Carlos Arias

Software Engineer & Digital Marketing Specialist

{ 561-563-2349 } { hi@carlosarias.com } { carlosarias.com }

Social: { IG: @CarlosArias.co } {LI: @hiCarlosArias } {Tik: @hiCarlosArias } {YT: @hiCarlosArias }

With 25+ years in Technology industry as a Software Engineer and Digital Marketing, I specialize in bridging the technology and business strategy. Holding both CTO and CMO roles with numerous tech startups, I helped build scalable platforms, led global teams and developed successful SaaS businesses. My expertise spans in fullstack development, digital marketing, SaaS deployment and AI Automation. Now, I'm focused on expanding my impact through leadership, innovation in AI & Machine Learning, Strategic growth in the technology industry.

Professional Experience

Digital Marketing Director & SEO Specialist

CreditGuard of America - Debt Consolidation   *Jan 2022 – Jan 2025*

I inherited the Digital Marketing position for CreditGuard which is a sister company of GNUSA, I was involved in creating a marketing strategy to help the Debt Consolidation business generate more leads, build out their website, and landing pages to help increase conversions and drive more call into their call center.

SEO Strategy: Built a SEO Strategy, and increased organic traffic by 35% and improved lead generation.
Email Marketing: Designed & Launched email strategy with up to 70% open rate
Link Building: Created link building strategy with overseas team to launch link building, and partnerships.
Affiliate Management: Created affiliate marketing plan to attract affiliate marketers to work with CGA.
Tracking & Metrics: Integrated Google Analytics & Search Console for in-depth performance tracking.
Website Optimization: Managed Wordpress SEO, Keyword Analysis and Audits, executed A/B Testing
PPC Management: Collaborated with external marketing team for PPC Management, also implemented PPC Strategy by lowering CPA by 70% and increased lead conversion by 30%
Managed PPC campaigns across Google, Bing, Facebook, ensuring seamless SEO-PPC synergy.
Designed & Optimized **Funnel & Landing Pages** that help increase lead generation, and convert leads by 26%

Lead Software Engineer II & Wordpress Developer

GNUSA - Fintech   *Jun 2016 – Jan 2022*

I was brought on to help build a SaaS Platform and maintain legacy code for GNUSA / CreditGuard of America. I was involved in engineering and taking their concept of a SaaS platform for credit reporting to market. I was involved with MVP, and Product launch of their GNUSA SaaS platform and helped grow the platform to generating over $1 Million ARR.

Third-Party API: Integration and payment gateways to enhance website functionality and user experience.
Database Admin (DBA): I Managed Security of Databases, Designed ERDS, DB Restoration, and Compliance.
PHP Development: Developed and maintained scalable PHP applications with complex API integrations.
WordPress Development: Customized themes, built plugins, and optimized performance for high-traffic sites
Project Management: Managed multiple development projects, ensuring on-time delivery within budget
Team Leadership: Led overseas development teams, coordinated implementation of new platform features
Security & Compliance: Implemented data protection measures and ensured database integrity.
Equifax & Transunion: Integrated Credit bureaus into GNUSA SaaS application
SaaS Development: Architected & Engineered GNUSA SaaS Application for the Credit Reporting Industry
Customer Management & Support: I managed the client onboarding, management into the SaaS Platform

Chief Technology Officer (Fractional)

GypsyNurse - Nursing Staffing Agency   *Jun 2016 – Jan 2017*

GypsyNurse brought me on as a part time Chief Technology Officer to help take over the development of their new platform. They hired a team overseas and needed help managing the team and ensuring that technology meets the business vision. I was involved with growing the platform, and ensuring the delivery of the end product to be launched on time and on budget.

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WordPress Development: Customized themes, built plugins, and optimized performance for high-traffic sites
Communication: Communicated with shareholders on the status and budget spending on the projects.
Project Management: Managed multiple development projects, ensuring on-time delivery within budget
Team Leadership: Led overseas development teams, coordinated implementation of new platform features

Chief Technology Officer (Fractional)

HealthCareForYou - Health Insurance   *Jun 2014 – Jan 2017*

I was brought on as a part time CTO to help take the insurance company from traditional process to digital process of handling insurance sales. The company wanted to get into ObamaCare through Healthcare.gov. I was involved in strategically aligning the business with Healthcare.gov and helping the company get first to market with Online Healthcare signups and integrated into Obamacare.

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SEO Specialist & Sr. FullStack Developer

TouchSuite   *Jun 2011 – Aug 2014*

Touchsuite hired me to build the SEO and Web Development department. This was at the time when Web Development / Digital Marketing was really taking off and every company needed their own department. I was involved in taking the company from traditional sales to digital sales and marketing. I was involved with building out all their web projects, re-vamped the sales process from paper to digital by integrating Equifax and Docusign into the sales sign up process, which helped automate a lot of the sales process. I also was involved in increasing sales, and conversions by bringing high quality leads with high converting landing pages and SEO Strategies.

Dev & SEO Strategy: Built and led the web development and SEO department to drive lead generation.
Third-Party API Integration: Integrated payment gateways and APIs to enhance website functionality.
Database Administration: Managed database security, designed ERDs, and ensured compliance with industry standards.
PHP & WordPress Development: Developed scalable PHP applications, built custom WordPress themes and plugins, and optimized high-traffic sites.
Project & Team Management: Hired and led SEO and Dev teams, overseeing project execution and timely delivery.
Stakeholder Communication: Provided updates on project status, budget allocation, and development roadmaps.

Personal Development & Projects

Medellin.co (SaaS / Media)
Digital Marketing Platform   *Started Oct 2022*

In Medellin, Colombia there are not many resources about the city for Tourists and Expats to rely on, I saw the problem and wanted to do something about it. At the time Medellin.co domain was available to purchase, which was recently owned by the city of Medellin, I negotiated with the owner and acquired the domain in Oct 2022. Medellin.co is now the largest resource hub in Medellin, Colombia that thousands of locals, expats and tourist use to obtain information about Medellin before visiting the city.

- Custom Wordpress Development using Elementor and Crocoblock
- Manage Overseas team on Design and Development of Medellin.co
- SEO Strategy, Search Engine Optimization on over 200 pages, ranking about 70% of the website on #1 of Google
- Increased Domain Authority from 10 to 28
- Create and Execute Content Strategy with Content Creators and Writers for the Website and Social Media
- Building Relationships & Sales with local businesses and international businesses for advertising opportunities
- Custom PHP Development that allows Medellin.co to integrate directly into Social Media (Tiktok, Instagram)
- Stripe Payment Integration using Stripe checkout platform for Advertisers
- Direct Integration into Law Enforcement that allows users to file Criminal Reports

Verificaa.com (SaaS)
ID Verification & Fraud Prevention   *Started June 2021*

Verifica was started because I saw a need in Medellin, Colombia for foreigners to check Identifications on people they did business with. There's alot of fraud that happens in Latin America, and this is a platform that allows people to verify businesses and individuals. I build AI Script that helps identify frauds, it also integrates into Attorney General Office, Business Database, Police Database, FBI and more, so far the application has helped saved 2 lives and saved money on numerous businesses and individuals from getting robbed.

- Rest API Development, with API Key Management
- Integration into Police Database, Businesses Databases etc..
- Data Mining Strategies that crawl the open data for Colombia and Latin America and normalizes the data
- Custom PHP Developed Dashboard with Complex user management system.
- Front-End Wordpress Developed website heavy on SEO
- Stripe Payment Integration using Stripe checkout platform
- Search Engine Optimization
- Relationship Building and Communication with Law Enforcement
- AI Integration and LLM to help build a Fraud Detection Infrastructure

Snoopi.io (SaaS)
GeoIP Location & IP Fraud Prevention   Developed: March 2015

I started this project back in 2015 because I wanted to learn more about PHP OOP Programming and I wanted to build my own REST API that will allow other developers to use my platform to detect IP Address. 10yrs later, I upgraded the platform with the latest dashboard and wordpress website. I'll be adding AI Analysis into the platform in the next couple months to help marketers figure out the best performing pages on their website.

- Wordpress Development & Custom Wordpress Plugin.
- Real-Time Tracking Script for Websites and Landing Pages
- Keyword Analysis , Strategy for GeoIP Location & Landing Page Optimization with AI
- Custom Dashboard Development &
- Stripe Integration using Custom Credit Card Form, Invoice Management, SaaS Subscription Management
- Product Launch Strategy on Multiple Platforms to get new users signed up with Email Marketing

Crypto AI Trading Bot (Private)
Crypto Trading Bot using Binance   Developed: March 2022

Personal Project to build a bot that follows my trading strategy, recently upgraded it to use AI into the trading strategy.

- Binance Integration – Soon to Switch over to BitFinex.
- Real-Time Trading Charts and Custom Algorithm Trading for Buy / Sell indicators
- Custom Dashboard to Manage the Crypto bot trades
- AI / LLM for Trading Strategy and Monitor the Markets

Skills

Marketing

- Search Engine Optimization | 25 yrs
- PPC - Bing, Meta, Google | 15 yrs
- Social Media Strategy | 5 yrs
- Digital Marketing Strategy | 15 yrs
- Traditional Marketing | 20 yrs
- Graphic Design | 25 yrs
- Digital Marketing | 20 yrs
- User Experience & Usability | 10 yrs

Technology

- Polyglot Programming | 25 yrs
- PHP, Java, Python, Bash | 25 yrs
- Database Design & Architecture | 20 yrs
- AI Prompting / LLM / AI Integration | 2 yrs
- Lvl 1 & 2 Linux Administration | 10yrs
- Cloud Architecture (Vultr / AWS) | 10 yrs
- Cpanel / Generic Hosting Knowledge | 15 yrs
- Cybersecurity & Data Protection | 10 yrs
- API Integration | 20yrs

Business

- Database Management
- Leadership
- Project Management
- SaaS Launch Strategy
- Project & Dept. Budgeting
- Technical Team Leadership
- Hiring & Team Development
- Agile & Scrum Methodologies
- Technology & Business Alignment

Software Skills

- Google Analytics
- Google Search Console
- Ahrefs, SEMrush
- Google / Bing Ads
- Meta Business / Ad Platform
- eCommerce (WooCommerce, Magento)

- ZohoCRM, Salesforce
- Hubspot
- Brevo / SenGrid Email
- Facebook Ads Manager
- Adobe Suites (Photoshop, Illustrator)
- Figma, Sketch, Canva, Capcut

- Metricool Social
- Trello / Asana / Jira
- WordPress
- Campaign Manager
- Stripe, AuthorizeNet

Education

Computer Information Systems & Marketing (BA CIS)
Devry University   *Graduated: May 2004*

MIT Management Course
Blockchain   *Course: Feb 2022 - Mar 2022*

Certifications

1. Google Adwords Certification – Jan 2024