

DOMINIC BUCKNER

GRAPHIC DESIGN | DIGITAL MARKETING

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Education

Northern Illinois University, DeKalb, IL

Bachelor of Fine Arts

Completed May 2024

Major – Visual Communication

Minor – Marketing

Certification – Digital Marketing

Graduated Summa Cum Laude

Skills

Creative Problem Solving | Efficiency
| Typography | Graphic Design | Brand
Identity | UI/UX | Web | Social Media
| Digital Marketing | Email Marketing
| Art Direction | Ideation | Leadership
| Management | Attention to Detail |
Customer Service | Marketing

Software Proficiencies

Adobe Creative Cloud | Photoshop
| Illustrator | InDesign | Premier Pro
| After Effects | Adobe Acrobat |
Lightroom | Figma | Microsoft Office
365 (Excel Certified) | Google
Workspace | MailChimp | Meta
Business Suite | WordPress | Wix |
Canva | Miro | Salesforce

Experience

University of Florida, Gainesville, FL

Marketing and Communications Specialist

May 2024 – Present

- Develop and implement comprehensive marketing strategies
- Lead the department's digital presence and content strategy.
- Design and oversee production of promotional materials

Illinois Crafted Hospitality Group, Maple Park, IL

Creative Marketing Manager | Marketing Intern

May 2022 – May 2024

- Design successful marketing campaigns and materials
- Manage social media accounts for multiple brands
- Contribute to brand development and create brand websites

Northern Illinois University Athletics, DeKalb, IL

Graphic Designer

June 2023 – Present

- Design marketing campaigns and internal communications
- Collaborate with the Marketing team to increase engagement
- Improve brand awareness and create social media content

Metro by T-Mobile, DeKalb, IL

Media Design & Sales

August 2020 – May 2022

- Utilized digital marketing to convert sales on-line and in store.
- Consistently achieved and exceeded monthly sales targets
- Built relationships using solution-based selling techniques

HMS Host, DeKalb, IL

Supervisor

August 2019 – March 2020

- Demonstrated leadership in fast, high-pressure environments
- Inspired a positive, customer-focused work culture
- Increased revenue by exceeding sales goals

T-Mobile – TPR Chicago, Rockford, IL

Store Manager | Assistant Manager | Mobile Expert

August 2015 – August 2019

- Promoted to Store Manager after 1 year of working
- Consistently ranked as top store in the Rockford area
- Continuously monitored and analyzed sales data to make informed decisions and improve performance