

DOMINIKA SELIGER

CONTACT



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San Luis Obispo, CA

EDUCATION

UCLA | LOS ANGELES, CA
BACHELOR'S DEGREE
2013

LE CORDON BLEU
CULINARY DIPLOMA
2011

PROFESSIONAL SKILLS

NN/g 2023 UX Certification
Content Strategy
Content Production
Brand Strategy
Social Media Marketing
Video Marketing
Email Marketing
Copywriting
Creative Direction
Statistical Analysis
Budget Management
Team Leadership
CRM and CMS Experience

TECHNICAL SKILLS

Sitecore
Figma
Jira
Google Analytics
Hubspot
SalesForce
Adobe Photoshop
Wordpress

WORK EXPERIENCE

SEPT. 2023 - CURRENT • OWNER, FREELANCE DIGITAL MARKETING CONSULTANT | DBS CREATIVE CO. | REMOTE

- Founded a digital marketing consulting business, specializing in comprehensive audits, content strategy, and brand development.
- Led comprehensive audits of national real estate builder websites and digital platforms to ensure compliance with established branding and style guidelines.
- Developed a robust content strategy and lifecycle marketing plan for a client in the medical industry, improving engagement and nurturing customer relationships.

JAN. 2022 - JULY 2023 • DIGITAL CONTENT STRATEGIST, CENTER-LED BROOKFIELD RESIDENTIAL | REMOTE

- Developed and executed content strategies that improved content quality, usability, and maintainability while increasing brand awareness and audience engagement.
- Maintained and elevated a consistent, sophisticated brand tone across BrookfieldResidential.com, crafting strategic content and copy to align with business goals.
- Led the creation of original branded content for a variety of digital platforms, ensuring all final assets effectively met both creative and business objectives.
- Identified and managed creative talent for content production, including photo and video shoots, collaborating with agencies, photographers, videographers, copywriters, stylists, and models.

MARCH 2020 - JAN. 2022 • SENIOR DIGITAL MARKETING ASSOCIATE, CENTER-LED BROOKFIELD RESIDENTIAL | REMOTE

- Key team member in a company-wide digital transformation initiative, contributing to the launch of the New Home Visualizer project, which included interactive site maps and various visualization tools.
- Developed and implemented digital style and branding guidelines for BrookfieldResidential.com, ensuring consistency across division content.
- Led a quarterly full-site content review process, maintaining brand voice and quality across 9+ division markets across North America.
- Built and managed a high-performing content team, overseeing content creation and alignment with strategic goals.
- Strategized, produced, and creatively directed large-scale North American photo shoots, generating content for corporate web pages, company-wide campaigns, retargeting ads, and blogs.
- Created and executed a national media campaign for myTime Self-Guided Home Tours.
- Managed the North American yearly content budget for digital marketing, ensuring efficient resource allocation.

MAY 2019 – MARCH 2020 • DIGITAL MARKETING ASSOCIATE, CENTER-LED BROOKFIELD RESIDENTIAL | COSTA MESA, CA