

# OSCAR DOMINGUEZ

MASTER IN MARKETING AND ADVERTISING  
& Interactive Technology and Digital Animation Engineer



✉ oscar\_rdg@hotmail.com

☎ +52 55 3996 6569

in [Linkedin](#)

🌐 [oscarrdg.com](#)

## About me

Highly motivated and results-driven marketing professional with a proven track record of implementing innovative strategies to drive business growth. Known for my high level of intelligence and critical thinking skills, I consistently seek out unique and effective solutions to complex marketing challenges.

I have cultivated an active and creative mindset throughout my career to identify opportunities and drive measurable results. I firmly believe in the power of continuous learning, recognizing knowledge as the cornerstone of personal and professional success. I constantly expand my knowledge base and stay at the forefront of industry advancements, positioning myself as an adaptable marketer.

## Job Experience

### Media Buyer

*Channel Factory | Oct 22 - Present*

Manage and optimize YouTube Ads campaigns for a diverse range of products, overseeing and ensuring the success for the digital marketing campaigns of renowned brands such as Samsung, Coty, Southwest Airlines, Dairy Queen, Kraft, Campbell's, Mastercard, McDonald's, Chili's, and Nestlé. Ensure timely delivery and goal achievement through continuous campaign optimizations, aligned with clients' specific needs and objectives, surpassing KPI's and industry benchmarks. With a deep understanding of Google Ads' platform and advanced targeting capabilities, I employ data-driven strategies to maximize campaign performance and deliver exceptional results.

### Marketing Manager

*Impulsa Global | Apr 21 - Sep 22*

Led the B2C digital marketing team, driving international marketing campaigns, SEO, SEM, social media, email marketing, and digital strategies across multiple subsidiaries. Successfully fueled international program growth in New York, Silicon Valley, and Madrid through paid campaigns, inbound marketing, nurturing sequences, and organic optimizations, achieving an acquisition cost under 20% of the program cost. Launched marketing campaigns for new specialty Salesforce programs in Emtech, filling the first three generations of students with a 20% acquisition cost, leveraging LinkedIn Ads with a remarkable CTR of over 2.5% - 3%, along with Facebook, Google, and YouTube Ads.

### Marketing Director

*Milusos App | Dec 19 - Apr 21*

Led the marketing team for the Milusos mobile app, achieving a 600% increase in monthly work orders within four months of joining the company. Directed the design and programming team, and managed advertising efforts. Implemented market analysis, marketing campaigns, inbound marketing strategies, SEO, SEM, social media management, digital strategies, email marketing, CRM optimization, and growth initiatives.

### CX Consultant

*Zubia People&Business | Feb 19 - Dec 19*

As a vital member of the Account Based Marketing team, I played a pivotal role as the key account manager for prestigious clients, including HP and Hoffman. Renowned for my expertise as a top B2B strategist, I collaborated closely with the strategy team to provide comprehensive support for business development initiatives. My responsibilities included conducting in-depth research on market segmentation, stakeholder identification, and buyer personas, enabling data-driven decision-making and optimized customer experience processes. Additionally, I actively contributed to the development of value propositions, business models, stakeholder maps, customer journey maps, service models, CX strategies, and digital marketing initiatives, ensuring the delivery of impactful and tailored solutions for our clients.

## Education

### Master's in Marketing and Advertising

*Universidad Iberoamericana  
2018 - 2020*

### Business Management Diploma

*IE Business School Madrid  
2018*

### Interactive Technology and Digital Animation Engineering

*Universidad del Valle de Mexico 2011 - 2015*

## Skills

Leadership



Marketing



Digital Marketing



Growth



Problem solving

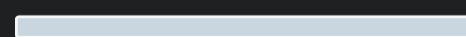


Innovation



## Language

Spanish (native)



English (bilingual)

