

My Story

My career in digital media, marketing, online business, and design started when I was 13. My father lost his job in the recession and with a new baby sister, I was placed in a predicament where I had to help support my family. My spirit of entrepreneurship was born out of necessity.

I began an online company and started selling various items online through eBay and eventually my own website.

During my sophomore and junior years of high school, I ran one of the top websites dropshipping pocket bikes online bringing in over \$100K in revenue all while maintaining a 4.89 GPA (out of 4).

At the age of 18, I began my own LLC and started my freelance hustle, offering my expertise to a variety of organizations and growing my client base through referrals and networking.

I have since built a successful personal brand and consulting career using the Internet to help sell the nuttiest things from pet marmoset monkeys, to hydroponic lettuce, to vacant land on the Florida coastline.



I believe that knowledge is synergistic, so I focus on a few core disciplines but expand my skills to whatever it takes to get the job done.

JUST DO IT!



Music and creativity goes hand-in-hand and can be a powerful storytelling tool. I also come with a few years of music experience.

BOOTS & CATS

Relevant Experience

RawR Marketing, LLC & Tiger Sun Designs, Inc.

Principal Consultant & Owner

I have been a hired gun for over 5 years now in both the United States and Canada - working as a consultant and contractor on hundreds of projects for dozens of organizations both big and small.

Payability Inc.

Creative Director - 1 year & 4 months

Payability is a startup venture which I worked very passionately on. I led product design and development and coordinated all of the marketing for the company. I also helped define proprietary systems and processes new to the payments and card industry.

Kubota Canada Ltd.

Contractor & Consultant - 2 years & current

For Kubota, I designed and developed websites for multiple campaigns throughout each year and assisted with front-end development and analytics for multiple aspects of the marketing team.

Fresh Box Farms/Crop One Holdings

Contractor & Consultant - 2 years & current

Throughout two years and two brand changes, I've helped develop websites, content, and marketing strategy alongside the executive team. I am still their go-to-guy for any thing digital media related.

Andy Henriquez Enterprises

Designer & Developer - 5.5 years & current

Andy was one of my first clients and now my good friend. After years working together on dozens of products and ideas, Andy now has a very successful speaking platform and business where I serve as his lead designer, developer, and marketing strategist.

Tools of the Trade

Copywriting · InfusionSoft · Google Adwords · SEO · Split Testing
Photoshop · InDesign · Illustrator · Premiere Pro
Photography & Video Editing (Storytelling)
UX · UI · HTML · CSS · Wordpress

Academics

University of Florida

Business, Marketing 2 Years - 3.99 GPA with Scholarships

After living in the US for 18 years, US Immigration then nullified my scholarships, hiked my tuition up to \$18K a semester and forced me out of the country if I could not pay it. Canada has been wonderful to me.