**Ariel Dominguez**

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Personal website: <http://coop.cx/c10-personal-ariel>

**EXPERIENCE**

**Digital Marketing Apprentice, COOP (cooperate.nyc)** • *New York, NY* • Feb 2016 to present

* Focusing on Paid Search/Social - certified in Google Adwords, Google Analytics, Facebook Brand Practices, Facebook Creative Best Practices.
* Selected to join a cohort of top recent grads from across CUNY’s senior colleges.
* Developing digital marketing skills—including SEO, Google AdWords, and Facebook Ads, plus Excel, PowerPoint, UX Design, and Google Analytics—through 200+ hours of hands-on workshops.
* Utilizing Squarespace to make landing pages for paid page awareness campaigns through Paid Search/Social.
* Created a digital strategy and multi-channel campaigns for Yenko; a tech startup based in NYC.

**President, Open Alliance** • *The City College of New York* • Sept 2013 to May 2014

* Maintained unity between club members by implementing an inclusive safe space environment.
* Increased total number of members by 2x to 200+ students in events by managing social networks.
* Developed strong leadership skills by delegating responsibilities among the club e-board.
* Created a safe space for students to express themselves, air grievances & provide support for academic or personal issues.

**Customer Service Rep/Kids Club Attendant, 24 Hour Fitness** • *Paramus, NJ* • March 2012 to Oct 2013

* Responsible for all administrative duties.
* Trained 3 new employees in the use of cash register, customer relations and data profile setup/input.
* Developed strong leadership skills by supervising up to 3 employees.
* Personally assisted 40-60 customers during each shift.

**EDUCATION**

**The City College of New York, City University of New York** • *New York, NY* • Sept 2013 to Jan 2016

* Bachelor of Arts in Psychology, January 2016, GPA: 3.0
* Focus in Consumer Behavior and Market Research
* Distinctions: President and Mentor of LGBT Open Alliance, TFA Latino Leader

**Bergen Community College** • *Paramus, NJ* • May 2012 to May 2013

* A.S. in Biology, May 2013, GPA: 3.0
* Activities: P.R.I.D.E. Assistant to President, United Way, NAACP, YMCA Volunteer
* Member of BCC Student Life Leaders, received 50+ hours of leadership training

**SKILLS**

* Languages: Spanish (conversational), English (fluent)
* Certifications: Google Analytics, Google Adwords Certified, & Facebook blueprint Certified
* Digital: *Adobe Creative Suite(beginner)*
* Proficient in *Microsoft Word*, *PowerPoint*, *Excel* in addition to *Google* *Drive* & its applications