

Dominique Giansanti
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General Qualifications:

Experienced Web Designer skilled in creating and maintaining functional and attractive branded websites
Proficient in Wordpress, Adobe Photoshop, Illustrator, InDesign, Acrobat, Microsoft Office
Strong verbal and written communication skills as well as attention to detail
Digital Marketing including but not limited to SEO, SEM, Analytics, Digital design
15+ years of corporate sales and marketing experience specializing in new home sales.

Education:

Drexel University, Philadelphia, PA - Computer Graphics/Marketing
University of the Arts, Philadelphia, PA - Computer Graphics

Professional Experience

Dollhouse Marketing & Design

Owner/Marketing Director Cherry Hill, NJ 7/2020-present

- Manage and direct a team of marketing professionals to coordinate and execute branded content across multiple platforms
- Create and manage multiple branded websites that incorporate brand purpose, voice, and target market
- Content creation and management of multiple social media accounts to create brand presence
- Create and manage digital advertising assets and accounts
- Generate and analyze weekly and monthly marketing reports
- Coordinate vendors (sign manufacturers, printing companies, etc.) to ensure projects are completed accurately and on time
- Logos, digital banner ads, and all digital graphics content creation.
- Develop brand and marketing strategies based on budget allocations

Sensonics International

Executive Marketing Manager Haddon Heights, NJ 11/2022 – 6/2023

- Manage, coordinate, and execute branded content across multiple platforms
- Website design and management
- Creating and implementing multimedia marketing plans for main business and subsidiary
- Content creation and management of social media accounts
- B2B and B2C marketing through direct mail and digital ads
- Event/Trade Show coordinator

Traditions of America

Marketing Manager Berwyn, PA 1/2017-7/2020

- Manage and direct company on strategy and implementation of sales and marketing campaigns
- Coordinate with numerous vendors (graphic designer, web developers, sign manufacturers, etc.) to ensure projects are completed in a timely and accurate manner
- Website admin, including but not limited to content updates, digital integrations (zillow, bdx), and traffic analysis.
- Set up and management of company social media accounts, including customer communications.
- Manage marketing of inventory homes at all communities including determining sales price, creating promotional materials, maintaining MLS listings and updating corporate website
- Generate and analyze weekly and monthly marketing reports
- Oversee company's CRM software
- Events Coordinator

WhiteHOT Marketing & Design Medford, NJ 3/2016-1/2017

Account Manager

- Setup and management of multiple digital marketing campaigns including e-mail campaigns, search engine optimization, and search engine marketing, as well as analytics to track ROI
- Management of print ads, digital ads, e-mail campaigns, and press releases
- Sign design and management for multiple businesses
- Create and implement marketing plans
- Event planning

References will be provided upon request