Carlos García

Growth Marketer · Marketing Technology, Funnels & Automation · B.A. in Business Administration

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PROFILE

Bilingual (English/Spanish) growth marketer with a degree in Business Administration and 8+ years running full-funnel marketing for U.S. businesses in education, tax services and dental care. Leads marketing at Pronto Tax School, owning strategy, paid media, SEO, website, email, and the automation and analytics that connect them. Results include a **336% ROAS** Google Ads campaign and **3,400+ leads at $0.65 CPL** from a Meta Ads campaign. Combines strategy work (messaging frameworks, customer research, offer design) with the hands-on skills to ship it: GA4 and Tag Manager measurement, Zapier workflows, WordPress builds and custom Node.js tools.

EXPERIENCE

Pronto Tax School, Inc.

Feb 2021 – Present

Marketing Strategist (formerly Digital Marketing Specialist) · Remote, Wilmington, NC

IRS-accredited, CTEC- and NASBA-approved tax education company: courses, continuing education and memberships.

- **Own the marketing function** across paid media, SEO, website, email and funnel strategy for a multi-product catalog (qualifying courses, CE renewals and two membership tiers up to $2,997/year). Created the messaging framework the team uses as its shared reference across every channel.
- **Plan and run Google Ads and Meta campaigns end to end:** offer, landing page, ad copy (including Responsive Search Ads), audience and the CRM handoff into automated email sequences. Produced launch assets for the CE Renewal campaign and Dream Team membership: sales pages, post-webinar emails and replay pages.
- **Strengthened measurement:** set up GA4 funnel explorations for webinar and direct-sale funnels and linked Google Ads conversions to GA4. A tracking audit traced a search campaign's missing conversions to duplicate Google Ads tags and dual GTM containers; verified tracking now comes before any budget increase.
- **Built funnel reporting** for the membership launch: weekly input sheets feeding a central dashboard, with cost per lead segmented by funnel.
- **Automated the customer journey with Zapier** across Kartra, Thinkific, WebinarKit and Google Sheets: time-zone-correct webinar confirmations, purchase-based CRM tagging, and a support chatbot with escalation flows.
- **Lead the migration of landing pages from Kartra to the main WordPress site:** URL architecture, 301 redirect map for legacy 404s, and consolidation of webinar pages under the main domain for SEO. Run a monthly blog pipeline that turns mentor sessions into search-targeted articles (Ahrefs keyword research).
- **Cut scripts loaded per page by 83%** while resolving a site-wide hosting performance crisis, tracing execution spikes to plugin AJAX hooks, redundant plugin queries and a LiteSpeed/SuperCacher caching conflict.
- **Analyzed membership data** (Thinkific and Stripe) by cohort and price tier, identifying the 50%-off founding cohort as the best-retaining segment. Also build custom HTML/JS page components, edit training and marketing video, and manage the YouTube channel.

Independent Contractor

Freelance · Ongoing

Growth Marketing & Paid Search Consultant · Remote, U.S. clients

Freelance engagements for U.S. service businesses in dental care and tax resolution.

- **Managed the Google Ads channel for three U.S. dental practices** (Angel Dental Care, Plaza Dental Specialty Group and Gentle Dental Care): search campaign structure, keyword strategy, ad copy and conversion tracking.
- **For an EA-led tax resolution firm in Phoenix, AZ,** synthesized four research reports (voice of customer, competitor sites, client intelligence, where clients congregate) into an ICP matrix defining two psychographic segments, each with triggers, objections, channels and offer design. Built the firm's landing pages in GoHighLevel.
- **Designed a done-for-you client-acquisition system** for Enrolled Agents and tax resolution firms, packaged with tiered pricing and sales collateral.
- **Built and deployed a self-hosted Node.js email platform** (DigitalOcean, SendGrid, SPF/DKIM/DMARC) with an automatic warm-up ramp from 25 to 1,000 sends/day over six weeks, auto-pause at 2% bounce or 0.1% complaint rates, conditional sequence steps and one-click unsubscribe.
- **Deliver client builds** in GoHighLevel, with a sub-account for each client.

Brand Your Practice, Inc.

Mar 2021 – Jan 2022

Digital Marketing Operator · Remote, Chicago, IL

Built landing pages in Divi, wrote and set up MailerLite email sequences and blog posts, edited video podcasts, and produced infographics for SEO power pages.

Splurge Media

Feb 2021 – Dec 2021

Marketing Projects Manager · Remote, New Jersey

Managed client content-marketing projects in Nifty and HubSpot, coordinating the content and social media teams so blog copy and graphics shipped on spec and on deadline.

SKILLS

Paid media & analytics	Google Ads (Search, RSA, conversion tracking), Meta Ads, GA4 funnel exploration, Google Tag Manager, Ahrefs, spreadsheet dashboards and CPL/ROAS reporting
Automation & CRM	HubSpot, GoHighLevel, Kartra, ActiveCampaign, Zapier, Make, SendGrid, MailerLite, WebinarKit, Thinkific, Stripe
Web & SEO	WordPress (Kadence, Divi, Elementor), HTML/CSS/JavaScript, technical and on-page SEO, redirects and site migrations, schema markup, site-speed optimization
Technical	Node.js, Python, Linux VPS deployment (DigitalOcean, pm2, Caddy), Docker, email authentication (SPF/DKIM/DMARC)
Content & creative	Direct-response copywriting (EN/ES), email sequences, sales pages, Adobe Premiere Pro and After Effects, Canva
Project management	Zoho Projects, Nifty, editorial calendars, cross-team coordination
Languages	Spanish (native) · English (advanced, professional)

EDUCATION

Bachelor's Degree, Business Administration · Universidad Nacional Abierta y a Distancia (UNAD), Colombia — 2018

CERTIFICATIONS

Attract and Engage Customers with Digital Marketing · Google (2022)
Digital Marketing & E-Commerce Fundamentals · Google (2022)
Project Management Life Cycle · Rochester Institute of Technology (2021)
Inbound Marketing · HubSpot Academy (2020)
Become a Social Media Marketer; SEO Foundations · LinkedIn Learning (2020)