



DOMINIQUE

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Social Media Management
- Digital Marketing
- Paid Media Advertising
- Lead Generation
- Campaign Management
- Audience Targeting & Segmentation
- Content Strategy
- Content Creation
- Copywriting
- Brand Management
- Marketing Strategy
- Influencer Marketing
- Community Engagement
- Market Research
- Competitor Analysis
- Conversion Optimization
- Performance Analysis
- Property Management
- Reservation Management
- Client Relationship Management
- Project Coordination

TOOLS

- Meta Ads Manager
- Facebook Ads
- Instagram Ads
- Meta Pixel
- Booking.com
- Agoda
- Traveloka
- Airbnb
- Website Content Management Systems (CMS)
- Google Workspace
- Microsoft Office Suite

Dominique is a marketing and social media professional with experience managing digital marketing campaigns, social media strategy, lead generation initiatives, and brand growth across hospitality, lifestyle, and service-based businesses. She has hands-on experience developing content, optimizing Meta advertising campaigns, refining audience targeting strategies, and collaborating with influencers and brand partners to increase engagement and drive conversions.

WORK EXPERIENCE

SOCIAL MEDIA & MARKETING MANAGER

Luxesaint Lounge & Luxesaint | February 2024 – March 2025 (1 Year, 1 Month)

- Managed social media marketing and Meta lead generation campaigns, creating content, optimizing audience targeting and ad creatives, monitoring campaign performance, and collaborating with brands and influencers to increase engagement, lead quality, and brand growth.

PROPERTY MANAGER

Angelito's Siargao | August 2023 – February 2024 (6 Months)

- Oversaw daily resort operations, coordinated marketing and promotional activities, managed the property's online presence, and supported business growth through branding and guest experience initiatives.

AIRBNB BUSINESS CONSULTANT

Freelance | August 2023 – Present (2 Years, 10 Months)

- Consulted with property owners on short-term rental strategy, market analysis, listing optimization, guest experience improvements, and revenue generation to maximize occupancy and booking performance.

SALES AND RESERVATIONS ASSOCIATE

Manami Resort | January 2023 – June 2023 (5 Months)

- Managed reservations across multiple OTA platforms, supported pre-opening operations, and helped drive occupancy by ensuring efficient booking management and positive guest interactions.

FRONT OFFICE | F&B SERVER

Cordis Hotel Hong Kong | May 2019 – November 2019 (6 Months)

- Delivered front office and food service support, handled guest inquiries and event coordination, and contributed to service excellence and revenue-generating hospitality initiatives.

FRONT OFFICE | F&B SERVER

JW Marriott Hong Kong | November 2016 – May 2017 (6 Months)

- Provided guest-facing front office and food and beverage services, ensuring high-quality customer experiences while supporting daily hotel operations.

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