

# DOMINIQUE ALMA MARIE

# DAMGOOD

Creative Copywriter & Content Strategist

I bring ideas and content to life through clever concepting, creative thinking, and writing that's purposeful and personable. Grounded in human insight, I help teams clarify their message, shape concepts, and create digital experiences that resonate with audiences and drive engagement.

## EXPERIENCE

### Hilton | Senior Copywriter

Aug 2022 - Dec 2025

Conceptualized and delivered messaging across email, web, and social, supporting high-visibility campaigns that drove strong engagement, increased click-through rates, and downstream consideration for bookings across Hilton brands and partnerships.

### Travel + Leisure Co. | Digital Copywriter

Nov 2019 - Aug 2022

Strategized and developed digital experiences, editorial content, and SEO-led initiatives for global travel brands, using analytics, customer feedback, and UX insights to inform decisions and support redesigned sites that achieved a 30%+ post-launch conversion rate.

### &Barr | Copywriter

Aug 2019 - Oct 2019

Collaborated on concept development and creative content across outdoor campaigns, web, social, and print for brands including Ruth's Chris Steak House, Rosen Hotels & Resorts, Security First Insurance, and Nemours Children's Hospital.

### Irongate | Marketing Coordinator

March 2019 - July 2019

Led a brand refresh and developed integrated creative across digital, email, and social, including visual assets, messaging, presentations, and listing content to support marketing and sales efforts.

### Spark | Copywriter

Sept 2018 - Feb 2019

Developed messaging and creative content across radio, email, digital banners, social, and landing pages for clients, including Visit Florida, Levy's Leather, and Current Hotel.

### Leo Burnett | Creative Intern

June 2018 - Aug 2018

Assisted with brand strategy and creative direction, presenting pitch decks and copy across social, print, digital, and in-store executions for MilkPEP, Alcon, and Grey Poupon.

## EDUCATION & CERTIFICATIONS

### Ringling College of Art and Design | Bachelor of Fine Arts in Advertising

Studied design, marketing, and creative development, honing skills in copywriting, strategy, and visual storytelling. Graduated with a 3.5 GPA.

### Cannes Lions Festival of Creativity | Study Abroad Program

Study abroad coursework in global advertising, creative strategy, and brand storytelling through workshops and sessions with industry leaders.

### The Fundamentals of Digital Marketing | Google Digital Garage

Accredited 26 topic courses consisting of analytics, data insights, and display advertising.

### Social Media Certification | HubSpot Academy

Certified skills to leverage the power of inbound strategies and social media marketing.

## SKILLS

Content Strategy

Brand Storytelling

Creative Concepting

UX Writing

Information Architecture

Microcopy

Long-Form Content

Paid & Organic Social

Email Marketing

SEO / Alt Text

Editing

Cross-Functional Collaboration

Canva Design

Building LEGO

## AWARDS

### National Student Gold ADDY

World's Longest Table - Out of Home & Ambient Media - Single Occurrence or Installation

### Student Gold ADDY

Airbnb Seats - Elements of Advertising - Digital Creative Technology

### Presidents List

Certification of achievement in academic excellence

## PORTFOLIO & CONTACT

DAMGOOD.ME

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