

Dimitri Arozarena

Digital Marketing Specialist | PPC, SEO, Analytics & WordPress

Leander, TX | Austin Metro | 305-801-9264 | dimitriarozarena@gmail.com linkedin.com/in/dimitri-arozarena | dimitriarozarena.com

PROFESSIONAL SUMMARY

Digital marketing specialist with hands-on experience across paid search, Google Ad Grants compliance, technical SEO, and WordPress website production. Builds, tracks, and documents marketing systems from campaign structure through conversion measurement. Applies a high-reliability technical production background to bring precision, verification, and process discipline to every project.

CORE SKILLS

Core Stack: Google Ads, Google Ads Editor, Google Ad Grants, GA4, Google Tag Manager, Google Search Console, WordPress.org, Elementor, Rank Math, Screaming Frog, Semrush, Systeme.io

Functional Skills: Keyword Research & Mapping, Negative Keyword Development, Responsive Search Ad Copywriting, Conversion Tracking Validation, On-Page & Technical SEO Audits, Structured Data Testing, Landing Page Alignment, Campaign Documentation, Website QA & Troubleshooting

Domain Knowledge: Nonprofit / Google Ad Grants Compliance, Local Service-Business Marketing, E-Commerce & Marketplace Advertising, Real Estate Market Familiarity

DIGITAL MARKETING PROJECTS

Google Ads Specialist, Volunteer: Catchafire Nonprofit Projects

Jun 2026 - Present

- Inspected an active Google Ad Grants account with up to \$10,000 per month in Search advertising, confirmed account status, and identified missing conversion actions and empty negative keyword lists.
- Planned a Google Ad Grants Search campaign for a nonprofit directory, including campaign structure, ad groups, keyword research, negative keywords, responsive search ads, and sitelinks.
- Reviewed a deactivated Google Ad Grants account, analyzing campaign, keyword, ad, and change-history exports to identify recovery blockers.
- Audited compliance risks including website policy, nonprofit identity clarity, and Google's 5% monthly account-level CTR requirement.
- Guided a nonprofit stakeholder through account-record exports on Zoom and prepared client-facing campaign documentation and recommendations.

WordPress, SEO & PPC Project: Cuban Thai Kitchen

Mar 2026 - Present

- Built and maintained a WordPress recipe website, implementing on-page SEO, Search Console indexing review, structured-data testing, internal linking, and image alt-text optimization.
- Configured GA4, Google Tag Manager, and Google Ads conversion tracking across the site.
- Created a Systeme.io email opt-in funnel with landing page, thank-you page, and welcome-email automation, then validated the full conversion path from ad click to signup.
- Ran a small Google Ads Search campaign generating 1 verified signup from 76 impressions and 6 clicks, at a \$2.98 cost per lead and 7.89% CTR.
- Completed recipe-level SEO audits (title tags, meta descriptions, structured data, internal links, alt text) using Rank Math, Screaming Frog, and Semrush.

Digital Marketing Portfolio: DimitriArozarena.com

Nov 2025 - Present

- Built and maintained a WordPress portfolio site using Elementor, Astra, and Rank Math to present certifications, projects, and resume access.
- Configured GA4 and Google Tag Manager, then verified resume PDF click tracking as a GA4 file-download event using Tag Assistant.
- Submitted the sitemap through Google Search Console and reviewed indexing status across site pages.

Lead-Generation Website Project: Green Grackle Landscaping

- Built a responsive WordPress lead-generation website using Elementor Free, Astra Free, and WPForms, including service sections, project imagery, and estimate-focused calls to action.
- Resolved Astra and Elementor layout conflicts and tested responsive breakpoints across desktop, tablet, and mobile.
- Configured UpdraftPlus backups and prepared the site for client transfer.

Local Service-Business Website: Florida Hood Cleaning

- Built and organized a responsive WordPress website for a commercial kitchen exhaust-cleaning business, structuring content around local search intent and estimate-driven calls to action.
- Applied local SEO and landing-page principles while performing responsive quality checks and documenting maintenance requirements.

E-Commerce & Paid Marketplace Advertising: Etsy Print-on-Demand Store

Apr 2023 - Dec 2025

- Built and operated a niche print-on-demand store, developing product designs, listings, and pricing based on audience and community research.
- Ran Etsy Ads campaigns guided by break-even analysis, and managed custom product requests and seasonal product planning.
- Closed the store after evaluating margin and funnel-control tradeoffs against a direct-website, higher-margin business model.

PROFESSIONAL EXPERIENCE

Electro-Mechanical Assembler: Quantic Wenzel, Austin, TX

Aug 2024 - Present

- Perform Level 3 electro-mechanical assembly and soldering in a high-reliability production environment, following detailed technical assembly instructions.
- Identify discrepancies and unclear instructions, complete self-inspection before formal QA review, and maintain production documentation.
- Coordinate with supervisors, engineers, planners, and stockroom staff to resolve issues affecting production accuracy and workflow.

Additional Professional Experience

- Account Manager, Barton Security Services: managed client and account responsibilities within a security services operation.
- Customer and technical support roles spanning telemarketing, bank support, OnStar/infotainment support, and Electronic Arts gaming support: communicated with customers, resolved issues, and practiced plain-English de-escalation.
- Coordinated stockroom, shipping, and receiving workflows while learning SAP without formal training, earning a regional manager recommendation letter for performance under pressure.

CERTIFICATIONS

- Google Ads Search Certification, Google Skillshop, Issued May 2026, Expires May 2027 (Credential ID 182979539)
- Google Analytics Certification, Google Skillshop, Issued May 2026, Expires May 2027 (Credential ID 183349606)

EDUCATION & TRAINING

Digital Marketing Career Blueprint: Self-Paced Digital Marketing Training Program

Jul 2024 - Present

- Coursework: Google Ads, PPC, SEO, GA4, GTM, Google Search Console, keyword research, WordPress, conversion tracking, and digital marketing strategy.
- Ongoing professional development through PPC- and SEO-focused mentor sessions, interview practice, and peer discussion.

LANGUAGES

- English: Fluent | Spanish: Fluent