

Rodolfo Steven Gomez

**GRAPHIC/WEB DESIGNER & DIGITAL MARKETING
EXPERT**

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Portland, OR

ABOUT ME

Experience-driven Graphic/Web Designer and Digital Marketing Specialist with over a decade of experience in delivering creative and effective design solutions for businesses large and small. I excel at creating and maintaining brand consistency for businesses, particularly in supporting and uplifting women-owned enterprises. I am committed to fostering inclusivity and accessibility, digital accessibility training, and trauma-informed training. These experiences have deepened my understanding of how to integrate better practices into design standards, ensuring content is accessible to all, including those using e-readers or with visual disabilities. Additionally, my background includes team and project management, website design for marketing and sales, membership/eLearning portals, and digital marketing systems supporting multimillion-dollar businesses.

CORE COMPETENCIES

- Graphic & Web Design
 - Brand Identity & Consistency
 - Website Accessibility & Optimization
 - Video & Audio Editing
 - Video Captioning & Audio Transcribing
 - UX/UI Design
 - Client & Stakeholder Communication
 - Project & Team Management
 - Digital Marketing Strategy
 - CRM & Marketing Funnel Automation
 - E-commerce Infrastructure & Automation
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PROFESSIONAL EXPERIENCE

R.S GOMEZ DESIGNS

FREELANCE DIGITAL MARKETING CONSULTANT & WEBSITE DESIGNER

June 2022 – Present | Remote

- Utilize Adobe Suite and Canva to create brand-aligned layouts and social media assets.
- Design and maintain WordPress/Shopify websites focusing on e-commerce, marketing, and membership content.
- Manage web hosting, domain management, DNS/DKIM/DMARC configurations, and SAAS implementations such as Zapier, PlusThis, and WebinarJam.
- Implement and track conversion data for Google and Facebook ads, execute A/B testing, and heatmap analysis to optimize site performance.

FUTURE FORCE

FREELANCE TECHNICAL CONSULTANT & WEBSITE DESIGNER

June 2022 – Present | Remote

- Utilize Adobe Suite and Canva to design layouts and social images for brand identity and consistency.
- Oversee technical infrastructure including e-learning membership portals and e-commerce automation systems.
- Collaborate on website design and maintenance across a network of marketing-focused WordPress sites.
- Lead setup of CRM integrations for membership management and access control.
- Execute digital marketing strategies involving Google and Facebook ads, heat mapping, and A/B testing to enhance user engagement.

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.
- Led the development of WordPress-based membership portals, marketing funnels, and e-commerce platforms.
- Optimized accessibility and inclusivity through DEI training and website design best practices.
- Utilize Adobe Suite and Canva to create brand-aligned layouts and social media assets.
- Spearheaded the setup and management of team infrastructure including Google Workspace, Slack, and other internal tools.
- Developed and implemented CRM automation campaigns for subscriber engagement and membership onboarding.

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.

FEDEX KINKO'S PRINT SHOP

LEAD GRAPHIC DESIGNER & SIGNS/GRAPHICS PRINTER

January 2008 - December 2008 | Phoenix, AZ

- Managed the design and production of large-scale graphics, handled client consultations, and prioritized design orders to ensure timely delivery.

DISC2DAY

LEAD GRAPHIC DESIGNER & MEDIA PRINTER

February 2010 - June 2012 | Mesa, AZ

- Managed the design and production of custom client graphics, handled client consultations, and prioritized design orders to ensure timely delivery.

SKILLS

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

EDUCATION

Art Institute of Phoenix

Digital Production and Design Fundamentals

REFERENCES

Available upon request.