

ERIKA M. DOMNITZ

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PROFESSIONAL SUMMARY

I am a digital marketing and media professional who has spent nearly the last decade managing multi-channel campaigns across social, web, print, and experiential marketing. Some of my recent accomplishments include co-founding a niche, community-based nightlife brand from scratch and growing its audience to over 3,700 followers on Instagram in under 18 months, as well as driving a 25% annual increase in new members and 87.5% increase in sponsorship revenue for a flag football league alongside my full-time role at Collegiate Village. I bring a strong eye for design paired with analytical thinking and enjoy working collaboratively with teams to turn ideas into campaigns that connect with audiences and deliver measurable results.

CORE SKILLS AND INTERESTS

- **Client & Account Management:** Client communication, stakeholder coordination, relationship management, status reporting
- **Campaign & Project Management:** Integrated marketing campaigns, project timelines, workflow coordination, budget tracking
- **Analytics & Performance Reporting:** Google Analytics (GA4), campaign performance tracking, Excel dashboards, pivot tables
- **Marketing & Creative Tools:** Adobe Creative Suite, Canva, WordPress, Shopify, CRM tracking and management, Microsoft Office, Google Workspace, Figma, Social Media management tools (Hootsuite, Sprinklr, Later)
- **Interests:** Rugby, football, snowboarding, photography, gaming, community building

RELEVANT EXPERIENCE

Buffalo United Flag Football League Director of Media and Marketing

*Buffalo, NY
July 2024-Present*

- Lead marketing strategy and campaign execution across digital, social, and events for Buffalo's chapter of the NGFFL.
- Serve as a liaison between league leadership, sponsors to align marketing campaigns with partnership goals.
- Manage campaign timelines, creative production, and promotional rollout for league events and recruitment initiatives.
- Produced marketing initiatives that contributed to 25% increase in first time membership and 87.5% growth in sponsorship revenue YoY.
- Track multiple active projects across digital, print, and event marketing.

Collegiate Village Apartments Leasing and Marketing Director

*Buffalo, NY
September 2023-June 2025*

- Led a 3-6 person team responsible for marketing and leasing initiatives for a 900+ resident housing community.
- Managed campaign planning, budgeting, and marketing performance reporting across all channels including digital, phone, and in-person touchpoints.
- Collaborated with the Finance and Resident Life departments to make sure marketing campaigns and leasing initiatives launched on schedule without issues.
- Developed dashboards tracking lead generation, conversion rates, and campaign performance to inform strategy.
- Achieved the highest renewal rate in company history with 347/683 residents renewing their leases for another year.

Coordinator of Leasing Operations

January 2023-September 2023

- Handled day-to-day marketing and leasing operations through phone, email, digital channels, tours, and campus visits.
- Maintained detailed CRM records and leasing reports to track campaign effectiveness and leasing performance.
- Consistently ranked as the top monthly leasing performer on the team.

DNB LLC

*Buffalo, NY
2022-2024*

Co-Founder, Chief Marketing Officer

- Co-founded an event company that produced nightlife-centered events for a niche community, focused on connection and wellness.
- Planned and executed integrated marketing campaigns across social media, events, merchandise, and digital platforms, helping grow the brand to 3,700+ Instagram followers in under 18 months.
- Built and maintained relationships with local vendors, artists, and venues, assisting in venue price negotiations.
- Produced events averaging 400+ attendees, driving consistent audience growth and community engagement.

KCB Architecture, PC / KCB Homes / 3 Leafs Hardware Consultants Marketing Manager

*North Tonawanda, NY
2021-2022*

- Managed marketing strategy and campaign execution for a multi-brand architecture and development firm.
- Collaborated with leadership to develop campaigns supporting client acquisition and RFP proposals.
- Designed marketing collateral, presentations, and digital campaigns supporting business development initiatives.
- Led UX/UI redesigns and relaunches of four company websites to improve usability and brand consistency.

EDUCATION

University at Buffalo, The State University of New York

- **Master of Business Administration (Coursework)** – Marketing Concentration
 - Lead Teaching Assistant: “Intro to Stats for Analytics” and “Statistical Decisions in Management”
- **Bachelor of Arts** – Sociology and History