

# DOMINIQUE WONDRA

Digital Marketing

dominiquewondra.com



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Lakeville, MN



## SUMMARY

Creative and data-driven Digital Marketing Specialist with 5+ years of experience delivering measurable performance across email, paid media, SEO, and visual content. Skilled in Adobe Creative Suite, Figma, and Canva, with deep expertise in B2B SaaS, construction, and tech. Proven ability to design and execute marketing campaigns that grow traffic, conversions, and revenue.

## CERTIFICATIONS

- Meta Social Media Marketing Professional
- Digital Marketing & E-commerce
- Certified ChatGPT Expert
- Google Analytics
- Website Development
- Search Engine Optimization Specialist
- Google Ads Search

## SKILLS

- **Design Tools:** Adobe Illustrator, Photoshop, InDesign, XD, Canva, Figma
- **Digital Marketing:** Email marketing, social media graphics, display ads, landing pages, SEO/SEM
- **Motion + Web:** Light animation, HTML/CSS (basic), responsive design principles, Canva
- **Tools:** Google Analytics, Wrike, CreatOPY, Mailchimp, Meta Ads Manager
- **Other:** Strong brand consistency, cross-functional collaboration, file sharing protocols

## EDUCATION

### Rasmussen University

Marketing Bachelor of Science - Digital Marketing 2022 - 2024 (GPA: 3.61)

### Riverland Community College

Associates of Arts 2020 - 2022

## PROFESSIONAL EXPERIENCE

### **Freelance Digital Marketing Consultant** Prodigy Web Services | 2022- Present

- Drove \$10K+ in monthly revenue through integrated Google Ads and Meta campaigns.
- Increased organic traffic by 40% using technical SEO and optimized content.
- Boosted email CTR by 15% with segmented, A/B-tested campaigns in Klaviyo.
- Improved landing page conversion rates by 32% through UX and CTA changes.
- Audited client funnels and implemented CRO strategies that reduced CPL by 20%.

### **Social Media Manager**

Torq Labs | 2017 - 2019

- Grew engagement by 35% and followers by 28% through visual storytelling.
- Created branded infographics and video assets for product launches.
- Supported a launch that drove 3,000+ visits in the first week via social.
- Doubled average reach in six months by refining post strategy with analytics.
- Collaborated with product and design teams to ensure brand consistency across all channels.