



OSCAR DOMINGUEZ

MASTER IN MARKETING AND ADVERTISING

PROFILE

BIO

Since I was a kid 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.

EDUCATION

UNIVERSIDAD IBEROAMERICANA

Apr 2021 - Jun 2021

Neuromarketing Bootcamp

Jan 2018 - May 2020

Masters in marketing and advertising

IE BUSINESS SCHOOL

Jun 2018 - Jul 2018

Business management diploma

UNIVERSIDAD DEL VALLE DE MÉXICO

Oct 2015 - Dec 2015

Entrepreneurship diploma

Jan 2011 - Jun 2015

Interactive technology and digital animation engineering

WORK EXPERIENCE

2021 - Present

Marketing Manager

At Impulsa Global

Working for the different subsidiaries of the company. TrepCamp, EmTech, Filantrofilia. **Main Responsibilities:** Marketing campaigns, Inbound marketing, SEO, SEM, Social media, Digital strategies, eMail marketing.

In TrepCamp I achieved growth in the international programs in New York, Silicon Valley, and Madrid. Using paid campaigns, inbound marketing, nurturing sequences, and organic optimizations. With an acquisition cost under 20% of the cost of the programs.

In Emtech I launched the marketing campaigns for the new specialty programs filling the first 3 generations of students with a 20% acquisition cost. Some campaigns included LinkedIn Ads with average CTR over 2.5% - 3%. We also used Facebook, Google, and YouTube Ads.

Dec 2019 - Mar 2021

Marketing Director

At Milusos

Head and decision maker for the marketing team of the mobile app Milusos. Achieved an increase of 600% in monthly work orders during 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.

Nov 2020 - Present

Founder and managing partner

At Grosso Consulting

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.

Feb 2019 - Dec 2019

Jr. CX Consultant

At Zubia

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 **technologic platforms**. I also participated in building value propositions, business models, stakeholder maps, customer journey maps, service models and CX.

Feb 2017 - Jan 2019

Marketing research executive

At marcusevans

In charge of North America Conferences, I was responsible of 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**.

CONTACT



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