

Nicolas A. Dominguez

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Creative and results-oriented Marketing Professional with 4+ years of experience in digital marketing and campaign management. Skilled in creating impactful presentations and materials, social media strategy, and client engagement. Seeking a Marketing Coordinator position to apply expertise in a fast-paced, dynamic team environment.

EXPERIENCE

GRN Dublin - Remote

October 2022-Present

GRN Dublin specializes in recruiting for the Biomedical and Life Sciences sectors. They facilitate connections between healthcare professionals and the market.

Digital Marketing Specialist

- **Developed and executed marketing campaigns:** Designed and implemented effective marketing strategies, resulting in a 21.8% engagement rate on LinkedIn over a 6-month period.
- **Implemented social media strategies:** Enhanced brand visibility and market penetration by 22.9% through A/B testing and post-scheduling, demonstrating effective client engagement and communication.
- **Restructured marketing operations:** Applied project management techniques (WBS) to ensure smooth execution and coordination of campaigns, improving overall process efficiency.
- **Created marketing assets:** Produced videos, graphics, and marketing materials using Adobe Creative Suite, aligning with modern UI trends and showcasing proficiency in tools essential for high-quality presentations.

GRN Palmetto - Columbia, SC

January 2020- March 2024

GRN Palmetto is an Industrial Automation Recruitment Specialist focusing on specific disciplines within the Industrial Automation Market.

Marketing Communications Specialist

- **Implemented effective social media strategies:** Engaged the target audience and fostered community growth, resulting in an 800% increase in follower count over 4 years.
- **Optimized marketing efforts:** Used data-driven strategies to improve lead generation, web traffic, and promotional success. Applied performance metrics to refine campaigns and drive impactful results.
- **Managed CRM system:** Expanded the database from 10,000 to 30,000 contacts, enhancing communication and relationship-building. Utilized CRM insights to support client engagement and effective marketing outreach.

SKILLS

Social Media Marketing | Graphic Design | SEO | Project Management | Interpersonal Communication Skills | Adobe Creative Suite | Content Creation | Microsoft Suite | Email Marketing | Metrics & Analytics | Web Development | SEM

LANGUAGES

CERTIFICATIONS

- English (Fluent)
- Spanish: (Fluent)

- Foundations of Digital Marketing
- Google Ad Search
- Google Analytics

EDUCATION

University of South Carolina

Graduated May 2021

Bachelor of the Arts in Journalism and Mass Communications - Advertising

Scrimba

Ongoing

The Frontend Developer Career Path