



OSCAR DOMINGUEZ



BIO

Since I can remember I've always had a passion for finding a way to do things better and different. With a very **active, creative and innovative** mind I've never stopped learning, because I truly believe that **knowledge** is the greatest tool to succeed in life and in business.

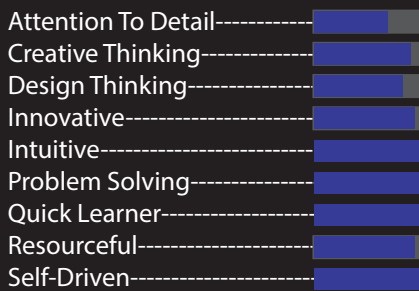
OBJECTIVE

To lead the marketing team in order to achieve and exceed the company's goals using innovative methods and technological tools while proposing new ideas to improve the overall business.

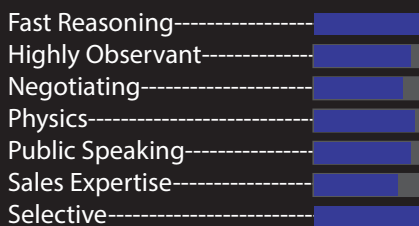
HARD SKILLS



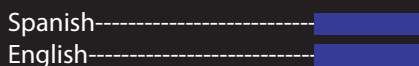
SOFT SKILLS



OTHER SKILLS



LANGUAGES



MY EXPERIENCE

Marketing Director

December 2019 - Present

Head and decision maker for the **marketing team** of the mobile app Milusos. Achieved an increase of 600% in monthly work orders on a period of 4 months since I joined the company. In charge of the design team and advertisement. Other responsibilities: Market Analysis, marketing campaigns, inbound marketing, general strategies, SEO, SEM, B2B & B2C, social media marketing, digital strategies, email marketing, CRM optimization, Digital strategies, growth.



Milusos

Founder & Managing Partner

November 2020 - Present

As a managing partner in Grosso Consulting i'm also head of technology and digital strategies. One of my main activities is the implementation of digital tools to achieve growth for our clients, and digital strategies.



JR. CX CONSULTANT

February 2019 - November 2019

Part of the **Account Based Marketing** team and **Account Manager** of our biggest client. Hand to hand work with the strategy team, providing support to business development. Research on **business intelligence** which includes market segmentation, profiling, stakeholder identification, buyer personas design, among others. Optimization fluxes and sequences design using **techno-logic platforms**. Participation in building value propositions, business models, stakeholder maps, customer journey maps, service models and CX.



ZUBIA
PEOPLE & BUSINESS

MARKETING RESEARCH EXECUTIVE

February 2017 - January 2019

In charge of North America Conferences, analysing the subject of each conference so I could find suitable **prospects** that may be possible attendees. I automatized some of the processes that helped to **optimize work flows**.



EDUCATION



MASTERS IN MARKETING AND ADVERTISING

January 2018 - May 2020



BUSINESS MANAGEMENT DIPLOMA

June 2018 - July 2018



ENTREPRENEURSHIP DIPLOMA

October 2015 - December 2015



INTERACTIVE TECHNOLOGY AND DIGITAL ANIMATION ENGINEERING

January 2011 - June 2015



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