Dayneris Domínguez González

B2B Marketing & Marketing Operations Manager

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Personal Portfolio

PROFESSIONAL SUMMARY

Result-driven B2B Marketing and Marketing Operations Manager with over 10 years of combined experience bridging hospitality sales, digital strategy, and advanced CRM ecosystems. Proven track record in scaling brand authority and driving high-value corporate conversions through automated multi-channel campaigns, lead generation funnels, and data-backed digital architecture. Expert in leveraging marketing automation platforms (**GoHighLevel, HubSpot**) to streamline commercial sales pipelines. Exceptionally bilingual (English/Spanish) with extensive expertise in international client relations, cross-functional project management, and luxury-aligned corporate aesthetics.

CORE COMPETENCIES

- **Marketing Operations & Automation:** CRM Systems (GoHighLevel, HubSpot), B2B Sales Funnels, Lead Generation & Nurturing, Automated Workflows, Google Analytics (GA4), Web Architecture (WordPress, Shopify).
- **B2B Strategy & Commercial Sales:** Key Account Management, Vendor & Partner Relations, Tourism Trade Shows, Corporate Event Coordination, High-End Customer Service.
- **Digital Strategy & Performance:** Content Performance Tracking, Paid Media (Meta & Google Ads), SEO/SEM Foundations, Generative AI Workflow Integration, Editorial Calendar Management.
- **Creative Direction & Project Management:** Agile Methodologies (Scrum), Brand Identity Design, Multimedia Content Production, Intercultural Teamwork, Cross-Functional Collaboration.

PROFESSIONAL EXPERIENCE

Founder & Lead B2B Marketing Strategist | *Astrohue Marketing*

Nov 2024 – Present

- Design and execute end-to-end digital communication and data-driven B2B marketing strategies for small-to-medium enterprises (SMEs) and corporate accounts.
- Architect and optimize automated multi-channel marketing workflows and email sequences via advanced CRM tools (**GoHighLevel / HubSpot**), accelerating client acquisition and conversion rates.
- Manage comprehensive content production lifecycles across LinkedIn, Instagram, TikTok, and corporate channels, aligning visual storytelling with commercial goals.
- Integrate generative AI systems to optimize technical content workflows, lead tracking mechanisms, and digital client onboarding infrastructure.

Digital Marketing & CRM Specialist | *SubastaFácil.com*

Oct 2023 – Nov 2024

- Led the comprehensive digital transformation, brand positioning, and B2B lead generation architecture for a premium judicial auction and real estate investment firm.
- Built and scaled high-performing, automated lead acquisition funnels, streamlining the commercial sales pipeline for high-net-worth real estate investors.
- Designed targeted email marketing campaigns, corporate pitch assets, and high-end copywriting to secure long-term investment partners.
- Monitored data analytics across social media platforms and scheduling ecosystems to continuously optimize conversion-focused ad spend and brand presence.

B2B Sales Executive | *Princess Hotels & Resorts — Canary Islands*

Jul 2021 – Dec 2021

- Represented the international hotel chain at major national and international tourism trade shows, establishing corporate accounts and B2B partner engagement networks.
- Collaborated directly with corporate marketing and product teams to align sales collateral with premium international hospitality guidelines.
- Prospected B2B business opportunities, managed key stakeholder accounts, and developed tailored high-ticket contract proposals for global tour operators and travel agencies.

Content & Technical Documentation Manager | *PAAL Transport (Remote Project, USA)*

Aug 2022 – Nov 2025

- Partnered closely with engineering and naval design teams to produce highly technical, visually impactful B2B commercial documentation.
- Designed investor pitch decks, corporate presentations, and strategic visual marketing assets for capital fundraising and international logistics campaigns.

Community Manager & Real Estate Photographer | *TECNOCASA*

Jan 2022 – Jan 2023

- Managed digital communications, print advertising structures, and online community building to capture regional B2B and B2C real estate leads.
- Executed commercial real estate photography and multimedia asset editing to enhance property listings and premium marketing collateral.

International Sales Representative | *Anfi del Mar*

May 2019 – Feb 2020

- Delivered consultative sales solutions and premium guest services within the British and international departments for luxury vacation networks.

Flight Attendant (Cabin Crew) | *Ryanair*

Jun 2017 – May 2019

- Provided high-standard international customer service, emergency coordination, and intercultural teamwork within fast-paced, high-pressure environments.

TECHNICAL SKILLS & TOOLS

- **Web & Marketing Automation:** GoHighLevel, HubSpot, WordPress, Shopify, Mailchimp, Metricool, Meta Business Suite.
- **Data & Performance:** Google Ads, Google Analytics (GA4), Google Business Profile, SEM/SEO.
- **Design & UX Media:** Figma, Adobe Illustrator, Adobe XD, Photoshop, Canva, CapCut.
- **Productivity & Frameworks:** Agile/Scrum Frameworks, Project Management Software, ChatGPT & Generative AI Systems, MS Office 365.

EDUCATION & CERTIFICATIONS

- **MBA & Master's Degree in Commercial Direction and Marketing** (In Progress) | *ENEB Business School*
- **Professional Certification in Digital Marketing & E-Commerce** | *Google / Coursera*

- **Professional Certification in Project Management (Agile Methodologies)** | *Google / Coursera*
- **User Experience (UX) Design Certification (Figma & Adobe XD)** | *Google / Coursera*
- **Bachelor's Degree in English Language and Literature (Filología Inglesa)** | *Camilo Cienfuegos University*

LANGUAGES

- **English:** Full Professional Proficiency / Bilingual
- **Spanish:** Native Speaker
- **Italian & French:** Basic Conversational