

# Carlos Brito

Digital Marketing Specialist | Web Designer | SEO, Paid Ads, E-Commerce & AI Automation

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## PROFESSIONAL SUMMARY

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Digital Marketing Specialist and Web Designer with 10+ years of hands-on experience helping small and mid-sized businesses grow online, generate leads, and improve website performance. Skilled in WordPress, Shopify, SEO, local SEO, SEMrush/Ahrefs research, paid advertising, e-commerce, analytics, CRM automation, and AI-assisted marketing workflows. Comfortable owning projects end to end—from research and landing pages to tracking, optimization, and lead follow-up.

## CORE SKILLS

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**SEO & Research:** Keyword research, competitor analysis, SEMrush, Ahrefs, technical / on-page / local SEO, Google Business Profile, Google Search Console

**Web & E-Commerce:** WordPress, Shopify, WooCommerce, landing pages, product pages, responsive UX, site maintenance, HTML / CSS / JavaScript

**Paid Media & Analytics:** Google Ads, Meta Ads, SEM, campaign optimization, budget management, GA4, conversion tracking, KPI analysis

**Content, CRM & AI:** Copywriting, Canva, email marketing, CRM workflows, lead nurturing, AI chatbots, AI-assisted content and SEO workflows

## EXPERIENCE

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### Digital Marketing Consultant & Web Designer

Sep 2015 – Present

*Brito Digital Studio LLC • Greater Central Florida / Remote*

- Design, build, and manage WordPress and Shopify websites, e-commerce stores, and landing pages for small and mid-sized businesses, from UX/layout through launch and ongoing optimization.
- Use SEMrush and Ahrefs for keyword research, competitor research, technical/on-page SEO audits, content strategy, local SEO opportunities, and market insights.
- Improve organic and local visibility through on-page SEO, Google Business Profile optimization, local listings, location pages, internal linking, and content updates.
- Plan and optimize Google Ads and Meta campaigns, including structure, targeting, creative, budgets, landing page alignment, and performance reviews.
- Build lead-generation funnels and conversion improvements by refining landing pages, CTAs, forms, user flows, and follow-up sequences.
- Set up CRM and marketing automation workflows for lead capture, email/SMS follow-up, review requests, customer nurturing, and retention.
- Track performance in GA4, Google Search Console, ad platforms, and SEO tools, translating data into practical website, content, and campaign improvements.
- Create on-brand website copy, marketing graphics, email campaigns, and AI-assisted content workflows tailored to client audiences.
- Implement AI chatbots and AI-assisted automations to answer inquiries, qualify leads, route prospects, and speed up follow-up.

## TOOLS

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WordPress, Shopify, WooCommerce, SEMrush, Ahrefs, GA4, Google Search Console, Google Business Profile, Google Ads, Meta Business Suite, CRM/automation platforms, Canva, AI chatbot & automation tools, HTML/CSS/JavaScript

## EDUCATION & LANGUAGES

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**Bachelor's Degree, Exercise Science – ISCF | 2000 – 2005** • Languages: English & Spanish (bilingual)