

# Christian Gomez

## Full-Service Marketing Consultant & Growth Strategist

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## Professional Summary

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Experienced marketing professional with 12+ years of expertise in driving online and offline growth for businesses.

Proven ability to develop and execute comprehensive marketing strategies that encompass digital marketing (web development, SEO, PPC, content, social media), traditional marketing (print, direct mail, promotional products), and branding.

Passionate about helping businesses achieve their marketing goals through data-driven insights, creative solutions, and a multi-channel approach.

### Key Skills Include:

- **Marketing Strategy & Execution:** Developing and implementing integrated marketing campaigns, market research and analysis, competitor analysis, budget management, performance tracking and reporting.
- **Digital Marketing:** SEO, PPC advertising, social media marketing, email marketing, content marketing, website analytics.
- **Traditional Marketing:** Print advertising (brochures, flyers, direct mail), promotional products (t-shirts, mugs, pens), event marketing, public relations, branding and identity (logo design, brand guidelines).
- **Web Development & Design:** UX/UI design, website development (WordPress, Webflow), basic front-end development (HTML, CSS, JavaScript), landing page creation.

### Tools & Technologies:

Adobe Creative Suite, Google Analytics, Mailchimp, various social media platforms, SEO tools, CRM software, project management tools, print design software (e.g., Adobe Illustrator), and vendor relationships for promotional products and print materials.

Willing to relocate: Anywhere

Authorized to work in the US for any employer

## Work Experience

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### Digital Marketing Director

Vantage Communications

January 2021 to Present

(2 years 2 months)

As Director of Digital Marketing at Vantage Communications I was responsible for leading our clients digital marketing strategy.

This included:

- Developing and implementing digital marketing plans and campaigns to meet business objectives.
- Managing and leading a diverse team of artists, writers, designers, and other professionals.
- Measuring and analyzing the performance of digital marketing initiatives, and making data-driven decisions to improve results.

- Collaborating with cross-functional teams, including product, sales, and customer success, to ensure cohesive and effective marketing initiatives.
- Staying up-to-date on the latest digital marketing trends and technologies, and incorporating them into the company's strategy as appropriate.
- Managing budgets for digital marketing initiatives, ensuring that resources are allocated effectively.
- Ensuring that the company's digital presence is consistent with the brand's overall image and messaging.

Notable accomplishments include:

- Onboarded 3 new major clients to the agency
- Increased annual ad spend on existing clients
- Generated 6 digit annual recurring revenue growth

## **Founder**

Gomez Design Company

March 2020 to Present

(3 years)

I founded Gomez Design Company to help small business owners and entrepreneurs leverage digital marketing to grow their businesses. Over the last 12 years I've worked with hundreds of people on 40+ digital marketing campaigns building websites, setting up paid advertising, SEO, SEM, Social Media marketing and much more.

I am proud to be able to provide a world-class business experience to my clients through:

- Paperless proposals, contracts, digital invoices and online payment processing.
- Exceptional availability and dependability.
- Best in class website design and development services.
- Long-term ongoing maintenance and support.

## **Co Founder**

XIX Holdings, LLC

January 2012 to Present

(11 years 2 months)

I co-founded XIX right out of college, with my best friend Julio. As co-founder of XIX I helped build our digital marketing agency from the ground up on a shoestring budget. I provide the web design, development, and consultation services to our clients and agency partners such as Vantage

Communications.

XIX has somewhat evolved over the years to be a symbol of unity and childhood friendship that has persisted over the years and helps keep me grounded in the present and connected to what matters most. In a world of brutal competition and many difficult challenges, XIX is a place where I know I can come to share, collaborate, grow and celebrate without fear or judgement.

## **UX/UI Designer**

Transportation America

June 2016 to March 2020

(3 years 10 months)

As a UX/UI Designer for Trip2, a Transportation America company, I provided software development consultation, user research, UI design, client research, user feedback, quality control, and ongoing training and support. I helped inform the business of our end-users needs and goals, as well as educated users on how to use our apps effectively. I worked with a suite of custom apps that served various business goals such as:

- Driver App: Where contract drivers could accept and complete trips on behalf of the company.
- Provider App: Where clients could upload trips to the system for drivers to complete.
- Dashboard: Where operators could troubleshoot issues and assist drivers and clients with their issues.

I also:

- Managed 6 staff members charged with:
- Driver recruitment
- Onboarding and training new drivers
- Managing driver feedback
- Communicating to the product team and upper management

## **Project Manager**

Evoke Design Inc

June 2015 to April 2016

(11 months)

## **Operations Assistant**

Med Plan Health Exchange

September 2014 to June 2015

(10 months)

As the assistant to the COO, I was tasked with optimizing the MPHX website for better usability and performance across different devices, search engine optimization, and competitive research and development. Report on site performance using Google Analytics. Create and manage social media accounts on Facebook, Twitter, Google+, and YouTube. Advertise on social media platforms, and develop creative video marketing content to distribute on these platforms.

## **Educator**

Panther Coffee

September 2012 to September 2014

(2 years 1 month)

Responsibilities included training baristas for Panther Coffee and other partnered small businesses in the area to be the most competitive and skilled baristas in the nation.

Continual education on coffee theory and teaching skills.

Lead a team of 6 or more baristas during a 9 hour shift

Open the store in the morning

Closing the store in the evenings

Preparing training materials to trainees

## **Sole Proprietor**

Think-Bot Computers

January 2010 to January 2012

(2 years 1 month)

Web design business owner

I started Think-Bot Computers to provide websites to local businesses such as:

<http://www.cheeseburgerbaby.net/>

<http://www.peltonsnurseries.com/>

<http://www.magnummedia.net/>

<http://www.h2onlyrenewablecleaning.com/> and more...

I was responsible for meeting with the clients, taking their ideas and vision and translating it to the web.

I designed and developed the sites start to finish and managed them afterwards for my clients.

Proud of 100% customer satisfaction rating.

Used web applications to fulfill necessary business roles such as accounting, business proposals and more.

## Education

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### **Woz-U Certification in Full-stack Engineering**

Woz-U - Remote

2018 to 2019

### **Certification in Computer Science**

Atlantis University - Miami, FL

2012 to 2013

### **Associate of Arts in (A.A.), Computer Systems Networking and Telecommunications**

Miami Dade College

2009 to 2012

## Skills

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- User Experience (UX)
- CSS3
- Email Marketing
- Web Design
- Application Development
- Content Development
- Branding
- Search Engine Optimization (SEO)
- Facebook Marketing
- SEM
- WordPress
- Git
- HTML5
- Search Advertising
- Web Development
- User Interface (UI)
- Digital Marketing
- JavaScript
- Google Analytics
- Social Media Marketing
- Analytics
- Marketing Strategy
- Software Development
- Copywriting
- Adobe Creative Suite
- Blogging

## Languages

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- English - Fluent
- Spanish - Fluent

## Links

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[linkedin.com/in/chrisleads](https://www.linkedin.com/in/chrisleads)

## Awards

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### **First Place at Miami Hack Week**

Won first place in our category for designing an app that improved the user experience for people coming to hackathons in Miami. You can see the whole project here: <https://devpost.com/software/nck>

## Assessments

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### **Social media — Proficient**

March 2023

Knowledge of social media techniques and analytics interpretation

Full results: [Proficient](#)

### **Sales skills — Proficient**

March 2023

Influencing and negotiating with customers

Full results: [Proficient](#)

### **Marketing — Proficient**

March 2023

Understanding a target audience and how to best communicate with them

Full results: [Proficient](#)

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