

# Nicolas A. Dominguez

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Highly creative and results-oriented Marketing Professional with 3+ years of increasing experience in Digital Marketing, I am passionate about furthering my career with an innovative and forward-thinking Company. Seeking a Digital Marketer position to leverage my Marketing skills and experience.

## EXPERIENCE

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### 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

- Devised personalized brand strategy, resulting in increased brand visibility and market penetration.
- oversaw the marketing operations for the company, employing strong project management skills to ensure seamless execution of campaigns and initiatives.
- Utilized email marketing campaigns to improve click-through and conversion rates, driving lead generation and community engagement.
- Strategically implemented top SEO practices to expand reach to a broader audience, optimizing online presence and driving increased traffic to the platform.

### GRN Palmetto - Columbia, SC

August 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 a comprehensive brand strategy to accelerate growth, establish industry distinctiveness, and maintain a consistent image in the market.
- Implemented highly effective social media strategies to engage the target audience and foster community growth, resulting in an 800% increase in follower count over 3 years.
- Managed an employee KPI system, leading to a 600% increase in connections on LinkedIn and enhancing the company's professional network.
- Optimized marketing efforts, including lead generation, web traffic, and promotional success, by implementing data-driven strategies and tracking performance metrics.
- Managed the CRM system, expanding the database from 10,000 to 30,000 contacts, facilitating effective communication and relationship-building with community members.

## SKILLS

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

### LANGUAGES

### CERTIFICATIONS

- English (Fluent)
- Spanish: (Fluent)

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

## EDUCATION

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### University of South Carolina

Graduated May 2021

Bachelor of the Arts in Journalism and Mass Communications - Advertising