

# Maricela Frómeta

## Marketing and Business Development

### Contact:

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## Professional Profile

Digital Marketing Professional and No-Code Technical Specialist with over 8 years of independent experience in building, migrating, and optimizing digital infrastructures.

Specialist in the technical design and implementation of No-Code web ecosystems based on WordPress, Shopify, and Builderall, focused on comprehensive platform setup, visual design, and branding.

Expert in the advanced integration of analytics and diagnostic tools such as Google Analytics 4 (GA4), Google Tag Manager (GTM), and Search Console.

With a strong operational and independent consulting focus, recognized for the technical development of lead generation funnels, email marketing automation, and the creation of tools using generative Artificial Intelligence (AI) for process optimization.

Analytical and self-taught profile, oriented toward autonomously improving key metrics such as SEO, bounce rates, and conversions. 100% remote work capability, with native Spanish fluency and fluent Portuguese skills.

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## Core Skills

**Strategic:** Market and competitor analysis, lead generation, conversion funnels, and branding.

**Interpersonal:** Teamwork, assertive communication, organization, and efficient time management.

**Attitude:** Fast adaptation to change, continuous learning (self-taught), and proactivity.

### Software & Tools:

- **Web & E-commerce (No-Code Web Designer):** WordPress, Builderall, Odoo, Shopify, WooCommerce.

- **Google Ecosystem:** Analytics 4, Ads, Tag Manager, Search Console, Business Profile, YouTube, Merchant Center.
- **Design & Content:** Canva, CapCut, Gravity Write.
- **Automation & AI:** Make, Claude, Gemini (Generative AI), ChatGPT, Google Stitch, among others.
- **Social Media:** Facebook and Instagram Ads management.

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## Professional Experience

### Independent Consultant & Digital Marketing Infrastructure Creator

May 2018 – Present

- Empowered entrepreneurs by building robust digital infrastructures.
- Comprehensive creation and configuration of the Google ecosystem (GA4, GTM, Search Console, and Business Profile).
- Website, Landing Page, Funnel, and E-commerce design.
- Social media management and visual identity (branding) development.
- Metric analysis and creation of customized KPI dashboards.
- Creation of custom GPTs and GEMs.
- LLM Application development.
- Business Plan creation.
- Utilization of Artificial Intelligence tools (Claude, Gemini, ChatGPT, among others).

## Recent Projects & Key Collaborations

### [Herramienta Digital](#) (Owner)

*Knowledge platform and exclusive smart tools for Hispanic contractors, builders, architects, and engineers in the state of Florida. Features include:*

- DBPR Florida Licensing Assistant, Square Foot Estimation Calculator (Florida, USA), Contract Generator, Digital Products (PDF e-Books, spreadsheets, etc.), and Florida GC Exam Simulator.

### [Website Latinos](#) (Owner)

***Digital Marketing services website for the construction sector.***

- Development from Scratch: Creation of the digital strategy for a construction business.
- Brand Creation: Brand identity, brand strategy, brand voice, and customer experience design.
- Market Research: In-depth target audience analysis to align marketing efforts, keyword research.

- Content Generation: Dynamic, SEO-optimized, and mobile-responsive website integrated with consultation scheduling.
- Lead Generation Funnel: Implementation of lead capture systems and email marketing campaigns.
- Online Education: Launch of online courses to position clients as industry authorities.
- Email Marketing: Content creation for email marketing campaigns.
- Comprehensive Setup: Google Ecosystem (GA4, GTM, Search Console), Facebook, Payment Gateways.

### **Bohorques Wellness Services (In Progress)**

#### **Digital Marketing Service Provider | North Fort Myers, FL**

November 2025 – Present

- Development from Scratch: Creation of the digital strategy for the leading clinic provider of behavioral health case management, Step Up For Students educational services, and professional development programs.
- Market Research: In-depth target audience analysis to align marketing efforts.
- Content Generation: Dynamic, SEO-optimized, and mobile-responsive website integrated with E-commerce.
- Lead Generation Funnel: Implementation of lead capture systems and email marketing campaigns.
- Online Education: Launch of online courses to position clinics as industry authorities.
- Email Marketing: Content creation for email marketing campaigns.
- Comprehensive Setup: Google Ecosystem (GA4, GTM, Search Console), Facebook, and Instagram.

### **Yentor LLC**

#### **Digital Marketing Service Provider | Southwest Florida, FL**

January 2026 – Present

- Development from Scratch: Creation of the digital strategy for a construction business that previously had no online visual identity.
- Market Research: In-depth target audience analysis to align marketing efforts.
- Content Generation: Dynamic, SEO-optimized, and mobile-responsive website integrated with appointment scheduling and estimation tools.

- Lead Generation Funnel: Implementation of lead capture systems and email marketing campaigns.
- Online Education: Launch of online courses to position clinics as industry authorities.
- Email Marketing: Content creation for email marketing campaigns.
- Comprehensive Setup: Google Ecosystem (GA4, GTM, Search Console), Facebook.

## **Health Swimming Educator (Inactive)**

### **Digital Marketing Service Provider | Naples, Marco Island, FL**

**October 2025 – Aug 2026**

- Development from Scratch: Creation of the digital strategy for a Health and Wellness business that previously had no online visual identity.
- Market Research: In-depth target audience analysis to align marketing efforts.
- Content Generation: Dynamic, SEO-optimized, and mobile-responsive website integrated with E-commerce.
- Lead Generation Funnel: Implementation of lead capture systems and email marketing campaigns.
- Email Marketing: Content creation for email marketing campaigns.
- Comprehensive Setup: Google Ecosystem (GA4, GTM, Search Console), Facebook, and Instagram.

## **UC Behavioral Health and Social Services**

### **Digital Marketing Service Provider | Cape Coral, FL**

**June 2024 – Present**

- Development from Scratch: Creation of the digital strategy for a Mental Health clinic that previously had no online visual identity.
- Market Research: In-depth target audience analysis to align marketing efforts.
- Content Generation: Dynamic, SEO-optimized, and mobile-responsive website integrated with E-commerce.
- Lead Generation Funnel: Implementation of lead capture systems and email marketing campaigns.
- Online Education: Creation and launch of online courses to position clinics as industry leaders. Created on Hotmart.
- Email Marketing: Content creation for email marketing campaigns.

- Comprehensive Setup: Google Ecosystem (GA4, GTM, Search Console), Facebook, and Instagram.

## **Golden Phoenix Mental Health**

### **Digital Marketing Service Provider | Cape Coral, FL**

#### **June 2023 – Present**

- Development from Scratch: Creation of the digital strategy for a Mental Health clinic that only possessed a basic visual identity.
- Market Research: In-depth target audience analysis to align marketing efforts.
- Content Generation: Dynamic, SEO-optimized, and mobile-responsive website.
- Lead Generation Funnel: Implementation of lead capture systems and email marketing campaigns.
- Online Education: Launch of online courses to position clinics as industry authorities.
- Email Marketing: Content creation for email marketing campaigns.
- Comprehensive Setup: Google Ecosystem (GA4, GTM, Search Console).

## **La Vita é Bella Group Corp - Marco Ecotours**

### **Digital Marketing Assistant | Naples, FL**

#### **June 2022 – March 2024**

- Migration of a basic website to a conversion-optimized platform.
- Online store management featuring 75 items (successful migration from Shopify to WooCommerce).
- Key Achievements:
  - 25% increase in page views.
  - 15% increase in sales.
  - 10% reduction in website bounce rate.

## **[XDIN Digital](#)**

### **Design Assistant | Brazil**

#### **June 2017 – March 2022**

- Execution of multiple projects: 6 websites, 6 sales funnels, 3 online stores and 4 digital courses.
  - Email Marketing and SEO Campaign Management.
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## Education and Certifications

- [Google Professional Certification](#) in Digital Marketing and E-Commerce (2024)
- [Google's AI Fundamentals](#) (2024): Responsible use of generative AI and techniques of prompting.
- [C10k Consultant - Digital Tools](#) (2021): Campos Eliseo College, Brazil.
- **Bachelor's Degree in Irrigation and Drainage Engineering**(1985): Agrarian University of Havana, Cuba.
  - [Credential evaluation in the USA: ID 870652-313547](#) (August 2025).

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## Languages

- **Spanish:**Native
- **Portuguese:** Fluent
- **English:**In learning

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Updated: Aug 29, 2026

Maricela Frómeta

**Professional Statement:** I hereby attest that the entirety of the experiences, executed projects, technical tools mastered, and certifications held as detailed in this document constitutes a faithful, verifiable, and accurate reflection of my professional career in the fields of Digital Marketing, E-commerce, and No-Code Infrastructure.