



# JAIME DOMINGUEZ

## MARKETING & CONTENT LEADER



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### ABOUT ME

Strategic marketing leader with 15+ years of experience driving growth through brand storytelling, demand generation, and content-led strategy. From global sport to fitness, SaaS or multinational consumer brands, I've helped organizations launch thought leadership platforms, led successful rebrands, and designed scalable marketing programs that connect with audiences and drive results.

I focus on building strategies that move from awareness to measurable business outcomes—turning ideas into impact.

Open to roles in marketing and brand strategy, or demand generation—especially in companies that view marketing as a strategic growth engine.



### WORK EXPERIENCE

#### **Ballketing - Founder | Since August 2025**

- Ballketing is a **fractional CMO service** for global sport businesses
- Working with C-Level Executives on Branding, Commercial Marketing, and Communications Strategy

#### **JR Labs - Co-Founder | Since October 2025**

- We offer white-label technology solutions for the global sport industry including AI, or Blockchain.
- Services designed around opportunity workshops, consulting services, and technology implementation.

#### **World Football Summit - Marketing & Communications Director | Apr 2022 – July 2025**

- Responsible for marketing, content, program, and PR across a global **event portfolio that grew from 12 to 29 events** in 3 years.
- Drove a **27% increase in WFS's global sports business community** through a content strategy spanning podcasts, newsletters, reports, and high-impact content on social media.
- Drove an **increase of 97% in Media Communications Value for WFS Europe**, the brand's flagship event.
- Co-led the rebranding of WFS, shaping its strategic positioning and new visual identity.
- Designed and implemented demand generation programs for all events, driving high-intent leads and increased sponsor engagement.
- Launched and hosted the World Football Summit Podcast, and lead the publication of industry reports, building a thought leadership platform for the brand.

#### **Trinoa (Energy & Climate SaaS) - CMO | Jun 2021 – Apr 2022**

- Launched a **B2B SaaS platform focused on carbon neutrality** and climate reporting solutions.
- Defined and executed the go-to-market strategy, including segmentation, positioning, and channel strategy.

#### **Centros Supera - Senior Marketing Manager | Aug 2017 – May 2021**

- Achieved a **5% growth above target in a competitive market**, due to the design and implementation of a new sales and marketing strategy.
- Launched the brand's digital marketing presence, including content, SEM, social media, and analytics.
- Led competitive analysis and market forecasting for new **expansion opportunities across Spain, Portugal, and Italy.**

#### **Avon - Marketing Manager | Oct 2009 – Apr 2017**

- Led marketing strategy across cosmetics and fashion, managing a team of 4, achieving **+0.5% growth in a declining market (-5% avg.)**
- Delivered **\$2M in cost savings via product lifecycle optimization**
- Earlier: Marketing Planner (2008–2009) – Focused on account-based marketing and segmentation strategy.



## SIDE PROJECTS

### The Ballketing Letter

A newsletter that translates global sports business stories into actionable frameworks. Read by executives, marketers, and entrepreneurs looking to bridge sport and business thinking.

### Sports Management Lecturer

I teach courses across several sports management programs around sports marketing, ticketing, sponsorship, communications, and innovation.

### World Football Summit Podcast

Launched and led the official podcast of WFS. Interviewed C-suite leaders, investors, and entrepreneurs in global football. Built WFS's thought leadership presence and content library across platforms.

### Freelance CMO

Led GTM, content, and brand storytelling strategies for sports startups and mission-driven brands.

### Co-Founder Roles

Drove brand strategy, user growth, and investor-facing messaging across wine tourism, and impact investing.



## EDUCATION

- ISDI - Master in Internet Business
- IE Business School - Global MBA
- ICADE + Northeastern University- International Business



## SKILLS

- **Marketing Strategy:** Go-to-market, Brand Positioning, Segmentation.
- **Execution & Growth:** Demand Generation, Content Marketing, Campaign Design, Media Relations, Social Media,
- **International Business:** Scale international projects, tailored business strategy to different regions, cultural adaption.
- **Channels & Tools:** Email Marketing, Podcasting, Several AI LLMs, Notion, Canva, Replit, Apollo, Relay, GA4, etc.



## LANGUAGES

**Spanish**  
Native

**English**  
Bilingual

**French**  
Basic