

DOMINIC DAVIS

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I am an experienced brand, marketing, and communications thought leader. I specialize in creating and managing growth campaigns for small businesses, college-bound students and other educational initiatives in Kansas City's urban core. My company, Brand House, has served black-owned and minority businesses in Kansas City, and I donate my talent to volunteer work that helps support urban arts programs and public schools.

AWARDS

- AAF-KC – 2019 Young Advertising Professional of The Year

SKILLS

- Adobe Photoshop
- Canva
- Event Planning
- Public Speaking
- Writing and Editing for PR
- Google SEO/MyBusiness

VOLUNTEER WORK

- March of Dimes
- Northeast High School College Readiness Panel
- Kansas City Young Audiences (KCYA)
- St. Stephens Baptist Church Youth Leader
- City of Truth Creative Team

EXPERIENCE

DEC 2017 – PRESENT

FOUNDER/BRAND STRATEGIST, BRAND HOUSE PUBLIC RELATIONS

- Secured two segments on one media outlet for the No Lost Souls summer youth event.
- Developed sustainable marketing strategies leading to increased engagement and visibility.
- Developed an event to educate more than 50 women of color on the importance of mental health, successfully securing donations from six local entities including 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.
- Developed a social media boot camp for clients teaching skills and social media trends to implement outcome-focused social media campaigns.
- Structured a campaign for KCYA to elevate student voice while cultivating a community of alumni.
- Managed the development, creative direction, and execution of TFIB, Campaign inspiring and connecting black and brown creatives and entrepreneurs in the Kansas City.

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.

MAY 2018 – NOV 2019

SALES MANAGER, HYATT PLACE OVERLAND PARK

- Qualified business and philanthropic inquires.
- Planned and coordinated events while ensuring that it was adequately staffed while 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 providing ideas and support to enhance guest and employee relations.

AUG 2017 – DEC 2017

PUBLIC RELATIONS INTERN, BARKLEY/CROSSROADS KC

- Wrote press release 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

- 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 including, filing contracts, distributing event plans and communicating information with front desk staff.
- Designed publications for hotel and waterpark.
- Created and deployed Snapchat geo-filters to increase engagement.
- Implemented a Game Day geo-fencing strategy to deploy geo-filters at stadiums during game days.

EDUCATION

FALL 2021

M.S INTEGRATED MARKETING COMMUNICATION, UNIVERSITY OF KANSAS

FALL 2018

B.S PUBLIC RELATIONS, UNIVERSITY OF CENTRAL MISSOURI