

Donald Jeffrey Theodore Dominguez Jr.

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Education

Digital Media and IT - Web Design and Development

Northern Alberta Institute of Technology (NAIT) | Edmonton, Alberta

Sept 2021 - Present

Master of International Marketing (MIM)

Hult International Business School | San Francisco, California

August 2015 - 2016

Bachelor of Science in Business Administration Major in Management (BSBA)

University of Asia and the Pacific (UA&P) | Pasig City, Philippines

June 2009 - 2014

Professional Experience

UNIONBANK OF THE PHILIPPINES — Pasig City, Metro Manila, Philippines

The UnionBank Fintech Group embarks on co-creating financial solutions using emerging technology alongside various Fintech partners.

March 2020 - June 2021

Digital Marketing Officer

- Manages the various social media accounts (Facebook, Instagram, LinkedIn, Eventbrite, Youtube, and Zoom) of the Fintech Group.
- Engagement with customers through social media chats and emails
- Assists in organizing and promoting Fintech Group digital events
- Supervises the budget and spending of social media ad campaigns

VESXEL INC. — San Juan City, Metro Manila, Philippines

A pioneering locally grown online-based startup that sells insulated bottles using TermoTchion technology.

Jan 2017 - March 2020

Associate Marketing Officer

- Created the website and managed social media accounts to increase brand presence, build awareness, and increase traffic.
- Established a relationship with Yelp in building an online presence and developed advertising solutions.
- Analyzed sales process and integrated a POS with their website to increase sales by 30%.

THE GREEN ENCHILADA — Pacifica, CA, United States

Organic Taqueria Restaurant

Oct 2016 - Jan 2017

Marketing

- Created the website and managed social media accounts to increase brand presence, build awareness, and increase traffic.
- Established relationship with Yelp in building online presence and developed advertising solutions.
- Analyzed sales process and integrated a POS with their website to increase sales by 30%.

TYPE A MACHINES — San Leandro, CA, United States

3D printer design and fabrication provider.

May 2016 - Sept 2016

Marketing Intern

- Email Marketing: created a customized customer relationship management email system
- Drove 40% traffic to website via Search engine optimization (SEO) through paid and organic search
- Content Marketing for social media: created a strategy for new product launch which increased website traffic