

# MARIAN DOMÍNGUEZ

## DIGITAL MARKETING & E-COMMERCE

✉ MARIANDOMINGUEZ88@GMAIL.COM

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## WORK EXPERIENCE

### SOCIAL MEDIA MANAGER

**Centro de Innovación Carrefour (CIC),**  
Mar 2020 - Sep 2020

#### Third party media (Paid media)

- **Strategic planning** and communication with **critical partners** (Google, Facebook, NEO, Arena, etc.) optimizing conversion funnel (traffic to Carrefour e-Commerce, abandoned cart, average cart rate, etc.)
- **Project Audiences:** identification and **segmentation of database users** of the different Carrefour business units (Salesforce)
- **Project Audiences:** optimization of campaigns by audiences, **improving the e-Commerce conversion rate**
- **National advertising campaigns planning:** conventional media or *below the line* (Mediaset, Atresmedia, Vocento, Cadena COPE, JCDecaux, etc.)
- **Project Brochures Off:** transformation of physical brochure to platforms and digital media (Tiendeo, Ofertia, RRSS, etc.)
- **Historical Data Analysis:** optimization of planned investment for regional and national advertising campaigns based on the insight found in data.

#### First party media (Own management)

- **Social media content planning** based on the principal lines of communication for each internal Carrefour's business units (Textil, PGC, Hogar, etc.)
- **Social media content strategy** based on campaigns and sales goals
- **SEO Copywriting** for Carrefour social media national profiles
- **Community management** for Carrefour's social media national profiles (Instagram, Facebook, Twitter y YouTube)
- **SEM planning** for advertising campaigns of Carrefour's social media national profiles
- **A / B testing** for Carrefour's social media national profiles

### WEBMASTER

**1MIB,** Mar 2019 - Mar 2020

#### DIY "Maintenance Services" e-Commerce

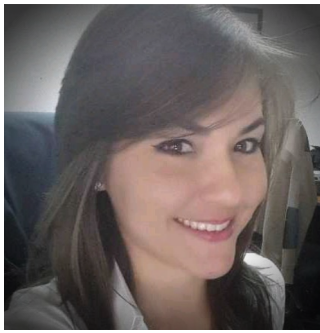
- e-Commerce development and publishing with WordPress & WooCommerce
- Web & customer journey design
- SEO Copywriting
- Digital online products development
- CRM documentation and work-flow design
- e-Commerce integration with marketplaces (Amazon, eBay, El Corte Inglés)
- Doofinder implementation (Internal Search Engine)
- Aplazame implementation (Financed payment platform)
- Benchmarking, design, development and implementation of e-Commerce business model
- Stock management
- Bulk product uploading (SEO optimized)
- Back-end support & webmaster: data analyst & management, reporting and updating.



## TOOLS

WordPress (CMS)	<div><div></div></div>
WooCommerce (CMS)	<div><div></div></div>
SEO - SEM	<div><div></div></div>
PrestaShop	<div><div></div></div>
Active Campaign (CRM)	<div><div></div></div>
MailChimp (CRM)	<div><div></div></div>

Google Analytics	<div><div></div></div>
Google Ads (SEM)	<div><div></div></div>
CSS/CSS3 - HTML/HTML5	<div><div></div></div>
JavaScript / MySQL	<div><div></div></div>
UX / UI	<div><div></div></div>
Google Suites / Office	<div><div></div></div>



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## EDUCATION

### DIGITAL MARKETING & E-COMMERCE

Master  
Escuela Europea de Negocios de Barcelona,  
ENEB, Madrid 2019.

### BUSINESS AND CORPORATE COMMUNICATION

Master  
Escuela Europea de Negocios de Barcelona,  
ENEB, Madrid 2019 - 2020.

### ENGINEER

Engineering  
Universidad De Oriente, UDO, Venezuela  
2014.

## COURSES & CERTIFICATES

### WEB DESIGN

Professional certificate Lev. 2  
Sep.2020 - On going

### WORDPRESS & WOOCOMMERCE

Advance Certificate  
CFTIC - 100 hours, Madrid 2019

### WEB ANALYTICS

Course  
Universitas Telefónica - 100 hours, Madrid  
2019

### GOOGLE ANALYTICS

Advanced Certificate  
Google Analytics Academy - 250 hours,  
Madrid 2019

### GOOGLE ADS

Pre-advanced certificate  
Google Academy - 100 hours, Madrid 2019

### HTML5

Pre-advanced Course  
Lynda.com, LinkedIn - 100 hours, Madrid  
2020

### CSS3

Pre-advanced Course  
Lynda.com, LinkedIn - 100 hours, Madrid  
2020

### GOOGLE SUITE

Pre-advanced Course  
Google Academy - 100 hours, Madrid 2020

### YOUTUBE

Pre-advanced Course  
Google Academy - 100 hours, Madrid 2020

### SALES / MARKETING ON SOCIAL MEDIA

Pre-advanced Course  
Udemy - 200 hours, Madrid 2020

### IMPROVE E-COMMERCE SALES WITH SOCIAL MEDIAS

Pre-advanced Course  
Udemy - 60 hours, Madrid 2020

## PERSONAL SKILLS

Creativity



Team work



Innovation



Hardworking



Self-taught person



Spanish  
Native

English  
B2 - C1

German  
New challenge