

ERIKA MICHELE DOMNITZ

Buffalo, NY • erikamdomnitz@gmail.com • (516) 587-2125 • erikadmarketing.com

EXPERIENCE

- Dyke Nyte Buffalo, LLC** Buffalo, NY
Chief Marketing Officer, Co-Founder 2023-Present
- Successfully design and manage all marketing efforts for Dyke Nyte Buffalo, LLC by creating and implementing the company's brand identity, managing multiple social media channels, developing effective merchandising strategies, and promoting upcoming events to increase attendance and revenue.
 - Leveraged graphic design skills to create visually engaging content that resonated with the target audience, establishing an Instagram following of over 1,300 within just 5 months.
- Collegiate Village Apartments** Buffalo, NY
Coordinator of Leasing Operations 2023-Present
- Coordinated and managed the leasing process, ensuring timely lease execution.
 - Developed and implemented lean principles to increase capture rate and throughput.
 - Quantified renewals, occupancy, and marketing engagement in order to assist upper management make data backed decisions by utilizing forms, macros, pivot tables, pivot charts and regression analysis.
 - Reduced pending renewal leases by a factor of 40 year over year.
 - Increased occupancy rates by 10% within the first three months of employment
- KCB Architecture, PC / KCB Homes / 3 Leafs Hardware Consultants** North Tonawanda, NY
Marketing Manager 2021-2022
- Ideated, implemented, and tracked the success of all firm marketing efforts through various digital, print, social, and networking channels in pursuit of clients and projects.
 - Designed and implemented complete UX/UI overhaul of company websites (kcb-architecture.com, kcb-homes.com, and 3-leafs.com) using Wix and tracked with Google Analytics.
 - Developed a content-driven approach to the brand's social media presence to engage potential clients and present the firm as a distinctive source of expertise for the core of services provided.
 - I was the firm's source for all graphic design needs.
- Babcia's Pierogi** Buffalo, NY
Social Media Consultant 2019
- Created Social Media Strategy Plan focused on interactive, inventive posts to build a lasting social following for the company (as part of MBA course). Hired to implement plan and create engaging social media content after the completion of said course.
 - Drove brand awareness, consumer engagement, and traffic to all social media pages.
 - Trained existing marketing employee on how to best utilize Instagram, Twitter, Facebook, and YouTube in order to drive sales.

EDUCATION

- University at Buffalo, The State University of New York**
Master of Business Administration (coursework) 2018- 2019
- Marketing Concentration
 - **Relevant Coursework:** Digital Marketing Analytics, Product Design & Marketing, Consulting Practices, and Statistical Analysis for Managers
 - **Lead Teaching Assistant:** "Intro to Stats for Analytics" and "Statistical Decisions in Management"
- Bachelor of Arts, Sociology, Minor in History** 2011- 2015

SKILLS AND INTERESTS

Programs: Microsoft Office (Excel – Pivot Tables, PowerPoint, Word, Access), Adobe Creative Cloud (Photoshop, InDesign, Premiere, Bridge, Illustrator, Lightroom), Canva
Technical Skills: SEO Tagging, Website Design (Wix, Squarespace, Webflow), Salesforce Administration, Social Media Management (Sprinklr, Hootsuite, Later), Google Analytics
Interests: Rugby, Snowboarding, Photography, Gaming