

Rodolfo Gomez

TECH TEAM LEADER

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Portland, OR

ABOUT ME

I'm a natural leader with an aptitude for technology and **a passion for bringing out the best** in technical teams. I also have extensive experience in building and managing systems for large to small companies, which allows me to better troubleshoot any issues that may arise and empower my team with solutions. My expertise spans from systems automation/integration, campaign execution, brand/website design/maintenance, and internal/external technical support leadership and project management. **My goal is always to help make technology accessible and automated for my team so they can better attend to the community with expertise and care.**

CORE COMPETENCIES

- Team & Project Management
 - Team Growth & Team Member Mentorship
 - Technical Support SOP Creation & Optimization
 - Cross-departmental & Stakeholder Collaboration
 - Cross-platform System Integration
 - Systemic Troubleshooting & Optimization
 - Windows/Mac/Android/iOS Support for Users with Limited Technology Comfortability
 - CRM & Contact Management
 - E-commerce Infrastructure & Marketing Funnel Automation
 - Analytics, Reporting & Performance Tracking
 - Split Testing, Heat Mapping & Conversion Tracking
 - Marketing & Communications Coordination
 - UX/UI Design & Website Optimization
 - Graphic/Web Design & Video/Audio Editing
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TECHNICAL SKILLS

- **Operating Systems:** Windows OS, MacOS, Android OS, iOS
 - **Collaboration & Management:** Google Docs/Sheets, Microsoft Office, Microsoft Teams, Slack, Monday, Asana, Google Workspace
 - **Web Development:** WordPress, Shopify, HTML, CSS, Elementor, SSO, DigitalOcean, LiquidWed, Firebase, Azure
 - **Analytics & SEO:** Google Analytics, Tag Manager, keyword research, on-page optimization
 - **Automation & CRM:** Mailchimp, Keap/Infusionsoft, HubSpot, Ontraport, Zapier, PlusThis
 - **Design:** Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere), Canva
 - **Other Tools:** Email Management & Mobile Setup, AWS, GitHub, GitLab
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PROFESSIONAL EXPERIENCE

FUTURE FORCE

HEAD OF TECHNOLOGY & CONTENT DELIVERY MANAGER

June 2022 – Present | Remote

- **Manage and mentor a team of three in building scalable web solutions for a business serving over a million subscribers and tens of thousands of paying customers.**
- Manage team infrastructure including Google Workspace, Slack, and other internal tools.
- Led the development of WordPress-based membership portals, marketing funnels, and e-commerce platforms; making sure users have a consistent and reliable experience.
- Developed and implemented systems for subscriber engagement and membership onboarding.
- Enhance site performance using heatmap analysis, split testing, and marketing analytics.
- Utilize DEI best practices to design inclusive, accessible digital content for diverse audiences.
- 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.

EVOLVING WISDOM

WEB TECHNOLOGY CONSULTANT & SITE DESIGNER

September 2024 – Present | Remote

- **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.
- Enhance site performance using heatmap analysis, split testing, and marketing analytics.
- Utilize DEI best practices to design inclusive, accessible digital content for diverse audiences.
- Design layouts and social graphics using Adobe Creative Suite and Canva to maintain brand consistency.

R.S. GOMEZ DESIGNS

WEB TECH CONSULTANT & WEBSITE DESIGNER

June 2022 – Present | Remote

- **Set Up and Manage CRM integrations and SAAS implementations such as Zapier and PlusThis to enhance marketing automation.**
- Design and maintain WordPress and Shopify websites with a focus on e-commerce and marketing optimization.
- Create brand-aligned layouts and assets using Adobe Suite for social media and marketing campaigns.
- Track and optimize ad performance using Google Analytics and Facebook Pixel, performing A/B testing and heatmap analysis.

BRIGHT LINE EATING

CHIEF TECHNOLOGY OFFICER & LEAD DESIGNER

August 2014 - June 2022 | Remote

- **Managed and mentored a team of five in building scalable web solutions for a business serving over a million subscribers and tens of thousands of paying customers.**
- Spearheaded the setup and management of team infrastructure including Google Workspace, Slack, and other internal tools.
- Led the development of WordPress-based membership portals, marketing funnels, and e-commerce platforms; making sure users have a consistent and reliable experience.
- Developed and implemented systems for subscriber engagement and membership onboarding.
- Enhanced site performance using heatmap analysis, split testing, and marketing analytics.

- Utilized DEI best practices to design inclusive, accessible digital content for diverse audiences.
- Designed layouts and social graphics using Adobe Creative Suite and Canva to maintain brand consistency.
- Updated and maintained multiple WordPress websites, ensuring content is accurate and up to date.

WASTE MANAGEMENT

TECHNICAL SALES SUPPORT & DATA ENTRY

April 2013 - April 2015 | Phoenix, AZ

- **Supported Sales Team with technical issues and input their new and modified contracts into a Salesforce system.**
- Trained new team members and provided team tech support.

ENDURANCE INTERNATIONAL GROUP

TECHNICAL SUPPORT REPRESENTATIVE

June 2012 - April 2013 | Phoenix, AZ

- **Provided technical support and sales consultations for domains, hosting, and associated products.**
- Handled general customer service issues.

GODADDY, INC.

DOMAIN SERVICES TECHNICIAN & TECHNICAL SUPPORT REPRESENTATIVE

February 2010 - June 2012 | Phoenix, AZ

- **Provided technical support and sales consultations for domains, hosting, and associated products.**
- Investigated claims of invalid ownership of domain names, verified identities of customers who had been locked out of their accounts, and assisted in re-entry of their account.
- Handled general customer service issues.

ADDITIONAL TRAINING & VALUES

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

Art Institute of Phoenix

Digital Production & Design Fundamentals