



MARIAN DOMÍNGUEZ

SOCIAL MEDIA, COMMUNITY MANAGER & WEB DEVELOPER



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ABOUT ME

I emigrated personally and professionally in 2017, when I move away from Venezuela to Spain. I've been studying and specializing in Digital Marketing, e-Commerce and most recently, Web Development. Taking advantage of my previous experience as Planning Engineer at Halliburton (Oil Industry), I'm able to identify opportunities for improvement and optimizations before, ongoing and based on statistical results of the different implemented strategies and market trends.

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.).

First party media (Own management)

- 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
- Bulk product uploading (SEO optimized) and Stock management.

MY TRAINING AND CERTIFICATIONS

Professional Certificate Web Design

Centro de Formación en Tecnologías de la información y las Comunicaciones de Madrid (CFTIC). Mar, 2021

Master Business and Corp. Communication

Escuela de Negocios Europea de Barcelona – Univ. Intl . Isabel I de Castilla. Jan, 2021

Master Digital Marketing & e-Commerce

Escuela de Negocios Europea de Barcelona – Univ. Intl . Isabel I de Castilla. Mar, 2021

Petroleum Engineer

Universidad De Oriente.
Venezuela, 2014.

OTHER COURSES AND TRAININGS

WordPress & WooCommerce

Centro de Formación en Tecnologías de la información y las Comunicaciones de Madrid (CFTIC). Oct, 2019

Web Analytics

Course Advance Level
Universitas Telefónica – 100 hours, Madrid 2019

Google Analytics

Advanced Certificate
Google Analytics Academy – 100 hours, Madrid 2019

Google Ads

Pre-advanced Certificate
Google Academy – 80 hours, Madrid 2019

HTML5 / CSS

Pre-advanced Course
Lynda.com, LinkedIn – 80 hours ea., Madrid 2020

Google Suite

Pre-advanced Course
Google Academy – 80 hours, Madrid 2020

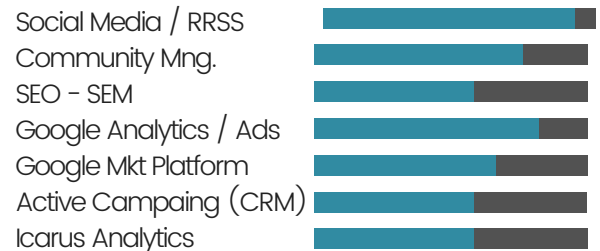
Youtube

Pre-advanced Course
Google Academy – 80 hours, Madrid 2020

Sales Marketing on/with Social Media

Pre-advanced Course
Udemy – 60 hours ea., Madrid 2020

TOP TECH SKILLS



PERSONAL SKILLS



Spanish
Native

English
B2 - C1

German
New challenge