

# ERIKA M. DOMNITZ

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## EXPERIENCE

### Buffalo United Flag Football League Social Media Director

Buffalo, NY  
July 2024-Present

- Develop and execute the league's full social media strategy, including content planning, posting, and engagement across Instagram and Facebook.
- Created and implemented a cohesive brand identity in partnership with The Martin Group.
- Collaborate with fellow board members to align messaging and promote league values, events, and milestones which has led to an increase in the number of league members and new sponsors each season.

### Collegiate Village Apartments Leasing Director

Buffalo, NY  
September 2023-June 2025

- Led the Leasing Department for a 919 bed student housing community.
- Achieved the highest renewal rate in company history (50.8% of 642), strengthening resident retention and reducing turnover.
- Oversaw leasing, renewals, and marketing operations; coordinated campaigns across email, SMS, phone, and in-person outreach.
- Trained and supervised a team of leasing agents, student ambassadors, and interns.
- Analyzed occupancy data, marketing engagement, and lease trends to provide actionable insights to upper management.

### Coordinator of Leasing Operations

January 2023-September 2023

- Managed the full leasing process from inquiry to signed lease, ensuring accuracy and timely execution.
- Built dashboards and reporting tools using forms, macros, pivot tables, and regression analysis to guide strategic decisions.
- Lead the team in sales every month.

### DNB LLC

Buffalo, NY  
2023-2024

### Chief Marketing Officer, Co-Founder

- Designed and managed all marketing efforts for DNB LLC by creating and implementing the alternative event company's brand identity, managing multiple social media channels, developing effective merchandising strategies, designing and selling merchandise, 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 3,200 in 15 months.
- Utilized strong networking skills to book talent and coordinate vendor partnerships, enhancing event offerings and driving additional business.

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

North Tonawanda, NY  
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.

## EDUCATION

### University at Buffalo, The State University of New York Master of Business Administration – Marketing Concentration

2018- 2019

- **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 Suite (Photoshop, Bridge, InDesign, Premiere, Illustrator, Lightroom), Canva, ChatGPT

**Technical Skills:** SEO Tagging, Website Design (Wix, Squarespace, Webflow), Salesforce Administration, Social Media Management (Sprinklr, Hootsuite, Later), Google Analytics

**Interests:** Rugby, Snowboarding, Photography, Gaming