

ALANA DOMINGO

CONTENT WRITER AND MARKETING SPECIALIST

Phone: (302) 650-4769 • Email: alanadomingo14@gmail.com • Portfolio: alanadomingo.com

EDUCATION

Temple University

BA Communication Studies
Magna Cum Laude

Savannah College of Art and Design

Writing, 90 Credit Hours
Minor: Business Management

SKILLS

Content Writing
SEO Copywriting
Marketing Analytics
Social Media Marketing
Proofreading & Editing
HTML & CSS
Photography & Video Production

CERTIFICATIONS

HubSpot Inbound Marketing
HubSpot Content Marketing
HubSpot Email Marketing
Google Online Marketing

SOFTWARE & PLATFORMS

Google Analytics
Google Product Suite
Microsoft Office Suite
Unbound 7 Marketing Automation
MailerLite
HubSpot Content Management
Crowdfire Social Management
WordPress
cPanel Hosting Platform
Basecamp & Trello
Adobe Photoshop

WORK EXPERIENCE

Prestwick House, Inc.

Content Marketing Specialist | November 2019 – Present
Copywriter | November 2018 – November 2019

- Promoted to the position of content marketing specialist for exceptional task-management skills
- Manages the daily content production calendar, delegating tasks and deadlines to the appropriate team members
- Crafts concise, informative, and engaging marketing content, including blog posts, social media content, and email campaigns, to drive user engagement and conversions
- Updates and maintains web content, including emails, HTML content, product pages, blog posts, and other landing pages
- Manages ongoing on-page and off-page SEO processes and reports on effectiveness and improvements
- Works within site content management systems to update and monitor content's effectiveness over time; suggests and implements ongoing improvements in collaboration with the creative team
- Leads the creation of free teaching resources to drive traffic, leads, subscribers, awareness, and other important metrics
- Assists in the planning and execution of new product launches, carefully maintaining consistency of branding and campaign messaging across all media channels
- Maintains accuracy of product metadata in backend systems

Hakutaku.us

Owner & Writer
January 2018 – Present

- Writes SEO-friendly content for blog posts, including editorials, book reviews, and manga industry updates
- Designs visual web assets, including site logos, featured images, and images for social sharing

Anura.io

Junior Content Writer
April 2017 – October 2018

- Wrote content for blog posts, case studies, and white papers
- Researched digital marketing trends, SEO best practices, tech industry news, and ad fraud threats
- Analyzed inbound marketing campaign performance via HubSpot CRM and CMS platforms
- Designed visual collateral for various campaigns, including CTAs, white papers, social media assets, and press releases