

# DOMINIC BUCKNER

MARKETING | COMMUNICATIONS | DESIGN

dominic@dominicbuckner.com | (815) 508-7883 | dominicbuckner.com | linkedin.com/in/dominicbuckner

## EDUCATION

**Northern Illinois University – DeKalb, IL**

**May 2024**

*Bachelor of Fine Arts – Visual Communication*

Minor: Marketing

Certification: Digital Marketing

## MARKETING & COMMUNICATION SKILLS

**Design & Creative Tools:** Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro, After Effects, Lightroom, Acrobat, Firefly, Express), Canva, Figma, DALL-E, Midjourney

**Digital & Content Platforms:** WordPress, Meta Business Suite, Mailchimp, Salesforce

**Project & Productivity Tools:** Trello, Bitly, Microsoft Office Suite (Word, Excel, PowerPoint)

## PROFESSIONAL EXPERIENCE

**University of Florida, Gainesville, FL**

**June 2024 – Present**

*Marketing and Communications Specialist – Reitz Union*

- Develop and execute strategic storytelling across digital platforms, including social media, websites, and digital signage, using photography, videography, and static design to elevate the Reitz Union brand
- Create original graphic design assets for use in campaigns, events, and facility needs, including fliers, brochures, signage, branded giveaways, and digital displays
- Manage the Reitz Union website using WordPress, building student-focused landing pages, and ensuring timely, accessible, and brand-aligned content updates
- Produce social media campaigns, growing Instagram reach by 7,500% and engaging over 2M accounts, including a viral reel with 1.3M+ views, 25K+ likes, and 5.3K+ shares
- Produce high-quality visual content for strategic plans, reports, and stakeholder proposals by photographing and filming Reitz Union events
- Design and produce documents like the Reitz Union Strategic Plan booklet and annual budget proposal, incorporating infographics, typography, and visual storytelling to communicate complex priorities
- Create written content for campus-wide communications, support strategic marketing goals, and enhance institutional engagement through platforms like UF News, UF at Work, and the UF Calendar
- Analyze key performance indicators to optimize marketing strategy, achieving click-through rates up to 9.89% and cost-per-click as low as \$0.06
- Manage project workflows for campaigns like Creative Classes and Gator Market, setting timelines, coordinating assets, and ensuring on-time, high-impact deliverables
- Advise student staff and collaborate with campus partners to align messaging, coordinate social content, and support high-visibility student programs
- Lead print projects and prepare artwork files to meet production specifications, coordinating with UF Print Services and external vendors to ensure high-quality signage, promotional materials, and merchandise
- Maintain brand consistency by ensuring all creative materials adhere to UF's visual identity and messaging guidelines across digital, print, and environmental channels

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## PROFESSIONAL EXPERIENCE CONTINUED

### Freelance Graphic Design – Gainesville, FL

July 2021 – Present

*Self-Employed*

- Develop comprehensive logos, visual identities, and brand guidelines; advising clients on brand tone, usage, and implementation, and create templates to ensure consistency across platforms
- Assist with design and social media enhancements for Conric PR & Marketing, ensuring brand consistency and effective client-facing visuals
- Consistently deliver high-quality work on time with minimal revisions, building strong client relationships and a reputation for exceptional service across education, nonprofit, and small business sectors

### Illinois Crafted Hospitality Group – Maple Park, IL

May 2022 – May 2024

*Creative Marketing Manager | Marketing Intern*

- Drove large-scale growth in social media performance across multiple local hospitality brands within six months, reaching over 1.5M users, generating a 500% increase in both Facebook and Instagram profile visits through data-driven content strategy and platform optimization
- Created and maintained a visually consistent and brand-compliant identity across 10+ hospitality concepts through original design work, including product labels, in-house merchandising, and a comprehensive graphic standards manual
- Directed email marketing and design for multiple seasonal campaigns across hospitality brands, combining strategic messaging and visuals to boost engagement, including a campaign that achieved a 30% open rate, 18% click-through rate, and sold out 3K units
- Created and regularly updated multiple branded websites to improve UX and SEO, ensuring accurate and engaging content for users across various platforms
- Led content creation for digital and print communications for multiple hospitality concepts, including photography, product mockups, and marketing collateral, used in multi-channel campaigns, event promotions, social media content, and external distribution
- Developed a strategic product distribution guide used in stakeholder presentations and multi-state product expansion, combining copywriting, photography, and layout design
- Maintained a customer-oriented mindset while collaborating with leadership to align marketing outcomes with organizational goals and audience engagement

### Northern Illinois University Athletics – DeKalb, IL

June 2023 – May 2024

*Graphic Designer*

- Developed and executed strategic visual storytelling across digital screens, social media, and print materials to engage students and support NIU Athletics' marketing initiatives
- Designed original graphic content, including navigational maps, promotional stickers, and facility displays, ensuring all materials aligned with university brand standards and best practices
- Designed and edited multi-format communications, transforming Excel data into user-friendly infographics and typographically clear rate sheets for NIU Recreation
- Managed file archives including design assets and campaign deliverables, ensuring reliable access to marketing collateral for future use