

DIMITRI AROZARENA

Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Digital marketing professional with hands-on project experience in WordPress, SEO, Google Ads campaign planning, GA4, Google Tag Manager, conversion tracking, Google Search Console, and funnel/email opt-in setup. Google Ads Search and Google Analytics certified.

CORE SKILLS

SEO: Keyword research, search intent, title/meta review, internal linking, structured data validation, Search Console, sitemap review, PageSpeed, Screaming Frog, Rank Math

Paid Search: Google Ads Search, campaign structure, phrase/exact match planning, ad copy drafts, negative keywords, landing page alignment

Analytics & Tracking: GA4, Google Tag Manager, Conversion Linker, Google Ads conversion tag, Tag Assistant, GTM Preview

Tools: WordPress, Elementor, Semrush, Ahrefs, Moz, Google Rich Results Test, PageSpeed Insights, Systeme.io, SureForms, FluentSMTP, Canva

DIGITAL MARKETING PROJECT EXPERIENCE

Self-Directed Portfolio Projects | Austin, TX | July 2024 – Present

Cuban Thai Kitchen — *WordPress, SEO, Tracking & Funnel*

- Built and maintained a WordPress food blog used for hands-on SEO, GA4/GTM tracking, conversion tracking, funnel setup, and content optimization.
- Reviewed recipe pages for on-page and technical SEO: title/meta elements, H1 structure, internal linking, image alt text opportunities, structured data validation, and PageSpeed review.
- Set up GA4 and Google Tag Manager including Google Ads conversion tracking with Conversion Linker and a thank-you page trigger; validated setup with GTM Preview and Tag Assistant.
- Built and tested a Systeme.io opt-in funnel with landing page, thank-you page, contact tagging, welcome email automation, and DNS/email authentication.
- Planned Google Ads Search campaign structure with themed ad groups, phrase/exact match keywords, ad copy drafts, landing page alignment, and negative keyword planning.

DimitriArozarena.com — *Portfolio Site, Tracking & Search Console*

- Built and maintained a WordPress portfolio site presenting certifications, project evidence, digital marketing skills, and career documentation.
 - Configured Google Search Console, submitted the Rank Math sitemap, confirmed homepage indexing and HTTPS status, and set up GA4 tracking through GTM and WPCode Lite.
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CERTIFICATIONS & TRAINING

- Google Ads Search Certification — Google Skillshop | May 2026 – May 2027
- Google Analytics Certification — Google Skillshop | May 2026 – May 2027
- Digital Marketing Career Blueprint — SEO, Google Ads, GA4, GTM, WordPress, tracking, and digital marketing strategy

Additional Background: Technical production experience with strong attention to detail, process discipline, troubleshooting, and quality documentation.