

MATTHIEU DOMINGUEZ

Business Developer



Franco-Argentinian entrepreneur with a passion for product development and a knack for sales, marketing, design and AI.

CONTACT

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+33687102070 ☎

Valdemorillo, Madrid 🏠

LinkedIn 🌐

EDUCATION

Master of science (in process)
Artificial Intelligence
Universidad Europea 2023

Master of science
Marketing & Management
Ipag Business School 2017-2022

Master of science
International Marketing
Edinburgh Napier University 2021-2022

SKILLS

Salesforce
Data Analysis
Communication
Negociation
Lead Generation, LinkedIn, Emails
Cold Calls
Networking
Microsoft Office Word, Excel,
PowerPoint
Adobe Suite Illustrator, Premier Pro,
Indesign, After Effect
Stable Diffusion
AirTable & Zappier
Figma & Framer

LANGUAGES

French: Native
Spanish: Bilingual
English: C1 Level

WORK EXPERIENCE

Product Owner

Hexband

June 2023 - October 2023 / Madrid, Spain

- Conducted research on how to possibly improve the product through **Data analysis**.
- Designed **Branding Assets**, (imagerie, logo, landing page).
- Conceived an entire Diet & Workout program **through AI** as a strategy to stand out from competition.
- Negotiated the price with the supplier & consolidated the relationship.

Business Development Specialist

MydataMachine

October 2022 - June 2023 / Paris, France

- Developed new strategies to reach out potential leads achieving a system that provided **2 constant qualification call per week**.
- Achieved **4 new recurrent clients** for MyDataMachine
- Realised **Lead nurturing**, revived previous relationships with clients which resulted in new deals.
- Adopted an **entrepreneur mindset**, by searching on my own solution on how to achieve asked results.
- Provided a **breakthrough opportunity** in a new sector.
- Introduced MyDataMachine into the **spanish market**.
- Used **LinkedIn** and **Email Outreach** to qualify, prospect, and get in contact with **70%** of new lead

Marketing Growth Operator

Propulse Video

October 2021 - May 2022 / Barcelone, Spain

- In charge of the lead generation process, discovering new opportunities in the **French, Spanish, and English markets**.
- Exceeded qualified lead sales targets by **233%**, generating **€350,000** in qualified leads, of which **€200,000** were closed by the sales team.
- Improved acquisition channels, offering more effective email campaigns, increasing the positive response rate by 10%.
- Augmented the number of **inbound leads** by **50%** through **website** and **SEO** optimization.