

Dom Bluford

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PROFESSIONAL SUMMARY

Entry-level digital marketing candidate with certifications in Adobe Premiere Pro and Google Ads, plus hands-on digital marketing training through JobPrepped. Background in sales development, lead generation, CRM management, and customer-facing operations. Prepared to support paid media, content creation, SEO research, and campaign execution while continuing to grow as a digital marketer.

PROFESSIONAL EXPERIENCE

JOBPREPPED, Remote

Digital Marketing Associate, Jan 2026 – present

- Built a stronger foundation in digital marketing strategy while preparing for entry-level marketing responsibilities.
- Completed digital marketing training focused on PPC, SEO, content marketing, email marketing, and lead generation.
- Learned foundational knowledge in keyword research, landing page strategy, ad copy, audience targeting, and marketing funnel optimization.
- Studied how SEO, paid media, and content marketing can work together to drive traffic and support business goals.
- Practiced writing marketing copy designed to improve engagement, click-through rates, and lead generation.

PRIME RESIDENTIAL, Portland, OR

Core Coordinator, Feb 2025 – Dec 2025

- Handled high-volume communication across phone, email, and chat for residents and prospects.
- Prepared electronic lease packets and maintained accurate records with strong attention to detail.
- Managed sensitive resident issues professionally while following policy and documentation standards.
- Verified account details and protected resident information before processing sensitive requests or disclosures.
- Coordinated service-related communication between residents, maintenance teams, and internal departments.

PROCORE, Austin, TX

Sales Development Rep, Aug 2023 – Aug 2024

- Increased qualified leads through outbound prospecting and consistently exceeded daily call targets by 50%.
- Used Salesforce for lead management, reporting, pipeline tracking, and clean CRM documentation.

- Became highly familiar with product positioning and customer pain points to improve outreach conversations.
- Maintained accurate notes and lead status updates to support smooth handoff to account executives.
- Developed strong experience in lead generation, sales messaging, and data-driven communication improvement.

ECOM WEALTH PARTNERS, Remote

Business Development Rep, Aug 2021 – Nov 2022

- Qualified leads through discovery calls and aligned messaging to prospect goals and pain points.
- Helped define buyer personas and target audiences to support business development strategy.
- Contributed to marketing strategy discussions focused on positioning, messaging, and lead generation.
- Built trust with prospects by maintaining professional communication and demonstrating product knowledge.
- Supported lead generation efforts by identifying and engaging potential customers through social platforms.

CERTIFICATIONS

Adobe Certified Professional – Premiere Pro • Google Ads Certification • JobPrepped Digital Marketing Certification • Uvaro – Tech Sales Foundation Certification

DIGITAL MARKETING SKILLS

Google Ads • Paid Search Fundamentals • SEO Fundamentals • Keyword Research • Content Marketing • Video Editing • Adobe Premiere Pro • Landing Page Strategy • Lead Generation • Marketing Analytics Fundamentals