

Elizabeth Dominguez

Student Marketer

Driven by a strong passion for marketing, research, and the hospitality industry, I view every challenge as an opportunity to innovate and inspire. Whether enhancing customer experiences or developing forward-thinking solutions, I approach each project with a fresh perspective and a steadfast commitment to excellence.

Experience

Marketing Director for the Hospitality and Tourism Management Student Organization (UTRGV)

Aug 2024 - Present

- Lead the marketing efforts for the organization's club, overseeing content development for email marketing and social media platforms.
- Utilized data analytics tools to assess campaign performance, optimizing strategies for better engagement and higher participation rates.

Student Assistant- Accounting & Finance- College of Education and P-16 Integration (UTRGV)

Sep 2022 - Present

- Continued internship responsibilities into a part-time role, enhancing expertise in accounting systems and financial operations for the College of Education.
- Ran financial reports and reconciled 115+ accounts for the College of Education (UTRGV), ensuring accuracy in records and transactions.
- Assisted with budgeting, accounting, and recording for over 115 accounts, supporting day-to-day financial operations and providing detailed financial reporting.

Small Business Owner • Eliza Crystals

April 2022 - Present

- Handled marketing strategies, accounting reconciliation, and financial operations for Eliza Crystals, ensuring growth and operational efficiency.
- Developed and executed marketing campaigns to increase brand visibility and engagement, resulting in stronger customer loyalty and higher sales.
- Managed accurate financial reporting, budgeting, and accounting practices, maintaining financial stability while overseeing creative design and product promotions to enhance brand identity.

Additional Information

- Languages: English, Spanish
- Certifications: Nov 2024- Introductory - Court of Master Sommeliers

Contact Info

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Education

The University of Texas Rio Grande Valley (UTRGV)

Aug 2020 - May 2025

- Major: Marketing
- Minor: Hospitality & Tourism
- GPA: 3.51

Technical Skills:

- Digital Marketing
- Data Analysis & Reporting
- Accounting & Finance
- Excel & Word
- Design Skills (Adobe, Canva)

Core Competencies:

- Customer Experience
- Event Planning
- Branding & Visual Identity
- Strategic Planning

Soft Skills:

- Adaptability
- Strong Communication
- Leadership
- Time Management
- Teamwork

Awards

- July 2024- 21st Century Hospitality & Tourism Industry Leader – Honored by NABHOOD
- May 2024- Plains Capital Endowment Scholar: Awarded by UTRGV for a Culture & Cuisine study abroad program in the Netherlands.
- April 2023- Certification of Appreciation – Recognized by UTRGV for outstanding contributions.