

[tina/dominguez]

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[work experience]

United Data Technologies / Miami, FL

A company dedicated to design, build, deliver & service innovative IT solutions.
Senior Digital Marketing Specialist | February 2017 - Present
Manage social media presence on LinkedIn, Twitter, Instagram, and Facebook. Create strategy for organic and paid social campaigns. Use Adobe Creative Suite to edit or create branded materials for web and print. Write original blog content reflecting multiple services, including education services and commercial accounts. Work with marketing team to implement digital component to larger campaigns. Collaborate with multiple vendors to bolster campaigns through digital efforts. Design landing pages and email marketing campaigns through Pardot, a marketing automation platform.

Jackson Health System / Miami, FL

A nonprofit academic medical system offering world-class care.
Digital Media Specialist | March 2015 - January 2017
Maintained branding consistency on all Jackson Health System digital platforms from web to social media. Established ticket system to streamline web update process system wide. Edited web content sent from various departments across the system using the TeamSite CMS. Served as secondary community manager for the social media landscape, including Facebook, Twitter, Instagram, LinkedIn, and YouTube. Coordinated with the team at Miami-Dade County Online Services department and Jackson Health System IT department for web development projects for jacksonhealth.org and jhsmiami.org. Worked closely with marketing specialist with specific service line campaigns, including maternity, recruitment, transplant, and bariatric. Coordinated with media relations team to showcase media attention garnered by the health system on digital platforms.

Morgans Hotel Group / Miami Beach, FL

An international boutique hotel chain.
Regional Social Media Coordinator | July 2013 - May 2014
Created content for the Facebook and Twitter pages for Delano South Beach, Shore Club, and Mondrian South Beach. Managed relationships between the properties and local, international bloggers. Updated three Instagram accounts with Miami based content. Updated Back of House, the company blog, with relevant seasonal content, interviews with concierges, wedding features, and top five city guides. Gathered content for company wide campaigns. Updated property information on Online Travel Agency (OTA) sites. Created and managed Facebook Ad campaigns. Managed regional calendar of events for all three properties. Used SproutSocial and Facebook Insights to create monthly reports for each property. Coordinated guest requests submitted through social media.

Latin Builders Association / Miami, FL

A professional business association focused on the construction industry.
Communications Specialist, Editor | December 2011 - February 2013
Editor of *Proyecto Magazine*: edited and arranged content from various contributors. Planned and carried out the promotion of all LBA events, including a monthly luncheon, legislative breakfast series, membership networkers, and signature events. Managed e-mail marketing initiatives. Posted promotional and original content to social media. Created registration forms for events on Adobe InDesign. Co-host and schedule guests for AM radio show, 'Proyecto Live.' Coordinated with vendors to print all marketing material(s), design *Proyecto* magazine, and re-launch lbaorg.com.

[education]

University of Florida

Gainesville, FL
Master of Arts in Mass Communications
Specialization: Web Design and Online Communications
2014 - 2016

University of South Florida

Tampa, FL
Bachelor of Arts in Communications
Specialization: Public and Cultural Communication
2005 - 2009
Wrote for the student publication, *The Oracle*.

[languages]

English, Spanish

[freelance clients]

852 Creative Marketing & Design, Identity Media Co., The Jupiter Circle, Joonbug Miami, MIA Connections, NBC 6 South Florida, Universal Music Latino

[awards]

The President's Volunteer Service Award, Bronze
2013

[skills]

Adobe: InDesign, Photoshop, Illustrator
Blogging
Copywriting, copyediting
CSS/3
Digital Content Management
E-mail Marketing (MailChimp)
Google Analytics
HTML 5/XHTML
HootSuite
Microsoft Office
Social Media Management
TeamSite
WordPress