



Fiona Dominguez

Principal Consultant

Marketing consulting career spanning 12 years, with experience directing teams of consultants and freelance creatives across enterprise and mid-market accounts in healthcare and B2B sectors. Improved campaign ROI by 27.9% across 11 enterprise accounts by restructuring audience segmentation, channel mix, and bid allocation in Google Ads. Holds a HubSpot Inbound Marketing Certification and works across Salesforce CRM, Google Analytics, and Microsoft Project.

CONTACT INFORMATION

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EDUCATION

BS in Business Administration in
Marketing (concentration)
University of Vermont, Burlington, VT
2010 - 2014

KEY SKILLS

- Google Analytics
- Google Ads
- Salesforce CRM
- Microsoft Excel
- Microsoft Project
- Campaign ROI Analysis
- B2B Marketing Strategy
- KOL Relationship Management
- Audience Segmentation
- Content Management Systems

PROFESSIONAL EXPERIENCE

Principal Consultant | 2020 - Present

Green River Strategy Collective, Brattleboro, VT

- Improved campaign ROI by 27.9% across 11 enterprise accounts by restructuring audience segmentation, channel mix, and bid allocation in Google Ads.
- Managed pilot marketing programs across 8 hospital sites, coordinating KOL relationships and executive stakeholders to validate messaging before full-scale rollout.
- Reduced average time to launch new campaigns from 42 days to 19 days by building repeatable brief templates and a centralized approval workflow in Microsoft Project.
- Directed a team of 4 consultants and 3 freelance creatives, aligning deliverables to quarterly KPI targets for each client engagement.

Senior Marketing Consultant | 2016 - 2020

Windham Valley Partners LLC, Keene, NH

- Raised campaign ROI from 1.9x to 2.7x for 9 mid-market clients by shifting \$374,200 in annual spend from underperforming display ads to paid search and email nurture tracks.
- Coordinated pilot site launches at 6 regional health systems, delivering campaign assets and training materials within 17 days of contract signing.
- Built automated lead-scoring workflows in Salesforce CRM for 13 concurrent accounts, presenting monthly ROI summaries to C-suite sponsors.
- Tracked campaign performance in Google Analytics for 13 concurrent accounts, presenting monthly ROI summaries to C-suite sponsors.

Marketing Consultant | 2014 - 2016

Monadnock Creek Consulting Group, Keene, NH

- Managed pilot deployments at 4 community hospital sites, delivering localized campaign kits that cut time to first impression from 38 days to 21 days.
- Built ROI tracking dashboards in Microsoft Excel for 8 client accounts, surfacing performance gaps within 36 hours of each reporting period.
- Developed content calendars and scheduled weekly posts through a content management system for 6 healthcare and B2B clients.

CERTIFICATIONS

- HubSpot Inbound Marketing Certification, HubSpot Academy, 2019