CARLOS ARIAS

Chief Technology Officer – Sr. Full Stack Developer

114 Sunset Blvd ● Boynton Beach, Florida 33426
Email: hi@carlosarias.com - Cell / Whatsapp: 561 460 0660 - Skype: CarlosJaa

Executive Summary

Carlos Arias a serial entrepreneur obsessed with technology and innovative ideas. At the age 16 he started designing and developing web applications for fun. By 2000 Carlos has launched his own marketing agency called Driliquid Studio, and started providing web development digital marketing services for small businesses, after 5 yrs, Driliquid was one of the largest marketing agencies in the state of Delaware. The agency worked with fortune 500 clients such as Mazda, Comcast, Citi-Group etc.. and mid-size local businesses, and has also done work for State of Delaware. By 2011 Carlos sold the agency to another agency.

With 15 yrs of digital marketing agency experience Carlos bridges the huge gap between Technology and Marketing. Understanding Development Process, Graphic design and digital / traditional marketing makes Carlos an extremely unique talent, allowing him to effectively communicate between both Technology & Marketing which allows him to limit budgeting mistakes, and increase productivity and ROI.

Education / Certifications

BACHELORES DEGREE
JAN 2000 – JUN 2004

DEVRY UNIVERSITY – CIS / MARKETING
Queens NY, Studied in Electrical Engineering, then switched to Computer Science and Minor in Business / Marketing.

MIT Management
Feb 2022 – Mar 2022

MIT Management Online Course - Blockchain
Blockchain Technology in Business Innovation and Application Development; I took this course to understand the capabilities of of how blockchain can be integrated into Real World applications. It was a 6 Week Course for Executive Managers that are involved in technology companies or software engineering.

GOOGLE
MAR 2016

GOOGLE ADWORDS CERTIFICATION
Received Google adwords certification March 2016.

Qualification Highlights

Development
- PHP 8 / MySQL / Postgres
- Database Programming
- Software Architecture
- Custom Wordpress Development
- Custom Magento Development
- Linux Administration (LAMP)
- Amazon AWS
- Git Repository (Git / SVN)
- JavaScript
- Node / ReactJS
- RESTful API Development
- CSS 3 / Frameworks (Bootstrap)
- HTML 5

Software
- Adobe PhotoShop
- Adobe Dreamweaver
- Adobe Illustrator
- PHP Storm (PHP IDE)
- Microsoft Office Suite
- MySQL Work Bench
- Asana / Jira (Project Management)
- SEM Rush, aHref, MOZ Seo
- Google Analytics

Marketing (Digital / Traditional)
- Social Media Management
- Remarketing (Google / Adroll)
- Direct Mail Campaigns
- Call Tracking Metrics
- Competitor Analysis
- Printing
- Reputation Management
- Email Marketing / Metrics
- Google PPC
- Facebook PPC
- Bing PPC

OTHER
- Team Building / Leadership   • Resource Allocation   • Business Development   • Vendor Management
- Project Management   • Executive Leadership & Management   • Management Consulting   • Solutions Analysis

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Hiro Marketing Group
Aug 2015 – Present

Website:
www.hiro.com.co

Digital Marketing / Co-Founder – Digital Marketing Agency

Hiro Marketing Group, a Digital Marketing agency that focuses on in-house web properties. Such as Medellin.co, Snoopi.io, Comiida.com, Web Hosting and few other inhouse properties we manage with marketing and web development. Hiro, is a group a specialized professionals that works on at what they do best. Digital Marketing and Branding.

• Search Engine Optimization
• Brand Development
• Brand Reputation Management
• Market Research and Analysis
• Social Media Marketing
• Google, Facebook, Bing PPC Campaigns
• Landing Page Development and Analysis
• Graphic Design
• Website Development.

CreditGuard
May 2016 – Dec 2022

Lead Software Engineer – FinTech

CreditGuard is Debt Consolidation and Credit Agency that focuses on helping consumers consolidate and find debt relief.

I develop and maintain the applications for CreditGuard organization. They have multiple software applications I have developed over the years I have worked with the company.

Helped develop and engineer a project that allows their clients to review their credit reports, fraud detection and monitor any changes to their credit report; basically I built CreditKarma for the company.

Anther application I developed was credit reporting system that allows agencies that couldn't get approved for Credit Bureaus to use our platform and run reports for their clients. The CMS platform made it easy for CreditGuard to monitor and provide billing to the clients that were using the platform.

I also overlooked a team of developer and designers that help execute development and marketing strategies for creditguard platforms.

Technologies we used were PHP, MariaDB and ReactJS.

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Work Experience

HealthCareForYouNow
Aug 2013 –2019

Website:
www.healthcareforyounow.com

Chief Technology Officer – Healthcare Industry

HealthCareForYouNow.com a health insurance brokerage agency that provides services to consumers; HCFYN helps consumers sign up for ObamaCare and received subsidy help from the government, we are one of the largest healthcare brokers in the US providing services to most states. We're also one of a handful providers that are appointed as Web Broker status for the HealthCare.gov marketplace that I helped lock in.

Reported directly to CEO with accountability for all Marketing & Technology plans, helped with sales strategy, and partnership development with other healthcare providers. Responsible for overall technology vision, product development, lead all aspects of architecture & software development.

• Manage Over-Seas Development Team in UK and India
• Responsible for aligning technology strategy with business imperatives
• Secured strategic partnership with healthcare providers and healthcare.gov Marketplace
• Developed Web Based Platform for Agents to Process Applications
• Implemented HealthCare.gov FFM Direct Enrollment API into our platform
• Responsible for Digital Marketing efforts and managing PPC Campaigns and Social Media growth
• Manage SEO Team and Overlooked SEO / SEM Efforts
• Designed and Developed other web properties to promote niche services such as Short Term Medical
• Integrated Marketing Automation with ZohoCRM and SendGrid Drip Marketing Campaigns.
• Responsible for managing full P&L for product development, software, hardware & marketing.
• Database Migration and Implantation of the QHP

LocalSalons.com
Nov 2012 – Aug 2015

Co-Founder / Software Engineer – Marketing Agency

LocalSalons one of the largest Salon / Beauty directory on the internet, launching with over 400k salons in the database started off with a blast, with consistent growth 20% every month. I developed the SaaS system as a marketing platform for salons to market their services to potential clients. The salons had a robust admin section that allowed them to manage their pages, uploaded photos, communicate with potential clients.

Clients had the ability to search for salons in their area by zip code or location, and narrow their searches by type of search or treatment. The client can request an appointment or book online through our strategic partner MindBodyOnline API.

• Developed a Unique SaaS Platform for Salons and Consumers
• Custom Code PHP / MySQL Application using custom MVC Structure
• Architect the SaaS Platform and Database Infrastructure
• Manage Clients that were signing up via Social Media.
• Planned and Executed Social Media Campaigns for Salons to Sign up
• Planned and Executed Direct Mail Campaigns for Salons to Sign Up
• Responsible for oversight of Sales / Call Center for Agents to call salons in specific states to sign up.
• Manage over-seas team to develop Mobile App for LocalSalons
• I developed RESTful API web service for the Mobile App (iOS and Android)
• Graphic Design for Print and Web for Salon Clients
• Web Design / Development for Salons that needed website.
• Provided Marketing Services, Social Media Management, SEO, SEM for Salons
• Product Development
• Direct Mail Services, for LocalSalons and for Salons using EDDM services.

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Work Experience

Netwide Media Group

Aug 2015 –Jan 2016

Website:
www.netwidemediagroup.com

Technology Advisor / Acting CTO – Marketing Agency

Netwide Media Group - Full Web Development and Marketing Agency. I was brought in on a 6 month contract to help the company build a team and process. I interviewed and hired a group of top designers and developers and strategically setup workforce that will be able to design and develop websites quickly and efficiently. I over looked development and marketing projects to make sure they were on track and on budget. I also introduced the company to services that will help them keep their overhead low and profits high while keeping clients happy.

• Manage Over-Seas Development Team in India
• Manage Over-Seas SEO / Social Media Team in India
• Responsible for oversight of all web development, marketing efforts provided to clients
• Responsible for executing a process and policy from client on boarding to development to launch
• Reviewed all development projects to ensure reliability, effectiveness and ROI
• Meeting with clients and overlooking the sales process for web design and other technology services
• Developed new partnership with a reliable hosting company, and setup a hosting environment to generate additional source of revenue.
• Developed and introduced the company to printing source and provided a flow on selling printing services, which opened up another source of revenue for the company.
• Spent minimum of 40% hands-on coding in additional to leadership and strategy.
• Staffed and Managed a team of designers, developers, writers and digital marketing managers, that reported directly to me.
• Setup Git / SVN Repositories for all Development projects

TouchSuite

Jul 2011 – Aug 2014

Website:
www.touchsuite.com

Lead Web Developer / Project Manager – Credit Card Processing / POS Company

Responsible in staffing and managing a digital marketing department, my department designed and launched 5 websites within 6 months, in both US and Canada. Our SEO efforts ranked the websites in the top 5 results of Google within a year for competitive words. I also developed a platform for the sales team, that increased the productivity of the sales process by 60% allowing sales team to close deals faster, and with less errors, which allowed underwriting to effectively push merchant applications through faster getting clients up and running quickly and smooth.

• Staffed and Managed a team of 10 members of the digital marketing department.
• Responsible for over-seeing Jr. Developers and Designers
• Designed and Developed SEO-Rich properties focusing on Credit Card Processing / Merchant Accounts
• Launched SEO Properties in Canada. Within 6 months was on the first page for Credit Card Processing in Canada. Within top 10 pages in the US; which increased US sales by 30%. The Canada division had a successful launch because of the SEO / Digital Marketing efforts my department did.
• I developed a platform that took Paper Merchant Applications process into digital process, allowing agents to send clients a digital application to be processed online, and signed via DocuSign. The new web based application and process increased sales by 60%.
• Integrated EquiFax Credit Reporting into our web application to process application faster, and increase productive in under-writing department.
• Provided support and training to the sales department and out-side sales agents.
• Re-Design / and help with rebranding of the company TouchSuite. I designed the logo and corporate identity, brand packages, business cards, collaterals.
• Over-looked and manage other properties the company had for other business ventures.
• Designed and Developed Landing Pages
• Developed and published Credit Card Payment iOS and Android apps to Apple and Google App Stores

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Work Experience

JMField Marketing

Aug 2010 – Jan 2011

Website:
www.jmfield.com

Lead Web Developer / Project Manager – Marketing Agency

JMField Marketing located in Fort Lauderdale, FL a full service fulfillment and marketing agency. In 2010 the owner wanted to open up a new department for Web Design, Development SEO to extend the services for their clients. With my background in running a successful agency, I was brought in to grow a team for the department. I interviewed, hired Jr. Designers, Developers and a Project Manager for the company. I over looked projects that came in, wrote proposals for projects, and delegated the projects to team members to execute on. I would oversee the progress on projects, and also work on web projects myself.

• Manage Over-Seas Development Team in UK and India
• Responsible for aligning technology strategy with business imperatives
• Meet with clients and write proposals on new projects
• Delegate work to design and development teams
• Daily SEO / SEM Tasks on current client websites
• Website Development
• Graphic Design for Marketing Campaigns, and Landing Pages
• Project Management
• Project Budgeting

MotoGiya

New Castle, Delaware
Nov 2006 – Aug 2010

Website:
No Longer Available

Co-Founder / Developer / Mechanic – Sportbike eCommerce / Custom Motorcycle Shop

I started MotoGiya as a side business from Driliquid Studio. Since Driliquid was in a self-sustained position. MotoGiya started off as an eCommerce business running out of Driliquid Studio office, we were really targeting for it to be more of a residual / drop ship model approach. We custom built an eCommerce platform that was well ahead of its time. This was around when Magento was getting started. Our platform allowed for quick data entry for auto industry, and complex database schema that supported over 1milliown SKUs and parts. Within 3- months of managing a data entry team in India, MotoGiya launched with over 600,000 parts in the database. As the company grew, demands grew to keep our consumers happy, we opened up another shop, that allowed us to work on motorcycles, I hired a staff member to over see the store and talk to walk-ins, and a mechanic to customize sportbikes, with repairs and installations of parts that was purchased from the online store.

By 2009 MotoGiya was the third largest preferred shop in Delaware. As customers purchased parts on our website, we would have it shipped to the store, and install the part for the customer (exhaust, tires, clip-ons, windshield etc..) and we'll also do repairs and maintenance on the sportbikes.

• Developed Relationships with Vendors / Distributors
• Manage Mechanic Shop and Store-Front
• Manage Payroll for Employees
• Traditional Marketing and Digital Marketing Efforts to generate sales, build brand awareness
• Developed Relationships with other riders, enthusiasts, created a sponsorship program for racers.
• Designed and Developed eCommerce platform for Sportbike Gear, and Parts that was extremely unique.
• Planned and Executed Marketing Campaigns in Delaware
• Organized Bike Rally's and Stunt Shows for Brand Development and Exposure. We were featured in Spark Magazine that was distributed throughout Delaware. Which increased business by 50%
• Offered strategic partnerships with other bike shops in the area, sourcing services we did not want to do such as Airbrushing, and Engine Mechanics, which in return generated aftermarket parts sales for our business.

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Work Experience

Carlos Arias - Freelance
The World.
Jul 1995 – Present

Website:
www.carlosarias.com

Freelancer / Technical Advisor – Freelance Sr. Full Stack Developer & Marketing Specialist

Responsibility is to stay ahead of the younger competitive market. I'm constantly working on projects for clients, taking on new challenges to keep my skills sharp in Development, Graphic Design and Marketing.

A lot of my clients hire me for Technical Advising - managing their projects, or teams working on their projects. Majority of my time is managing teams in the US or Over-Seas teams from Romania, India, UK etc. to make sure that projects are completed properly, on-time and on budget.

My Day to day is working with current clients with their marketing campaigns, or working on my revenue properties, affiliate properties or developing new web properties.

• Web Development / Software Engineering
• Marketing Campaign Planning and Executing for Clients
• eCommerce Development for Clients
• SEO for Affiliate Marketing
• SEO for Clients
• Domaining, Developing Domains, and reselling developed domains to other domainers
• Graphic Design for Web and Print
• Printing Services
• Hosting / Server Administration for Hosting Clients
• Manage Over-Seas Teams (Data Entry, Article Writing, Development, Graphic Design, SEO)
• Social Media Marketing / PPC
• Google / Bing PPC Management for Clients

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Contract Projects

GypsyNurse
March 2016

Website:
www.thegypsynurse.com

Job Board / Social Media Platform
Custom developed a job listing platform with a social media trust for traveling nurses. The website was developed using PHP custom framework and mariadb.

Technology:
• PHP / MySQL
• Wordpress Development
• Manage Article Writers
• Content Calendar

• Social Media Management
• Graphic Design
• Navigation Structure
• Google Adsense

Snoopi.io
August 2015

Website:
www.snoopi.io

GeoIP API Web Service - SaaS Software
GeoIP API Service for Developers and Marketing Agencies that need to track user's Geo Location, the database is collected through numerous resources using the same algorithm that MaxMind currently uses. The API I developed is extremely easy to implement into any project via cURL or JSONP (AngularJS, NodeJS, jQuery etc..) the response is in JSON. I'm constantly support it with new features such State / State Abbreviations, Radius of zipcodes, zipcode to zipcode distance etc..

Technology:
• PHP / MySQL
• Custom MVC Development
• API-Centric Infastructure

• JavaScript / jQuery
• Content Writing
• Database Design

• eCommerce (Stripe processing)
• SendGrid (Email Delivery)
• Google Analytics

Short Term Medical
March 2016

Website:
www.shorttermmedicalplans.com

Short Term Medical Plans – Health Insurance eCommerce Site
ShortTermMedicalPlans.com a website that focuses on selling STM Plans to consumers that are a bit more savvy on health insurance, STM Plans are for consumers that are not interested in the obamacare option. The website integrates with healthcare carriers like United Health, Health Innovations etc.. The consumer can get a quote, purchase it online within 10 minutes. Its like shopping for car insurance.

Technology:
• PHP / MySQL
• Custom MVC Development
• API-Centric Infastructure
• BootStrap CSS Framework

• JavaScript / jQuery
• Content Writing
• Database Design
• Technology Support

• eCommerce (Stripe API)
• SendGrid API
• Google Analytics
• ZohoCRM API

• Hii API
• Uhone API

RecoIntensive
Feb 2016

Website:
www.recointensive.com

RecoIntensive – Rehab Addition Center
Project from OGK Creative , need a front-end designer to help out with over-flow of work. I jumped into help them convert their PSD to Responsive landing page. Using BootStrap CSS and jQuery.

Technology:
• PHP / MySQL
• Wordpress
• BootStrap CSS Framework
• JavaScript / jQuery

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iPic Theaters
Dec 2015

Website:
www.ipictheaters.com

iPic Theaters – Luxury Movie Theater (UI / UX – Front End Development)
I was hired on as on a 6 month contract to redesign, and develop iPic Theaters.   I was responsible for monitoring users , evaluate their experience and how they were using the website. I designed a optimized website layout based on analysis and competitor research. I custom designed and did the front end development of the website.

Technology:
• UI / UX Design
• Graphic Design
• BootStrap CSS Framework
• JavaScript / jQuery