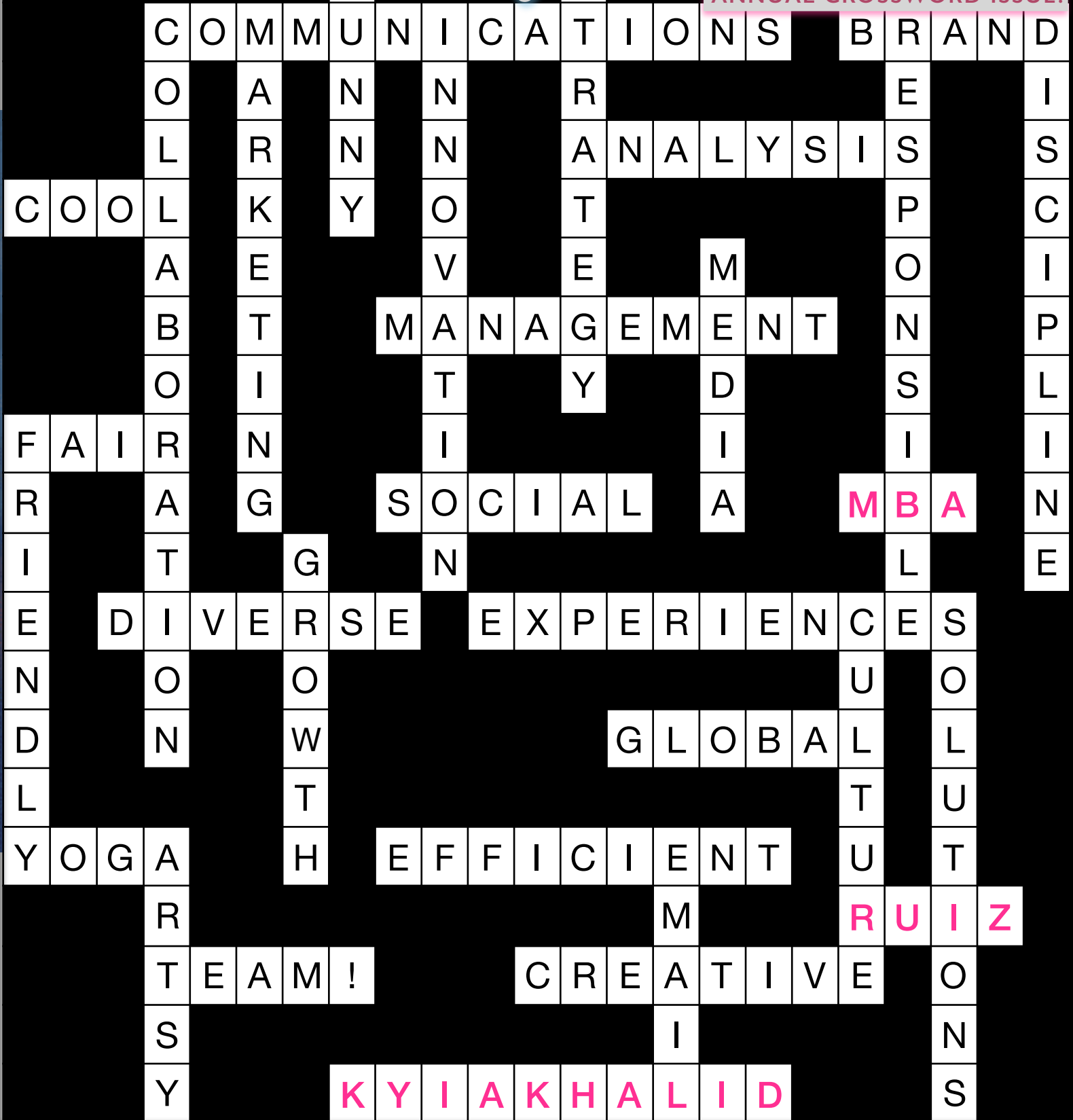


East Bay MBA

ANNUAL CROSSWORD ISSUE!



**IN LOOKING FOR THE IDEAL
RESUME, YOU'VE IGNORED THE
IDEAL CANDIDATE.**



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.org



**LEARN HOW TO FIND, TRAIN AND CULTIVATE
A GREAT POOL OF UNTAPPED TALENT.**

KYIAKHALID RUIZ, MBA

kyiakhalid.com creative@kyiakhalid.com (510) 813-3352

Meet your new teammate!

Manage

Project Management

- **End-to-end project management** capabilities (big picture **overview** + **attention to detail**) honed from **15 years** of entrepreneurship
- **Innovative problem-solving aptitude** (to resolve issues without the panacea of money)
- **Productive supervisory skills** with direct reports & outside contractors

Robust cultural sensitivity

- Forged from **living overseas** and working deeply with many **global citizens**

Create

Design

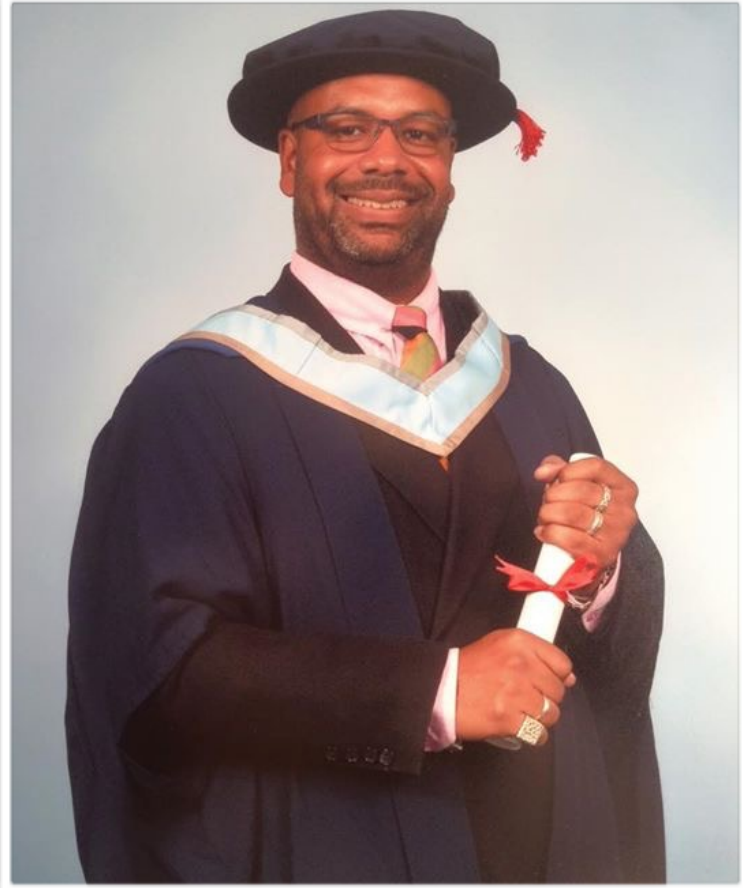
- Artistic savvy shaped from a **deep, lifelong appreciation of the arts**

Software

- Recognized proficiency in **presentation** (PowerPoint & Keynote), **image editing** (GIMP & Photoshop), **audio & video editing, page layout** (Office & iWork) and **data visualization** (Tableau) software tools.

Analyze

- Outside-the-box **strategic analysis** considering all the variable inputs






Kongresszentrum: Davos, Switzerland

At this “World Economic Forum” site, **Kyiakhalid Ruiz** receives a well-earned **Master’s in Business Administration** (specializing in **Social Entrepreneurship**).

Communicate

- **Listening, hearing, asking clarifying questions, and taking detailed notes to translate ideas into a message.**
- **Tailoring the message** towards its intended audience(s), then **confirming that they understood it.**
- Using the right tools (extensive **vocabulary**, fundamental **English grammar**, current **Social Media #conventions, software,...**) to convey that message **at the right time.**

Kyiakhalid Ruiz, MBA	 (510) 813-3352	 kyiakhalid.com	 creative@kyiakhalid.com
Marketing Communications Brand Management	#6wordrésumé: <i>“Communication fosters understanding, and then growth.”</i>		
Skills	<p>Correctly interpreting, and then exceeding, client expectations Internal Communications & External Public Relations, Social Media, e-mail marketing campaigns Strategy: Decision-making via effective data analysis Collateral: Create, edit, proofread (print, digital, audio/video media, presentations) Creative: Great sense of design, a love for witty copy, inspiration-magnet</p>		
Software	<ul style="list-style-type: none"> • MS Office (Excel, Word, PowerPoint) • Mac OS (Apple) • Windows PC • Audio/video editing software • Image editing software (Photoshop) 	<ul style="list-style-type: none"> • Tableau (data visualization software) • WordPress website development • Search Engine Optimization (Google Analytics, AdWords, AdSense, Webmaster) • MailChimp, Hootsuite, Sprinklr,... 	
Causes	Animal welfare, education, diversity in Higher Ed., sociologically disadvantaged/minority communities, environmental sustainability		

School	University of California, Santa Cruz	Concentration
Degree	Bachelors of Arts	<ul style="list-style-type: none"> • American Studies <i>Researched the creation of the United States via the contribution of many disparate cultural experiences (LGBT, Women, Africans, Asians, Mexicans, Europeans,...)</i>
When	09/94-06/99	
Reason for Leaving?	Graduation!	

School	Merritt College	Concentration
Degree	Associates of Arts	<ul style="list-style-type: none"> • Real Estate 4.0 GPA, recognized as the top-ranked student in a 25-person class Specialties Residential/Commercial Property Management
When	09/08-07/14	
Reason for Leaving?	Graduation! (Highest Honors)	

School	Hult International Business School	Concentration
Degree	Masters of Business Administration	<ul style="list-style-type: none"> • Social Entrepreneurship <i>“Arara da Mãta: Reversing Deforestation in Brazil’s Mata Atlântica Biome”</i> <ul style="list-style-type: none"> • Recipient <i>Entrepreneurial Impact Award scholarship</i>
When	08/14-08/15	
Reason for Leaving?	Graduation!	

Company	Pride Of Lions Nine Arts, LLC	Responsibilities
Position	Director of Media Communications	<ul style="list-style-type: none"> • Marketing Content Creation Digital, print, social media/web content, film/video production, email marketing campaigns • Event Production Live event production • Account Management <ul style="list-style-type: none"> - Establish long-lasting/trusting relationships with key stakeholders - Built strategic partnerships with key industry players, agencies and vendors • Project Management <ul style="list-style-type: none"> - Managed multiple projects with tight deadlines and budgets - Deployed effective Marketing campaigns and managed implementation from ideation to execution • Presentation Design: Designed clear, concise presentations by simplifying complex ideas/ language into lay-speak • Strategy: Conveyed strategic recommendations to key stakeholders • Clients Tech: Google, Apple, SAP, Oracle Finance: Bank of America, Kaiser, VISA, BlackRock, Federal Reserve of San Francisco, Wells Fargo Retail: Gap, Levi's
When	09/99-08/14	
Reason for Leaving?	I left to pursue my MBA degree.	

Company	Kyiakhalid Ruiz, MBA	Responsibilities
Position	Management and Media Consultant	<ul style="list-style-type: none"> • Solutions <ul style="list-style-type: none"> - Solve issues, create value, maximize growth & improve business performance - Use proven business analysis to provide objective solutions/recommendations • Content Creation <ul style="list-style-type: none"> - Digital, print, social media/web content, film/video production, email marketing campaigns • Strategic Brand Management <ul style="list-style-type: none"> - Develop the company "voice" across multiple Marketing channels to increase Brand Equity (and ultimately, Sales) • Presentation Design <ul style="list-style-type: none"> - Design clear, concise presentations by simplifying complex ideas/language into lay-speak
When	08/15-08/17	
Reason for Leaving?	Pursuing a full-time Marketing, Communications and/or Brand Management position with an excellent organization	

Company	Laney Tower (newspaper)	Responsibilities
Position	Multimedia Editor	<ul style="list-style-type: none"> • Media Production <ul style="list-style-type: none"> - Produce/Edit audio/video features/podcasts • Content Creation <ul style="list-style-type: none"> - Digital, print, social media/web content, film/video production
When	08/17-present	
Reason for Leaving?	Current position	