

# DOMINIQUE ALMA MARIE FLEMINGS

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## EXPERIENCE

### **Travel + Leisure Co.**, Orlando, FL — *Digital Copywriter*

Present

Strategize and develop compelling digital experiences, editorial content, SEO, schema, alt-text, and marketing initiatives for world-leading travel brands, using content creation based on analytics, customer feedback, and user experience research.

### **&Barr**, Orlando, FL — *Copywriter*

May 2019 - July 2019

Developed creative content for TV/Radio, social platforms, digital billboards, web pages, and print for Ruth Chris Steakhouse, Rosen Hotels & Resorts, Security First Insurance, and Nemours Children's Hospital.

### **Irongate**, Orlando, FL — *Marketing Coordinator*

January 2019 - April 2018

Rebranded logo, designed creative collateral, created layouts, developed email marketing campaigns, wrote compelling listing descriptions, designed presentations, managed social media pages, and created compelling social content.

### **SPARK**, Tampa, FL — *Copywriter*

September 2018 - December 2018

Developed copy for collateral, radio, email, digital banners, social media platforms, and website content for clients such as Visit Florida, Levy's Leather, and Current Hotel.

### **Leo Burnett**, Chicago, IL — *Creative Intern*

June 2018 - August 2018

Developed brand tactics, presented pitch decks, and wrote compelling copy for social media, print, digital, and outdoor/in-store executions for MilkPEP, Alcon, and Grey Poupon.

## CERTIFICATIONS

### **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

Adobe Creative Suite

UX Writing/Design

Microsoft Office

SEO/Schema

Social Media

Strategy

Alt-Text

Abstract

Figma

## 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

## EDUCATION

### **Ringling College of Art & Design**, Sarasota, FL — *Advertising*

August 2014 - May 2018

Studied design, marketing, and creative development skills.

Graduated with a Bachelor of Fine Arts in Advertising. GPA: 3.5.