



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

IMIB, 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.

