Rodolfo Steven Gomez

MARKETING & COMMUNICATIONS SPECIALIST

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Portland, OR

ABOUT ME

I'm a marketing and communications specialist with over 10 years of experience running campaigns, keeping brands consistent, and creating content that's easy to understand and use. I work directly with teams to get projects done, from websites to newsletters and digital campaigns. My goal is always to make communications accurate, accessible, and helpful for the people who need them.

CORE COMPETENCIES

- Marketing & Communications Coordination
- Content Writing, Editing, & Proofreading
- Campaign Planning & Delivery
- Brand Identity, Style Guides, & Asset Management
- Community Engagement & Outreach
- Cross-Department & Stakeholder Collaboration
- Accessible & Inclusive Communications
- Website Content Optimization & SEO
- Analytics, Reporting & Performance Tracking

PROFESSIONAL EXPERIENCE

R.S. GOMEZ DESIGNS

DIGITAL MARKETING CONSULTANT & WEBSITE DESIGNER

June 2022 – Present | Remote

- Collaborate on marketing and communications projects, keeping them on schedule and aligned with goals.
- Create and maintain brand standards and style guides to keep messaging and visuals consistent across websites, emails, and materials.
- Write, edit, and proofread content for websites, newsletters, landing pages, and digital campaigns.
- Rewrite content to make it easier for audiences to read and understand.
- Coordinate website and email updates with teams and partners to ensure accuracy and timely delivery.
- Apply SEO strategies to help content reach the right audience.

- Check analytics regularly to spot trends and make updates to improve results.

FUTURE FORCE

CONTENT & WEBSITE MANAGER

June 2022 – Present | Remote

- Manage website content and digital communications to support clear messaging and community engagement.
- Collaborate with designers, content contributors, and leadership to keep messaging accurate and consistent.
- Apply accessibility practices to make content usable for all audiences.

EVOLVING WISDOM

FREELANCE CRM CONSULTANT & WEBSITE DESIGNER

September 2024 – Present | Remote

- Design layouts and social graphics using Adobe Creative Suite and Canva to maintain brand consistency.
- Update and maintain multiple WordPress websites, ensuring content is accurate and up to date.
- Manage membership and e-learning platforms, making sure users have a consistent and reliable experience.

BRIGHT LINE EATING

CTO & LEAD DESIGNER

August 2014 - June 2022 | Remote

- Built and maintained brand identity and managed assets to keep messaging and visuals consistent across all channels.
- Led cross-functional teams and coordinated with vendors to deliver projects on time.
- Used analytics and testing to improve clarity and usability of public-facing content.
- Created internal guides and documentation to standardize content publishing and asset management.

KEY STRENGTHS FOR PUBLIC-FACING COMMUNICATIONS

- Skilled at creating content that is clear, accurate, and accessible for both broad audiences and specific communities
- Strong collaborator across teams and stakeholders
- Apply equity and inclusion principles to content and design
- Detail-oriented editor focused on accuracy and consistency

TECHNICAL SKILLS

- **Content Creation & Editing:** Microsoft Office (Word & Excel), Google Tools (Docs, Drive, & Sheets)
- **Design:** Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere)
- **Collaboration:** Microsoft Teams, Slack, Google Workspace, Monday, Asana
- **Email & CRM:** Mailchimp, Keap/Infusionsoft, HubSpot, Ontraport
- **Analytics & SEO:** Google Analytics, Tag Manager, keyword research, on-page optimization

ADDITIONAL TRAINING & VALUES

- Equity, Diversity & Inclusion (EDI) Training
- Digital Accessibility & Inclusive Design
- Trauma-Informed Communication Practices

EDUCATION

Art Institute of Phoenix
Digital Production & Design Fundamentals