Daniel Tinajero

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Professional Summary

Growth Strategist & Technology Architect with 15+ years fusing full-stack development, AI automation, and data-driven marketing to build scalable revenue engines. Expert at architecting automated systems, headless e-commerce platforms, and growth infrastructure that deliver measurable commercial impact. Currently optimizing $6.5M+ YTD multi-channel revenue at Kramer America while leading AI adoption and technical architecture initiatives. Proven ability to scale revenue ($8M → $20M), optimize large ad budgets, and implement intelligent automation pipelines.

Skills

- **Growth & Automation**: AI Workflow Orchestration, Marketing Automation, Lead Scoring & Nurturing, Growth Hacking, KPI Reporting
- **E-Commerce & Platforms**: Shopify (Headless), Amazon Vendor/Seller, Walmart, Multi-Channel Strategy, Revenue Optimization
- **Technical Architecture**: Full-Stack Development, Next.js, React, TypeScript, AWS Serverless, API Integrations, PHP/WordPress Custom Development
- **Digital Marketing**: SEO, SEM, Google Analytics 4, Google Tag Manager, Paid Media Optimization, CRO
- **AI Tools & Adoption**: Grok, GPT-4, Midjourney, Runway, Eleven Labs, Multi-Agent Systems, Content Automation
- **Leadership**: Team Building, Cross-Functional Collaboration, Project Management (Asana, Jira), Stakeholder Reporting

Professional Experience

Ecommerce & Sales Manager
Kramer America, Apopka, FL

July 2025 – Present

- Direct multi-channel e-commerce operations (Shopify, Amazon, Walmart, D2C, B2B) overseeing $6.5M+ YTD revenue and $1.6M+ ad spend
- Lead headless Shopify architecture transition while aligning development and sales teams through KPI dashboards and channel-specific strategies
- Develop and execute data-driven optimization plans across segments, delivering consistent performance improvements and ROAS gains

Web Development Manager / AI Adoption Specialist
Laser Photonics / Fonon DefenseTech, Orlando, FL

July 2024 – Present

- Architect backend systems and technical infrastructure for 8+ B2B websites, increasing qualified lead generation by 30%
- Implement AI-powered automation pipelines for content production, lead enrichment, and marketing operations
- Optimize site performance (reducing load times from 5–6s to 1.7s) using modern development practices and integrations

Digital Marketing Manager / Marketing Director
Sterling Marketing Group, LLC, Orlando, FL

January 2019 – March 2024

- Led technical and growth initiatives across 18 companies, managing $1.2M annual ad spend and scaling revenue 35% YoY ($8M → $20M)
- Designed and developed custom web solutions, backend integrations, and automation systems supporting high-volume operations
- Built and mentored cross-functional marketing and development teams while implementing lead nurturing and optimization frameworks that reduced costs by 50%

Chief Technology Architect (Part-Time)
Routr LLC, New York, NY

October 2020 – 2023

- Architected serverless SaaS platforms and cross-platform applications with focus on scalability and automation

CEO & Growth Architect
Diligent Marketing Solutions, Orlando, FL

2008 – Present

- Built proprietary automation systems and growth frameworks for 30+ brands, generating $38M+ in managed revenue and exceptional ROAS
- Delivered custom backend solutions, e-commerce platforms, and AI-enhanced marketing infrastructure for diverse clients

Education
High School of Art & Design, New York, NY — Commercial Arts & Computer Graphics, 1996–2000

Microsoft Certified Solutions Expert, 2005–2007