

Dominique Gonzalez

A PROVEN TRACK RECORD OF INCREASING BRAND AWARENESS, IMPROVING CUSTOMER ENGAGEMENT, AND DRIVING SALES.

WWW.DOMINIQUEGONZALEZ.COM
SCAD: BFA COMMERCIAL PHOTOGRAPHY
JOURNALISM

EXPERIENCE

HITS Horse Shows - Marketing Developer, Photographer, and Videographer

Dec. 2023 - Present

- Leveraging strategic partnerships and innovative branding initiatives, enhanced the show's visibility and reputation
- Created social media campaigns using self-created content to develop organic traction to all social media channels
- Utilized Adobe Creative Suite (Photoshop, Lightroom, Premiere Pro) for post-production editing, enhancing the visual appeal and consistency of all marketing materials.
- Developed and executed comprehensive marketing strategies to enhance brand visibility and engagement for HITS Horse Shows across digital and traditional platforms.

Ruespari, Florida — Marketing Manager and Photographer

July 2023

- Produced captivating photographs for use on social media channels and websites effectively promoting the new clothing collection resulting in a significant boost in online presence.
- Developed and executed successful social media campaigns that increased brand awareness, and capturing high-quality images of the new clothing collection.
- Conducted market research to identify trends, consumer preferences, and competitive landscape, informing strategic marketing decisions.
- Coordinated photo shoots, including location scouting, model selection, and styling, to produce visually compelling and on-brand imagery.

Jumper Nation, Remote — Copy Writer and Social Media Manager

Dec 2017 - Sept 2021

- Curated and scheduled content to maintain a consistent online presence and foster a sense of community among the audience.
- Implemented digital marketing tactics, including SEO, PPC, Google Analytics, and email marketing, to improve brand visibility and drive website traffic.

The Scout Guide, Remote — Copy Writer, Photographer, Marketing Manager and Social Media Manager

Dec 2021 - Jan 2023

- Strategized and executed social media campaigns across multiple platforms, resulting in remarkable growth from 20% to 65% in brand awareness and organic interactions.
- Utilized Google Analytics and other SEO tools to analyze website performance and make data-driven decisions for continuous improvement.
- Crafted engaging and persuasive copy for various marketing channels, including blog posts, newsletters, social media, and promotional materials, enhancing brand storytelling and customer engagement.
- Designed and implemented targeted email marketing campaigns, increasing subscriber engagement and driving traffic to The Scout Guide's website.

DG Photography, Florida— Commercial Photographer

Sept 2017 - Present

- Developed graphics and layouts for product illustrations, company logos, and internet websites. This allowed for collaboration with clients to maintain brand voice and tone consistency.
- Developed and executed social media strategies that resulted in a 160% increase in brand awareness, followers, likes, and comments.
- Analyzed social media metrics and campaign performance, using data-driven insights to refine strategies and optimize content for maximum reach and engagement.

SKILLS

Social Media Management
Videography
SEO Optimization
Google Analytics
Adobe Creative Suit
Branding
Digital Marketing
Copywriting

CERTIFICATES

Adobe Certified
Google Analytics
Google Cybersecurity