

DOMINIC DAVIS

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EDUCATION

FALL 2018

B.S. PUBLIC RELATIONS, UNIVERSITY OF CENTRAL MISSOURI (UCM)

SPRING 2022

M.S. INTEGRATED MARKETING COMMUNICATION, UNIVERSITY OF KANSAS (KU)

AWARDS

- AAF-KC – 2019 Young Advertising Professional of The Year
- NEHS – Viking of the Year 2012

SKILLS

- Public Speaking
- Event Planning
- Writing and Editing for PR
- Reputation Management
- Content Creation

VOLUNTEER WORK

- NEHS College/Career Readiness Panel
- NEHS Alumni Association
- KCYA Marketing Team
- City of Truth Creative Team

EXPERIENCE

NOV 2019 – PRESENT

INTEGRATED MARKETING SPECIALIST, UNIVERSITY OF CENTRAL MISSOURI

- Successfully establishing and maintaining relationships with clients and university leaders.
- Support clients in creating engaging and meaningful content and strategies to support student enrollment.
- Advocating for increased exposure in the Jackson County markets.
- Develop, proof, and edit copy for commercial scripts, email communications and various signage.
- Proactively adding notes and comments to the job system to keep the team up to date and on track.
- Delegate tasks to student team members as needed, while cultivating their creativity.

MAY 2018 – NOV 2019

SALES COORDINATOR, HYATT PLACE OVERLAND PARK

- Planned and coordinated social and business events ensuring adequate staffing and placing food orders.
- Reviewed and responded to social media postings, increasing our online engagement ranking Hyatt Place in the top ten most responsive hotels in Overland Park by Trip Advisor
- Successfully established and maintained relationships with top accounts like Black and Veatch and Honeywell, contributing to overall sales goals.
- Designed strategic, integrated, and sustainable marketing materials leading to an increase in overall sales revenue.
- Responsible for learning new software systems and updates and rolling them out on a property level.
- Offering support to other departments by resolving billing disputes and offering ideas and support to enhance guest and employee relations.

DEC 2017 – PRESENT

BRAND CONSULTANT, BRAND HOUSE PUBLIC RELATIONS

- Secured media coverage through a written press release for No Lost Souls.
- Assisting clients with developing and implementing sustainable marketing strategies leading to increased engagement and visibility.
- Organized a local event with Herlistic to educate women of color on the importance of mental health through donations from local entities like the Arts Tech and local food vendors.
- Successfully cultivating relationships throughout Kansas City to benefit Brand House and clients.
- Managing budgets, allocating them to paid media outlets to raise visibility and awareness.
- Teach clients the necessary design skills and social media trends to implement.

AUG 2017 – DEC 2017

PUBLIC RELATIONS INTERN, BARKLEY/CROSSROADS KC

- Wrote press releases that successfully secured five segments across four major stations for National School Bus Safety Week.
- Composed media lists.
- Researched market and social media trends for clients such as UMB Bank and Spirit Airlines.
- Managed and created content for websites.
- Made and distributed media and press kits.
- Edited press releases and presentations for clients like Harvesters and Spirit Airlines.

AUG 2013 – MAY 2018

FRONT DESK AGENT/ SUPERVISOR / SALES AND MARKETING COORDINATOR,

ADAMS MARK HOTEL & CONFERENCE CENTER

- I trained new agents.
- Resolved billing disputes.
- Tactfully assisted guests and clients with complaints.
- Analyzed all hotel functions and maintained brand standards.
- Recommend strategies to enhance the overall guest experience.
- Assisted sales in daily tasks.
- Designed publications for hotel and waterpark.
- Created and deployed Snapchat geo-filters to increase engagement.

MAY 2012 – AUG 2015

SITE COORDINATOR & CAMP COUNSELOR,

UPPER ROOM, SWOPE CORRIDOR

- Assistance to site director in the day-to-day operations.
- Organizing and facilitating field trips.
- Design and implement activities and events for student and parent engagement.
- Find ways to successfully motivate students to increase reading scores.
- Exposing students to the college admissions process.