

# Nicolas A. Dominguez

(803) 587-5992 • 98nicodominguez@gmail.com • linkedin.com/in/nicolas-dominguez-7b35bb174/ • <https://nico-dominguez-portfolio.netlify.app/>

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 targeted LinkedIn content strategies, including tailored posts, analytics monitoring, and audience segmentation, resulting in a 21.8% engagement increase over 6 months..
- Boosted market penetration by 22.9% through optimized A/B testing of content formats and strategic post-scheduling, significantly improving client engagement and communication.
- Applied work breakdown structure (WBS) techniques to ensure smooth coordination and execution of campaigns, improving overall process efficiency.
- Produced high-quality videos, graphics, and other marketing materials using Adobe Creative Suite to support campaign objectives.

### 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

- Developed and executed platform-specific social media strategies (LinkedIn, Twitter, Facebook), driving an 800% increase in follower count over 4 years.
- Utilized data-driven analysis tools (Google Analytics, CRM insights) to optimize lead generation and web traffic, resulting 35% growth in site visits.
- Expanded the customer database by 200% (from 10,000 to 30,000 contacts) using targeted email campaigns and CRM segmentation, fostering stronger client engagement and retention.

## 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

Bachelor of the Arts in Journalism and Mass Communications - Advertising

Graduated May 2021

### Scrimba

The Frontend Developer Career Path

Graduated July 2024