

DENNIS DOMINGUEZ MARTINEZ

STUDIES

Hochschule Darmstadt 2017 - 2019
Master of Arts in Media & Cultural Work
B. Universidad Autónoma de Puebla 2001-2007
Bachelor in Graphic Design

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EXPERIENCE

Process Analytics Factory Jan 2020 - Present **Business Development Manager**

Development of new businesses, relationships with clients and partners, creation of new commercial alliances, planning and strategy for opening markets and closing businesses in Latin America, Spain, Portugal and France.

Merck KGaA Sep 2018 - Nov 2019 **Brand & Live Communication Working Student**

Planning of the communication strategy for the corporate branding department at a global level for both internal media (global intranet page, local pages in strategic countries for the brand, events, internal activities to promote the brand with employees such as the Brand Champion Award, e-Brand learning, Blog, Newsletter) and external media (website, social networks, press releases, advertising).

Analyzing the results of all the strategies and efforts for the promotion of the brand, once the analysis is done, we would define points of reinforcement, new strategies, opportunities for improvement and maintenance of good practices.

Production and development of content for external and internal social/digital channels.

Museum für Moderne Kunst Frankfurt Aug - Nov 2018 **Public Relations and Advertising MoA. Internship**

Implementation of the new brand within the different locations of the museum, both on the premises and on the public roads, as well as within the digital media such as the website in German and English.

Support in press releases, social networks and events, both city exhibitions and opening of collections in the museum.

AARCO Insurance and Bonding Agent Nov 2013 - Oct 2017 **Marketing Manager**

Planning, strategy and development of annual marketing and communication objectives and budgets within which are defined, managed and planned the channels and means to encourage sales, promote the brand and raise awareness of the importance of insurance for customers, as well as internal promotion about the different types of insurance and costs with the sales force.

Content creation of for internal and external communication, editorial planning.

Brand promotion, both internally and externally through the implementation of the image within the branches throughout the country, the organization of national and local events, training for employees and the sales force and the maintenance of relations with strategic market partners such as AXA, Mapfre, Panamerican, Allianz, Sura, Zurich, among others.

Svenson Mexico Sep 2011 - Nov 2013 **Marketing Manager**

Re-branding, creation of the new logo, image and tone of voice of the brand, implementation of the same within the branches of the country, uniforms, labels, packaging, website, social networks and advertising. Brand strategy and projection.

Production and planning of on-line marketing aimed at sales, training to the sales force.

Freelance Graphic Designer 2011 - Present **Graphic Designer**



COURSES

Histoire de l'Art - France Langue Paris
Political Conversation - MDC
Web Design - Miami Dade College
Google AdWords - Kaplan
Creative Reboot - Miami Ad School
WordPress - Web Courses Mexico
Effective Communication

TOOLS

Adobe Creative Suite
Office
WordPress
Share Point

LANGUAGES

Spanish Native
English Fluent
French Fluent
German Intermediate

REFERENCES

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