Dayneris Domínguez González
Digital Marketing & Content Specialist
Vecindario, Las Palmas, Spain
+34 652508159 | daynerisdominguez@gmail.com | www.astrohue.es

PROFESSIONAL SUMMARY

Result-driven Digital Marketing and Content Manager with over 10 years of combined experience spanning hospitality sales, visual storytelling, and digital strategy. Proven track record in building brand authority and driving conversions for mid-sized businesses through cohesive visual identity, content creation, and multi-channel campaigns. Expert in leveraging creative suites and automation tools to elevate brand presence. Exceptionally bilingual (English/Spanish) with deep expertise in international client relations and luxury-aligned marketing aesthetics.

CORE COMPETENCIES

• Creative & Visual Design: Brand Identity, Graphic Design, Multimedia Content Creation, Photography & Video Editing, Presentation Design.
• Digital Marketing Strategy: Social Media Management, Email Marketing Campaigns, Lead Generation & Sales Funnels, SEO/SEM Basics.
• Technical & Automation Skills: WordPress & Shopify Web Design, CRM Systems, Google Analytics (GA4), AI-Powered Marketing Tools, Meta & Google Ads.
• Business & Hospitality: B2B Sales, High-End Customer Service, Event Coordination, Project Management, Cross-Functional Collaboration.

PROFESSIONAL EXPERIENCE

Founder & Lead Digital Marketing Strategist | *Astrohue Marketing*
Nov 2024 – Present
• Design and execute comprehensive digital communication and branding strategies for small-to-medium enterprises (SMEs) and local businesses.
• Manage end-to-end content production across Instagram, TikTok, LinkedIn, and Facebook, including copywriting, visual design, and video editing (Reels/TikToks).
• Develop full corporate identity, custom web design (WordPress/Shopify), and automated email marketing workflows via CRM tools to increase client conversion rates.
• Integrate generative AI tools to optimize content workflows, sales tracking, and digital customer support.

Social Media Manager & Digital Marketing Specialist | *SubastaFácil.com*
Oct 2023 – Nov 2024
• Led the complete digital presence and brand positioning for a premium judicial auction and real estate investment firm.
• Produced educational and commercial content, managing editorial calendars and scheduling high-performing social media campaigns.
• Designed and executed targeted email marketing campaigns and premium copy to attract high-net-worth real estate investors.

• Built and optimized lead generation funnels, utilizing automation tools to streamline the commercial sales pipeline.

Marketing & Communication Manager | Intermascotas
Jan 2023 – Apr 2023
• Oversaw all digital marketing and communication initiatives to boost brand visibility.
• Designed print and digital promotional materials, including posters, brochures, and seasonal event flyers.
• Managed online customer service and optimized the company's Google Business Profile to improve local search rankings and foot traffic.

B2B Sales Executive | Princess Hotels & Resorts — Canary Islands
Jul 2021 – Dec 2021
• Represented the hotel chain at major national and international tourism trade shows and corporate hospitality events.
• Collaborated directly with marketing teams to align sales materials with premium hospitality brand guidelines.
• Managed key accounts, prospected B2B business opportunities, and developed tailored event proposals for tour operators and travel agencies.

Content Manager | PAAL Transport (Remote Project, USA)
Aug 2022 – Nov 2025
• Collaborated closely with naval designers to produce highly technical and visually impactful commercial documentation.
• Designed investor pitch decks, corporate presentations, and visual marketing assets for capital fundraising campaigns.

Community Manager & Real Estate Photographer | TECNOCASA
Jan 2022 – Jan 2023
• Managed digital communications, print advertising materials, and social media community building for the real estate agency.
• Executed professional real estate photography and multimedia editing to enhance property listings and marketing collateral.

International Sales Representative | Anfi del Mar
May 2019 – Feb 2020
• Delivered consultative sales and premium guest services within the British and international department for luxury vacation programs.

Flight Attendant (Cabin Crew) | Ryanair
Jun 2017 – May 2019
• Provided high-standard international customer service, emergency coordination, and intercultural teamwork under fast-paced, high-pressure environments.

TECHNICAL SKILLS & TOOLS
• Design & Media: Canva, Adobe Illustrator, Adobe XD, Photoshop, Figma, CapCut.
• Web & Marketing Tech: WordPress, Shopify, GoHighLevel, HubSpot, Mailchimp, Metricool, Meta Business Suite.

• Data & Advertising: Google Ads, Google Analytics, Google Business Profile, SEM/SEO.
• Productivity: ChatGPT & Generative AI Tools, MS Office 365, Project Management Frameworks.

EDUCATION & CERTIFICATIONS

• MBA & Master's Degree in Commercial Direction and Marketing (In Progress) | ENEB Business School
• Professional Certification in Digital Marketing & E-Commerce | Google / Coursera
• Professional Certification in Project Management (Agile Methodologies) | Google / Coursera
• User Experience (UX) Design Certification (Figma & Adobe XD) | Google / Coursera
• Bachelor's Degree in English Language and Literature (Filología Inglesa) | Camilo Cienfuegos University

LANGUAGES

• English: Full Professional Proficiency / Bilingual
• Spanish: Native Speaker
• Italian & French: Basic Conversational