

# Dominick Diaz

I build websites, automate workflows, and start companies.

Orlando, Florida | dom@diaz.agency | dominick.io | linkedin.com/in/dominickbdiaz | github.com/dominickbdiaz

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## EXPERIENCE

### Owner & Agentic Workflow Engineer

Mar 2025 - Present

Diaz Agency

Founded an AI automation agency focused on building agentic workflows for local businesses in Orlando, Florida. Design and deploy custom automations that eliminate manual processes and scale operations. Also serving as a contractor for Adapt Health's ecommerce and AI team.

### Founder

Apr 2024 - Present

High Tide

Created an online brand selling hemp soap, rolling papers, and eco-friendly apparel. Rescue 25 plastic bottles from the ocean with each order. Managed all facets: online retail website, digital marketing, wholesale and supply chain management, financing, and accounting.

### Head of Ecom & Marketing

Jan 2024 - Present

American ReLeaf

Launched an integrated website and mobile app for a local cannabis dispensary in Maine. In charge of the in-store POS, e-commerce, and marketing across social media and email.

### Accounting Coordinator

Nov 2021 - Aug 2022

Sheraton Orlando Lake Buena Vista

Maintained and reconciled general ledger accounts, prepared monthly and annual financial statements, managed the full accounts payable cycle, and supported department heads in budget monitoring.

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## EDUCATION

### Bachelor of Arts - Finance

Aug 2022 - May 2025

Florida State University | 3.9 GPA

Founding father, treasurer, and vice president of Delta Sigma Phi Theta Xi chapter. Focused on web development, AI automation, and marketing alongside finance coursework.

### Associate of Arts - General Studies

Jan 2019 - May 2022

Valencia College | 3.9 GPA

President's List.

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## LANGUAGES

English

Expert

Spanish

Intermediate

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## PROJECTS

### American ReLeaf - Website & Mobile App

Built and launched a full website and mobile app for a cannabis dispensary in Maine. Optimized for local SEO and GEO, including custom llms.txt and robots.txt files for AI search visibility. Integrated Google and Apple Auth into the account creation and marketing workflow.

### High Tide - Website & Shopify Automation

Built a dual-brand Shopify store where the hemp and gaming sides have completely separate visual identities under one URL. Automated customer emails, marketing flows, and order fulfillment using the Shopify API.

### Social Media Scheduler

An end-to-end automation that scrapes breaking news, generates on-brand graphics, writes platform-specific captions, and auto-schedules posts across X, Instagram, Facebook, Threads, Bluesky, YouTube, TikTok, and more.

### Competitor Analysis Automation

Scans competitor websites for deals, active campaigns, and site changes, stores everything in a database, and delivers a formatted weekly report to management via email. Runs fully on autopilot.

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Go to [dominick.io](https://dominick.io) to see more projects.

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## SKILLS

### Business & Finance

- Financial analysis
- Corporate finance
- Financial modeling
- Accounting
- Go-to-market strategy

### Product & Design

- Product design
- Product development
- Figma / UI prototyping
- Web design
- Website development

### Leadership & Ops

- Organizational leadership
- Team building
- Project management
- Process design
- Strategic planning

### Technical

- Python
- HTML / Front-end dev
- AI / Agentic automation
- Prompt engineering
- SEO optimization

### Marketing & Growth

- Ecommerce
- Social media
- Email campaigns
- Copywriting
- Marketing strategy

### Tools & Platforms

- Figma
- Notion / Linear
- N8N / Zapier
- Supabase
- Analytics stacks