University

Manchester, NH

Bachelor of Science: Marketing – Digital Marketing Concentration

Westfield State University

Westfield, MA

Bachelor of Arts: Music

Certifications

- Canva Essentials Certification - Canva - February 2025
- Google Ads Search Certification - Skillshop - January 2025
- SEO Certification- HubSpot Academy - December 2024
- Email Marketing Certification - HubSpot Academy - December 2024
- Inbound Marketing - HubSpot Academy - October 2024

Skills

CRM Management, Client-Facing Engagement, Customer Service, Branding, Microsoft Office 365, Canva, Google Ads, SEO, Email Marketing, Campaign Management, Analytics & Reporting, WordPress, HTML, CSS, Javascript