

Rodolfo Steven Gomez

**DIGITAL MARKETING SPECIALIST & WORDPRESS
EXPERT**

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Portland, OR

ABOUT ME

Results-oriented Digital Marketing Specialist with extensive experience in building and managing systems that amplify multimillion-dollar online businesses. I have successfully guided both startups and established companies through digital transformation, focusing on e-commerce, membership portals, and marketing funnel automation. My expertise spans from technical leadership and project management to CRM integration, launch execution, and website design for sales and marketing. With a deep understanding of ad/pixel tracking, split testing, and heat mapping, I specialize in optimizing websites and marketing strategies to maximize conversions. I am also committed to creating accessible and inclusive digital content, with training in Diversity, Equity, and Inclusion (DEI) and website accessibility.

CORE COMPETENCIES

- Digital Marketing Strategy
 - Project & Team Management
 - CRM & Marketing Funnel Automation
 - E-commerce Infrastructure & Automation
 - Website Design & Optimization (WordPress, Shopify)
 - Google & Facebook Ads Optimization
 - Split Testing, Heat Mapping & Conversion Tracking
 - Graphic & Web Design
 - Video & Audio Editing
 - UX/UI Design
 - Accessibility & DEI Integration
 - Client & Stakeholder Communication
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PROFESSIONAL EXPERIENCE

R.S GOMEZ DESIGNS

FREELANCE DIGITAL MARKETING CONSULTANT & WEBSITE DESIGNER

June 2022 – Present | Remote

- Designed and maintained WordPress and Shopify websites with a focus on e-commerce and marketing optimization.
- Created brand-aligned layouts and assets using Adobe Suite for social media and marketing campaigns.
- Managed CRM integrations and SAAS implementations such as Zapier, WebinarJam, and PlusThis to enhance marketing automation.
- Tracked and optimized ad performance using Google Analytics and Facebook Pixel, performing A/B testing and heatmap analysis.

FUTURE FORCE

FREELANCE TECHNICAL CONSULTANT & WEBSITE DESIGNER

June 2022 – Present | Remote

- Led the technical development of e-learning membership portals and e-commerce platforms, ensuring seamless user experience.
- Collaborated on WordPress website design for marketing, focusing on user engagement and sales optimization.
- Implemented CRM solutions for membership management and automated onboarding sequences.
- Enhanced site performance using heatmap analysis, split testing, and marketing analytics.

BRIGHT LINE EATING

FOUNDING MEMBER, CHIEF TECHNOLOGY OFFICER, & LEAD WEBSITE DESIGNER

August 2014 - June 2022 | Remote

- Managed a team of five in building scalable web solutions for a business serving over a million subscribers and tens of thousands of paying customers.
- Developed and implemented CRM automation campaigns for subscriber engagement and membership onboarding.
- Led the development of WordPress-based membership portals, marketing funnels, and e-commerce platforms.
- Spearheaded the setup and management of team infrastructure including Google Workspace, Slack, and other internal tools.
- Utilized DEI best practices to design inclusive, accessible digital content for diverse audiences.

WASTE MANAGEMENT

TECHNICAL SALES SUPPORT & DATA ENTRY

April 2013 - April 2015 | Phoenix, AZ

- Provided technical support to the Sales Team, including data input and contract management using Salesforce.

ENDURANCE INTERNATIONAL GROUP

TECHNICAL SUPPORT REPRESENTATIVE

June 2012 - April 2013 | Phoenix, AZ

- Delivered technical support for domains, hosting, and associated products while also managing customer service inquiries.

GODADDY, INC.

DOMAIN SERVICES TECHNICIAN & TECHNICAL SUPPORT REPRESENTATIVE

February 2010 - June 2012 | Phoenix, AZ

- Investigated claims of domain ownership and provided identity verification services for customer account recovery.
 - Delivered technical support for domains, hosting, and associated products while also managing customer service inquiries.
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SKILLS

- **Automation & CRM:** Keap/Infusionsoft, Ontraport, Zapier, MailChimp, WebinarJam
 - **Marketing Tools:** Google Ads, Facebook Pixel, Google Analytics, VWO, Google Tag Manager
 - **Project Management:** Monday.com, Workday, Asana, Trello, Slack, Discord
 - **Web Development:** WordPress, Shopify, HTML, CSS, Elementor
 - **Design & Multimedia:** Adobe Creative Suite, Photoshop, Illustrator, InDesign, Premiere, Canva
 - **Accessibility:** Website accessibility optimization, video captioning, audio transcription
 - **Other Tools:** GitHub, GitLab, AWS, Microsoft Office, Google Workspace
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EDUCATION

Art Institute of Phoenix
Digital Production and Design Fundamentals

REFERENCES

Available upon request.