

PORTFOLIO

SOCIAL
MEDIA

BRANDING

Dominique
Collins

DIGITAL
MARKETING

STRATEGY
BUILDING

SERVICES

Dominique Collins

Creative Marketer & Strategist

Welcome to my portfolio! As a seasoned professional with a combined six years of experience, I've worked with local, national, and global companies across many industries to elevate their brands through creative and strategic marketing tactics.

My expertise includes strategy building, social media marketing, paid social advertising, and branding. Having operated successfully both as a freelancer and within an advertising agency, I am committed to delivering strategic solutions that drive tangible results. Let's work!

ABOUT ME





EDUCATION BACKGROUND



2012

Central
Catholic High
School

2016

University of
Toledo

I earned a Bachelor of Arts in Communication from the University of Toledo, where I actively participated in various campus groups and events. In my role as the Vice President for the Advancement of African American Women Student Organization, I dedicated myself to fostering community and empowerment among fellow students.

CAREER HIGHLIGHTS

Industries

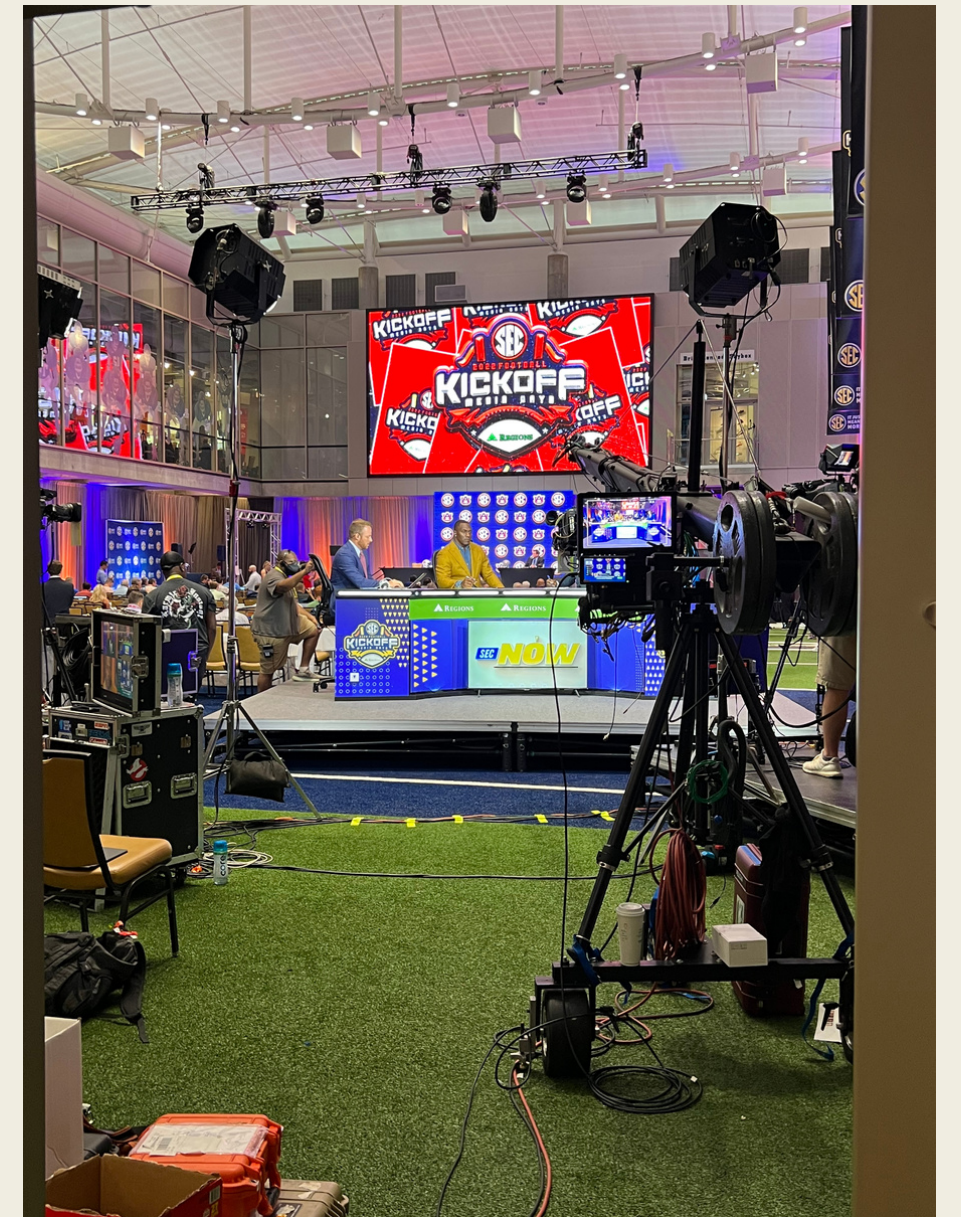
- Healthcare
- Technology
- Sports
- Finance
- Manufacturing
- Construction
- Beauty
- Hospitality
- Education
- Aviation
- Nonprofit
- DEI & Leadership

Certifications

- Influencer Marketing Specialist – Meltwater Academy
- Brand Identity Design – Skillshare

Notable Moment SEC Media Days 2022

As the point person for media relations, I oversaw social media channels, engaging with reporters and facilitating in-person interviews with the executive team. I coordinated on-site interviews and conducted micro-interviews with ESPN reporters, including Paul Finebaum and David Pollack. Additionally, I compiled and shared daily coverage reports of earned media stories. Through these efforts, our team successfully secured over 30 interviews for our three spokespeople.

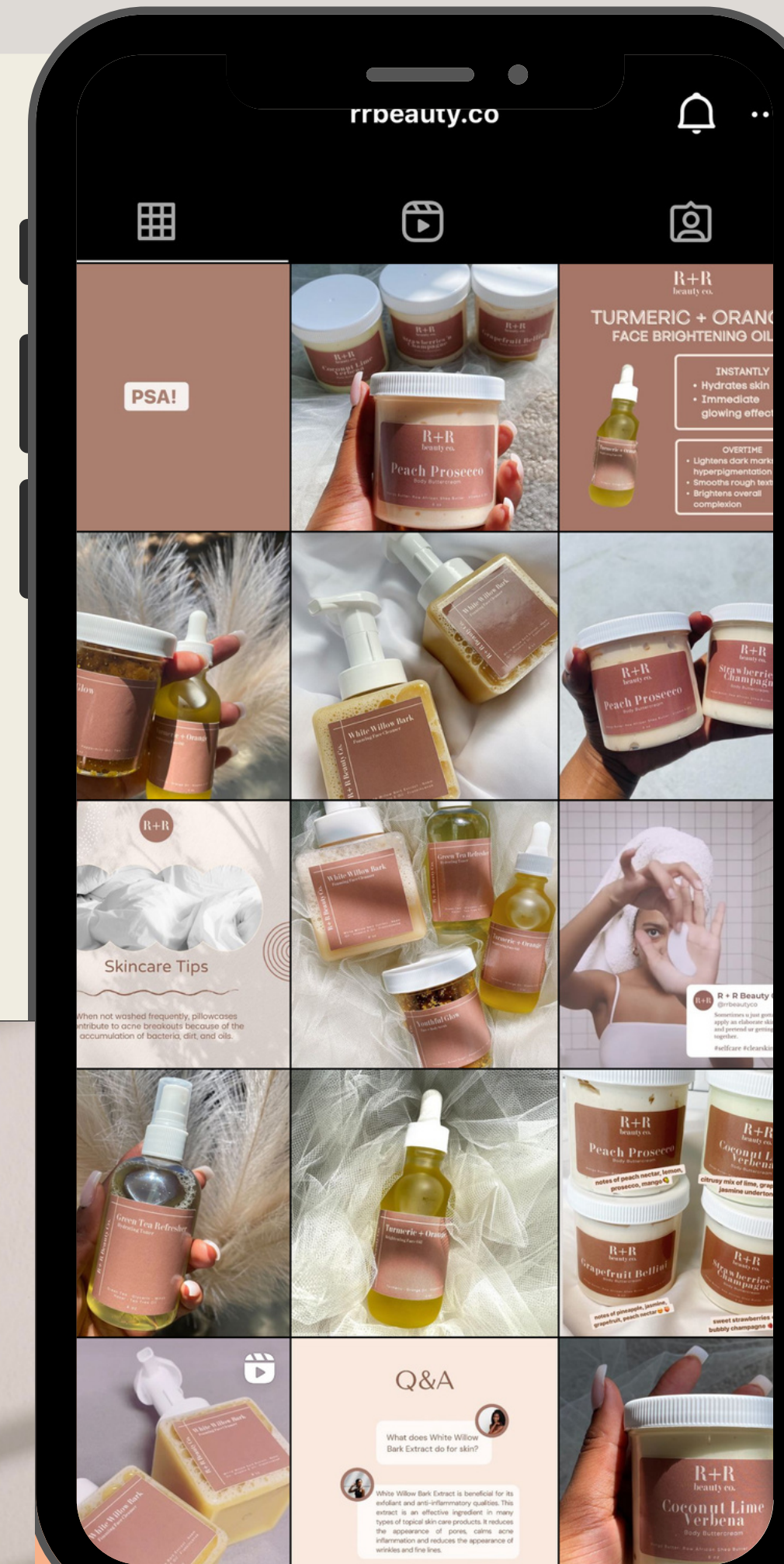


SOCIAL MEDIA

I specialize in organic social media management, utilizing Later for seamless posting and scheduling. Utilizing Canva Premium, I will elevate your brand aesthetic with visually pleasing crafted assets.

Organic Social Platforms

Instagram | Facebook | X (Twitter) | LinkedIn | Tik Tok



#Hashtags for your business

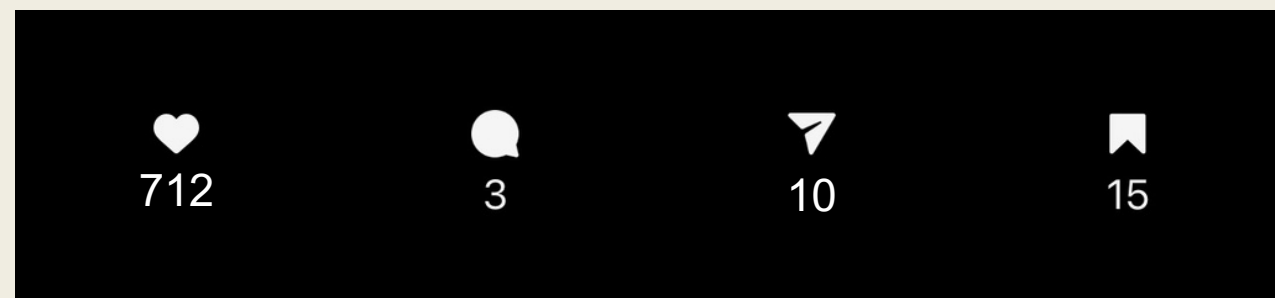
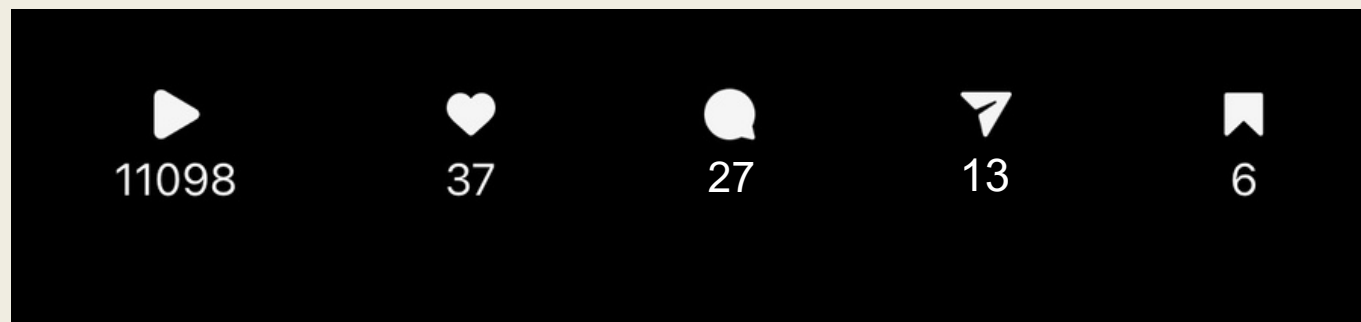


when your content is scheduled and clients are happy

PAID DIGITAL MARKETING

With experience in overseeing digital campaigns, I've managed budgets ranging from as little as \$500 for small businesses to surpassing \$100k per month for large-scale enterprises. My specialization lies in thorough campaign management, optimization, and providing strategic insights through detailed reports.

Instagram | Facebook | X (Twitter) | Tik Tok

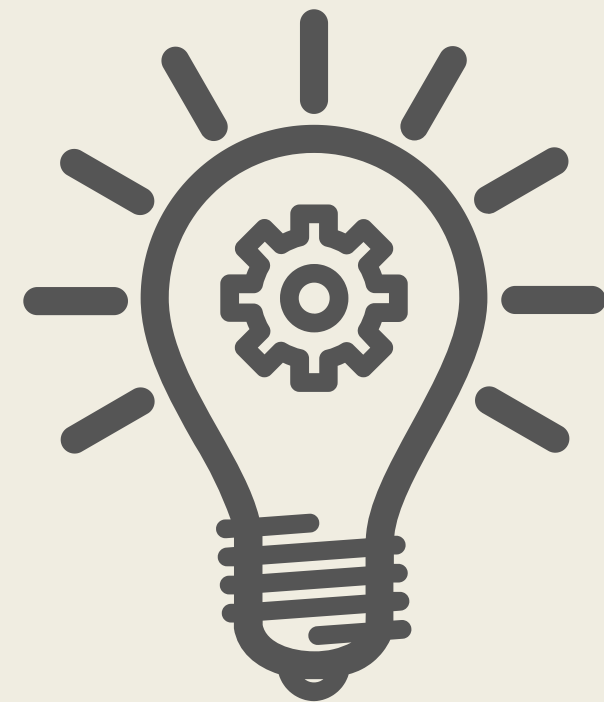


Reach	35,008
Impressions	52,358

STRATEGY BUILDING

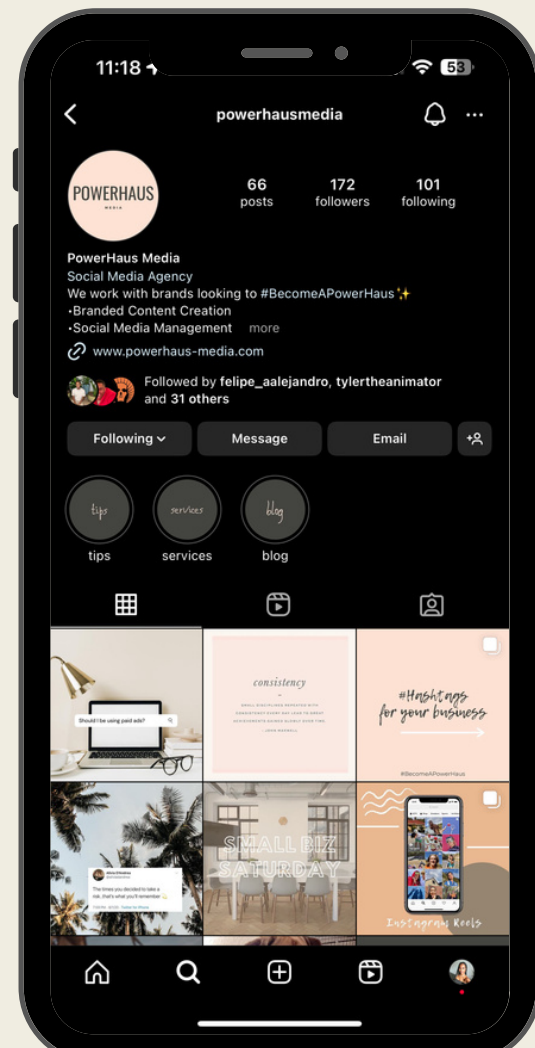
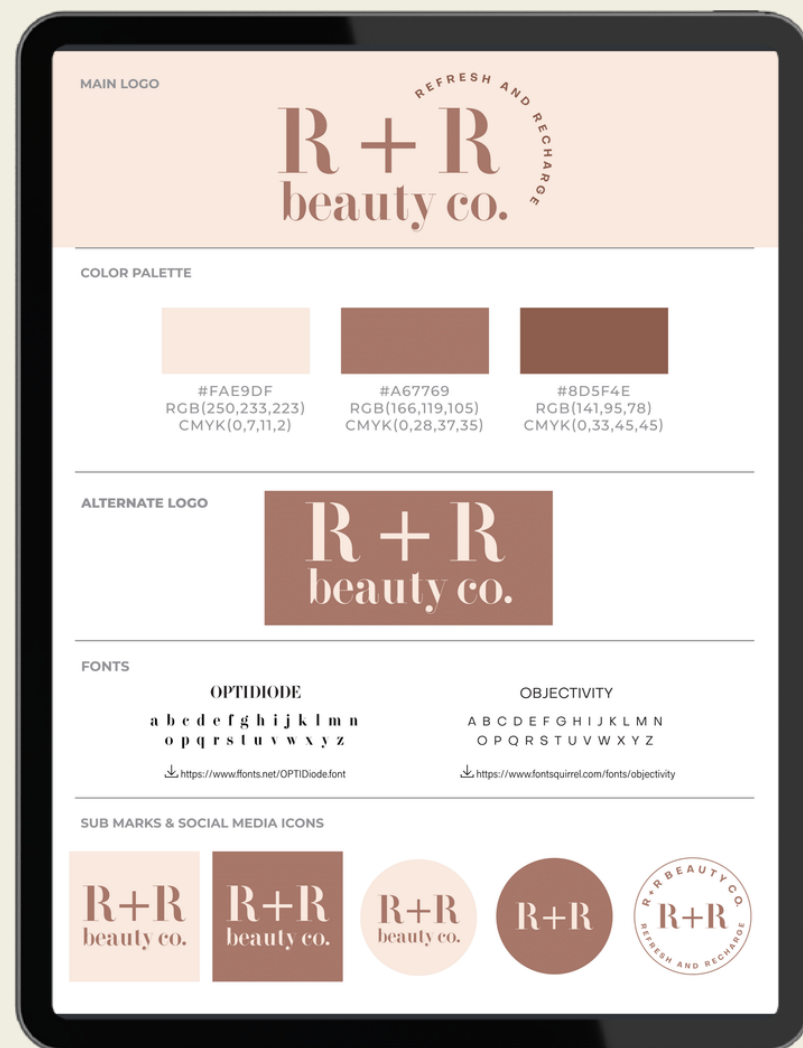
I will craft a tailored strategy outlining tactics, budgeting, timelines, and campaign objectives to meet your unique needs, ensuring alignment with your brand goals at every step.

- Organic Social Media Growth Strategy
- Paid Social Campaign Strategy
- Quarterly Marketing Strategy
- Search Engine Optimization Strategy
- New Business Marketing Strategy



BRANDING

Drawing from my experience of creating two personal brands—a skincare company and a boutique PR agency—I specialize in brand creation, providing a comprehensive suite of branding elements to give your business a distinctive and memorable identity. From crafting mood boards, logos, and business cards to developing brand guidelines, color palettes, and typography, I ensure that every aspect of your brand reflects your vision and resonates with your target audience.



PRICING

Hourly Rate:

- \$100/hour (Week-to-week opportunity with 1 or 2 chosen services)

Packaged Services (Monthly Contract)

Organic Social Media Management

\$3,250 for three channels (\$1k per additional channel)

Includes scheduling and posting via Later

Deliverables: 4-6 custom graphics, 8-10 posts

Monthly high-level analytics report

Digital Marketing Campaign Creation

Starting at \$4,500 for three channels

Includes 4-6 custom graphics

Detailed audience and location targeting; ad management/optimization

Monthly high-level analytics report

Branding Package: \$5,000

Brand Strategy & Consultation

Visual Identity Creation

Branded Marketing Materials

Brand Style Guide

Social Media Templates

Strategy Building

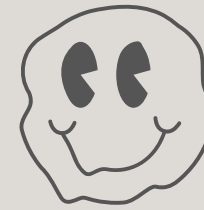
Organic Social Strategy (2 channels): \$2,000

Paid Digital Campaign Strategy (2 channels): \$2,500

Quarterly Marketing Strategy: \$3,000

New Business Marketing Strategy: \$2,000

Search Engine Optimization Strategy: \$3,000



Thank you!

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[CREATIVE](#)

[PORTFOLIO](#)