

# Dominique Elkind

Digital Marketing Strategist + Designer

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## Areas of Expertise

- Email Marketing
- Landing Page Optimization
- Creative Strategy + Optimization
- Strategic Planning
- Design + Coding
- Social Media Marketing
- Search Engine Optimization
- CRM Integration
- Project Management Methodology
- Web Analytics

## Education

**The Kansas City Art Institute**

Bachelors of Fine Art, 2007

## Professional Experience

**Freelance Designer and Digital Marketing Strategist**

**Various Client                      2009 - Present**

- Design and optimization for web sites, blogs, email campaigns and banner ads
- Brand identity and creative strategy across digital channels
- Brainstorm with clients on acquisition, retention, and referral programs.

**Production Specialist**

**ExactTarget   November 2010 - Present**

- Develop highly dynamic email and web campaigns.
- Manage timelines, schedules and production for campaigns.
- Lead creative strategy and planning for client product initiatives.

**Senior Digital Marketing Specialist**

**DATACORE Marketing            September 2010 – November 2010**

**Digital Marketing Specialist**

**DATACORE Marketing            March 2009 – September 2010**

- Strategy and creative direction across cross functional teams.
- Email marketing management.
- Best practice recommendations and digital program direction.
- Revamped production processes including creative project management and QA procedures.
- Train and mentor team members.

## **Email Specialist**

**Penton Media            April 2008 – March 2009**

- Email marketing design & deployment.
- Manage campaign timelines, schedules and subscribers.

## **Assistant Director**

**The Kansas City Artists Coalition   June 2006 – January 2008**

- Design & coordinate marketing materials.
- Database & email marketing management.
- Coordinate exhibitions and grant proposals.

## **Software Skills**

- Microsoft Office (Word, Excel, PowerPoint)
- Interactive Marketing Software  
    Responsys, ExactTarget, MailChimp,  
    Yesmail, Silverpop
- HTML/CSS/JQuery
- Adobe Creative Suite  
    Illustrator, Photoshop, InDesign,  
    Dreamweaver

## **Selected Honors & Certifications**

1st Place Winner, MailChimp's Design Competition, the Template Throwdown! 2010

3rd Place Winner, Vertical Response's Email Template Design Challenge, 2011

Advanced HTML & CSS, Johnson County Community College, 2009

JavaScript, Johnson County Community College, 2010