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Beverly Grove, Los Angeles

DOMENIC INIGUEZ

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 www.domeniciniguez.com

SKILLS

Bilingual (fluent) – English & Spanish

Build relationships and collaborate with XFN teams

Content creation and education on industry best practices

DRI for marketing campaigns for artists/influencers

Manage relationships with artists, labels, and creators

Highly organized, fast paced, and proactive project manager

Deep understanding of music and creator landscape/trends

Acquire strategic and results-driven talent

EXPERIENCE

UNDERScore TALENT MANAGEMENT | LOS ANGELES, CA

SENIOR MANAGER, TALENT PARTNERSHIPS | APR. 2023 - MAR. 2024

- Lead talent sourcing efforts for Underscore's growing content initiatives
- Generate over six figures in revenue across platform partnerships, brand deals, and events
- Execute dozens of year-long partnerships, including pitches, negotiations, and contract redlines
- Coordinate and lead discussions with managers, agents, and talent to sign and onboard new clients
- Work cross-functionally with teams to consolidate contractual deal points and improve upon communication systems
- Build and maintain spreadsheets that track data and insights across key areas of interest to the larger ecosystem

CLUBHOUSE | LOS ANGELES, CA

PARTNERSHIPS MANAGER, INTERNATIONAL CREATORS | SEPT. 2021 - JUNE. 2022

- Focus on key international markets (UK, Brazil, Japan, India), with emphasis on music artist partnerships and audio creators
- Develop, manage and scale partnership programs in tandem with product development to drive product adoption
- Represent the International Partnerships team externally, and attend meetings with new and existing partners to cultivate partnerships
- Provide insight, strategy, education, tools and overall support for existing and newly onboarded talent for campaigns
- Identify and track key metrics, and translate data into narratives and use data to spot opportunities

META, INC. | LOS ANGELES, CA

PROJECT MANAGER: MUSIC & CREATOR PARTNERSHIPS | OCT. 2020 - SEPT. 2021

- Improve processes and drive strategic growth for Facebook and Instagram's artist, label, and top creator partners
- Review and evaluate music and creator priorities and identify, with cross-functional teams, strategic solutions for on/off platform initiatives
- Manage relationships with artists, labels, creators, and management to understand partners' core operational needs for priority campaigns
- Identify trends, proactively synthesize findings, develop recommendations, and communicate results as they relate to the ecosystem
- Act on operational opportunities to help improve and innovate new processes to drive strategic growth

LIVE NATION | BEVERLY HILLS, CA

INFLUENCER PARTNERSHIPS COORDINATOR | JUL. 2019 - OCT. 2020

- Create and implement Live Nation's first-ever influencer network consisting of 1,000 of the internet's leading music-loving content creators
- Execute campaigns between artists, creators, and Fortune-500 companies from start to finish including contracts, creative, and reporting
- Serve as primary point of contact for managed influencers as it pertains to creative marketing campaigns for artists
- Create and maintain project reports from brief development to recaps for multiple artist, creator, and brand partnerships
- Oversee specific media products and ensure alignment of artist online presence with overall business goals
- Collect, deliver, and operationalize influencer feedback and communicate cross functionally to support artists campaigns

META, INC. | MENLO PARK, CA

MEDIA OPERATIONS - TEAM LEAD | APR. 2018 - APR. 2019

- Lead for 25 members, guiding them through cross-functional process execution and communicating across management levels
- Track, analyze, and triage quantitative results with Strategic Partner Managers to support public figures, record labels, and media publishers
- Global point of contact for the Media Partner Support Portal, working cross-functionally with Music and Entertainment Partnerships
- Project management for Instagram's Top 100 public figures, providing support in the development of ad hoc reports for music partnerships
- Coordinated 18 platform-wide integrity initiatives for high-profile musicians
- First responder in operations for high priority Facebook and Instagram-related PR fires within the music and entertainment ecosystem

TRUFFL: BRANDING & MARKETING AGENCY | WEST HOLLYWOOD, CA

SOCIAL MEDIA COORDINATOR | JAN. 2017 - SEPT. 2017

- Spearhead branding projects, events, influencer management and content creation as it pertains to the Entertainment ecosystem
- Collect and organize all partner assets including photos, artwork, logos, etc.
- Creatively and quickly create new client pitches (RFP's) to present directly to partners, with over 80% client onboarding rate
- Aggregate social media analytics, present analytic reports, conduct research on trends and send to partners

AGENC EXPERIENTIAL + DIGITAL | BEVERLY HILLS, CA

SOCIAL MEDIA & EVENT ASSISTANT | AUG. 2015 - MAR. 2016

- Execute effective social media practices for scaled growth, setting record for highest engagement rates in Q1
- External advocate for AGENC at events, venue scouts, and photo shoots with A-List partners
- Event production experience from inception to on-site execution

EDUCATION

UCLA - LOS ANGELES, CA
Bachelor's Degree

UC STUDY ABROAD - PARIS & LONDON
Media and Communications

PROJECTS

Influencer x Music Partnerships | <https://www.domeniciniguez.com/musicpartnerships>

Influencer x Music Press | <https://www.domeniciniguez.com/musicpress>

@HaileyBieber - 'Drop the Mic' on TNT | Twitter account management | January 2019 - April 2019

ABOUT ME

Music and creator enthusiast with over 6 years of experience skilled in project management, media operations, talent acquisition, and artist / influencer marketing and partnerships, offering exceptional communication and relationship building skills, strong attention to detail, and unmatched ability to adhere to multiple projects and deadlines in adaptive environments.