

ERIKA M. DOMNITZ

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

CORE COMPETENCIES

- **Digital Marketing:** Social media management, content creation, campaign execution, engagement, brand consistency
- **Operations & Reporting:** CRM management, KPI tracking, campaign reporting, marketing calendars, pivot tables
- **Design & Creative Production:** Adobe Creative Suite, digital and print graphic design, promotional materials
- **Software & Platforms:** Microsoft Office, Canva, Google Analytics, Salesforce, Wix, Shopify, Hootsuite, Sprinklr, Figma, CapCut
- **Attributes:** Detail-oriented, deadline driven, adaptable, organized, work well both independently and as part of a team

RELEVANT EXPERIENCE

New Buffalo Shirt Factory

Screen Printing Production Associate

Depew, NY

January 2026-Present

- Operate and assist with a high-volume automatic screen-printing press producing apparel and merchandise including t-shirts, sweatshirts, tote bags, bandanas, onesies, and other custom products for national music and entertainment clients (Perryscope Productions, The Merch Collective, Cardboard Box Project, etc.), souvenir brands (Keezer-Landmark), and a handful of local Buffalo businesses (Anchor Bar, University at Buffalo, BuffaLove Apparel, and more.)
- Monitor garments throughout production for print placement, consistency, registration, and overall quality while working in a fast-paced manufacturing environment.
- Support multiple areas of the production process, with experience in folding, boxing/shipping, finishing, and embroidery.
- Prepare, organize, and handle garments throughout production while maintaining accuracy across large-volume orders and multiple designs.

Collegiate Village Apartments

Marketing and Leasing Director

Buffalo, NY

September 2023-June 2025

- Led a 3-6 person leasing and marketing team for a 900+ resident student housing community.
- Planned and executed promotional campaigns and marketing initiatives aligned with occupancy, retention, and branding goals across digital, print, phone, email, social media, and community outreach channels.
- Monitored campaign performance, leasing data, and engagement metrics using dashboards and Excel pivot tables to guide outreach and marketing strategy.
- Coordinated cross-functionally with Finance and Resident Life teams.
- Leadership resulted in the highest resident retention rate in company history (347/683 renewals).

Coordinator of Leasing Operations

January 2023-September 2023

- Supported day-to-day marketing and leasing operations through social media, prospect outreach, email communication, phone calls, tours, and community engagement.
- Revolutionized company's reporting systems by creating dashboards linked to pivot tables and other Excel skills.
- Consistently ranked as the top leasing performer on the team by securing the highest number of signed leases each month.

KCB Architecture, PC

Marketing Manager

North Tonawanda, NY

2021-2022

- Conducted all marketing efforts and graphic design needs for a multi-brand architecture firm.
- Developed digital and print marketing materials including presentations, proposals, social media content, website updates, and promotional assets while maintaining brand consistency.

VOLUNTEER EXPERIENCE

Buffalo United Flag Football League

Director of Media and Marketing

Buffalo, NY

July 2024-Present

- Serve on Buffalo's chapter of the National Gay Flag Football League's leadership board as head of marketing.
- Manage social media, digital communications, sponsorship promotion, community engagement, and branded marketing materials across print, digital, and in-person channels.
- Represent the organization publicly through outreach initiatives, partnerships, league events, and sponsor relationships.
- Directly responsible for a 25% increase in new members and an 87.5% increase in total sponsors year-over-year.

Dyke Nyte Buffalo LLC

Co-Founder, Chief Marketing Officer

Buffalo, NY

2022-2024

- Co-founded a community-focused events and wellness brand targeting a niche Buffalo community
- Planned and promoted large-scale, semi-monthly events averaging more than 450 attendees.
- Spearheaded all marketing strategy and execution across social media, digital, print, and in-person channels.
- Managed event promotion, audience engagement, sponsorship communication, partnerships, merchandise branding, and community outreach initiatives.
- Grew Instagram to more than 3,700 local followers in under 18 months through organic social media strategy.

EDUCATION

University at Buffalo, The State University of New York

Bachelor of Arts – Sociology and History

2011-2015