

# DOMINIQUE IRVIN, MS

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## Marketing & Public Relations Strategist Consumer Insights | Marketing Research | Project Management

### PROFESSIONAL PROFILE

Dynamic marketing research, strategy, and communications professional with diverse industry experience, including agency consulting. Strength in translating consumer insights and market trends into innovative, profitable approaches to drive company and program performance. Effective leader, accomplished in developing strategies, aligning teams, and deploying tactical elements to achieve desired results. Highly professional demeanor, comfortable working with and presenting to C-suite executives, customers, media, and colleagues. Experienced remote/virtual worker.

### AREAS OF EXPERTISE

Integrated Marketing Communications | Market and Competitive Analysis | RIVA Focus Group Moderator | Marketing Campaign Strategy  
Campaign Management | Segmentation | Event Planning | Blogging | Writing & Editing | Vendor Management | Public Relations | Proposals  
Quantitative & Qualitative Research | In-Depth Interviews | Social Media | Strategic Planning | Data Analysis  
Press Releases | Media Alerts | Presentations | Media Relations | Copywriting | Storytelling | Brand Awareness | Continuous Improvement

### PROFESSIONAL EXPERIENCE

#### ACIDOM MEDICAL SERVICES | OFFICE COORDINATOR | MARRERO, LA

2019 to 2020

Maintained behavioral health center administrative and organizational processes. Managed 100+ active client database accuracy to comply with state and insurance regulations. Liaised between health center and insurance companies to receive service approvals.

##### Notable Contributions:

- Redesigned intake process to decrease redundancy and increase filing system effectiveness by 30%.
- Improved scheduling process for 50% increase in usability and accuracy of records.
- Created new schedule system for psychiatrist and social worker to improve client appointment flow.

#### CONSULTANT AND CAREER SABBATICAL

2018 to 2019

Provided expertise to consulting clients in retail and health care. Part-time projects provided flexibility needed to attend to temporary health issues.

#### THE SOUTHERN ACCESS PROJECT | PROJECT ANALYST | NEW ORLEANS, LA

2015 to 2017

Supported implementation of multi-year program to improve sexual and reproductive health outcomes in underserved local communities. Managed projects and subject matter experts' workflow to track progress, maintain plan accuracy, and meet timelines and deliverables. Reviewed 40 projects each week to provide information essential to leadership team for strategic planning and decisions.

##### Notable Contributions:

- Led event planning/implementation (such as a live storytelling event for 100+ attendees) and material development to communicate project impact and return on investment.
- Managed and streamlined blogging process to provide guidance to team to create timely, meaningful, and informative blogs. Wrote original blog material. Edited, and revised blog posts by team members.
- Led initial compilation and writing/editing of a book that reviewed scope and outcomes of the project to distribute to donors and senior leadership.

#### 360 LIVE MEDIA | INSIGHTS & RESEARCH STRATEGIST | WASHINGTON, DC

2014 to 2015

Designed research methods and guidelines for marketing and experience design agency with 20+ clients and \$3M annual revenue. Executed research, directed data partners, analyzed data to segment audience for marketing and event design strategies.

##### Notable Contributions:

- Managed research client accounts in health care, retail, and robotics. Led five research studies for national/international trade associations such as the American Osteopathic Association, National Retail Federation, and Association for Unmanned Systems International.
- Surveyed 3,000+ online participants and 40 interview participants to analyze and present quantitative/qualitative insights to client executive leadership teams.
- Improved messaging architecture to exceed previous online survey response rate. Achieved 1,000+ responses for top client.
- Produced research-based insights and worked with marketing team to develop actionable strategies to meet clients' goals. Developed segmentation profiles, marketing maps, and messaging. Created targeted experiences for association conference.

**AEEFFECT, INC. | ACCOUNT EXECUTIVE / CONSULTANT | DEERFIELD, IL**

2007 to 2014

Managed client relationships and projects for marketing research and brand consulting firm with 20+ active clients. Implemented research, oversaw participant recruiting, managed vendor negotiations, developed written materials and testing mockups, converted complex data into concise summaries, conducted focus groups and interviews, analyzed findings, and generated reports for marketing strategy and communications.

**Sample Projects:**

- **Task Order Leader/Research Analyst, Consumer Research & Communications | Centers for Medicare & Medicaid Services:** Conducted 100+ focus groups/in-depth interview sessions to improve communications strategies and outreach initiatives. Recruited 500+ respondents within budget and on time. Negotiated budgets for client cost savings that ranged from \$300 to \$2,000 per project.
- **Project Manager, Audience Research and Evaluation | Shedd Aquarium:** Led focus groups (16 adults + 16 families) and collected 750+ surveys to measure appeal and impact of new aquatic show. Analyzed findings to impact revisions to align with brand and audience expectations.
- **Project Manager, System Identity Research | Carolinas Healthcare System:** Conducted consumer focus groups to evaluate brand equity of two large, merging hospital identities. Recruited 30 focus group respondents and developed recruiting specifications for 400+ online survey respondents. Recommended transition communication strategy.
- **Project Manager, Formative Research on 25-29 Year- Olds | U.S. Army Accession Command:** Gathered insight about lifestyles, behaviors, and attitudes about the armed forces to impact U.S. Army recruiting strategy for age group. Conducted literature review for project goal setting, moderated six gender/ethnic-specific focus groups, and developed online survey with 100+ measures to quantify focus group findings.
- **Project Manager, Formative Positioning Research | Orthopaedics Manufacturer:** Designed research to test consumers', surgeons', and hospital administrators' reactions to new products and orthopaedic manufacturers. Recruited 100+ focus group/in-depth interview respondents and 200+ online survey respondents. Developed research materials and analyzed findings to guide brand positioning for target audiences.
- **Project Manager, Fitness Concept Testing | Confidential Client:** Designed test for interactive fitness concept for millennial consumer group on limited budget. Conducted five focus groups and analyzed findings to provide insight regarding new business structure.

**LOGAN MARKETING & COMMUNICATIONS | PUBLIC RELATIONS ASSISTANT | NEW ORLEANS, LA**

2004

Helped develop PR strategies for corporate/retail clients. Wrote/pitched press materials to media. Coordinated local media press tour to present planned \$25M art studio complex. Analyzed and reported media coverage for clients.

**EDUCATION**

**Master of Science (MS), Integrated Marketing Communications (IMC) | Northwestern University | Evanston, IL**

Client projects: public relations strategy for national women's magazine; rebranding campaign for national rental car company; five-year communications plan for national office supply company.

**Public Relations Residency | AG Edwards/Wells Fargo Advisors |** Worked with TV and print media to increase company and analysts' market visibility. Developed press articles and pitched stories to media. Evaluated media measurement tools and recommended improvements.

**Bachelor of Arts (BA), Journalism - Specialty in Public Relations | Northwestern State University | Natchitoches, LA**

**Public Relations Intern | New Orleans City Park |** Wrote press releases, helped coordinate press conference, assisted in local morning new segment production, wrote newsletter articles, and developed public relations plan to publicize attractions, events, performances, community outreach, and park news.

**Social Media Marketing Specialization, Certification | Northwestern University/Coursera | In progress**

**VOLUNTEERISM**

**Volunteer | The Social Work Agency | Chalmette, LA | 2015 to 2016 |** Private group mental health practice. Revised and digitized intake packet. Maintained 75 client database. Organized/hosted events to engage new and prospective clients. Organized outreach contact list and process. Drafted correspondence and social media posts for client/community outreach.

**Communications Chairperson | Greater New Orleans Junior Chamber of Commerce | New Orleans, LA | 2013 to 2014**

Developed and implemented strategic communications plan, maintained social media platforms and chapter publications. Mentored and selected finalists for "Trust Your Crazy Ideas Challenge" with Junior Achievement of New Orleans.

**The Red Pump Project | Public Relations/Brand Manager | Chicago, IL | 2009 to 2010 |** Wrote or coauthored press releases, media alerts, brand guide, and sponsorship packets. Helped plan fashion show and HIV/AIDS awareness event for 200+ attendees.

**TECHNICAL SKILLS, SYSTEMS AND SOFTWARE**

Microsoft Office (PowerPoint, Advanced Word & Excel) | Basecamp | MailChimp | Hootsuite | Sharenote | Smartsheet  
Google Platforms (Drive, Mail, Docs, Sheets)