

# DOMINIKA SELIGER

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## CONTACT



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## EDUCATION

UCLA | LOS ANGELES, CA  
BACHELOR'S DEGREE  
2013

## PROFESSIONAL SKILLS

- CRM and CMS Experience  
Marketing Strategy & Competitive Analysis
- Content Strategy & Development
- Brand Positioning & Messaging
- Social Media & Digital Marketing
- Audience Targeting & Buyer Journeys
- Budget Management & ROI Optimization
- Stakeholder & Executive Collaboration
- CRM & CMS Experience
- Agile Methodology & Project Management
- NN/g UX Certification

## TECHNICAL SKILLS

- Sitecore
- Figma
- Jira
- Google Analytics
- Hubspot
- Salesforce
- Adobe Photoshop
- Wordpress

## WORK EXPERIENCE

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

- Developed marketing strategies for diverse industries, aligning content with business priorities and audience insights.
- Conducted competitive market analysis and brand audits for North American real estate and medical clients, enhancing positioning and messaging.
- Created and optimized content strategies, driving audience engagement and lead conversion through digital campaigns.

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.
- Managed and led a high-performing content team, overseeing content creation, strategy execution, and cross-functional collaboration.
- 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.
- Created and delivered executive-level presentations for regional Presidents and VPs, sharing updates on marketing initiatives, roadmap strategies, and innovation incubation.

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

- Played a pivotal role in a high-priority, company-wide digital transformation initiative, acting as a key member in New Home Visualizer project efforts. This urgent initiative involved the development of interactive site maps and various visualization tools to enhance the virtual home-buying experience. Our team spearheaded the strategy, execution, and cross-functional collaboration, ensuring seamless integration across multiple platforms and stakeholders.
- Developed and implemented several 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.

FEB. 2016 – MARCH 2020 • DIGITAL MARKETING ASSOCIATE  
BROOKFIELD RESIDENTIAL | COSTA MESA, CA