Kyiakhalid Ruiz, MBA ☎️ (510) 813-3352 🌍 [kyiakhalid.com](http://kyiakhalid.com) 📧 creative@kyiakhalid.com

Marketing, Communications, Brand Management

#6wordrésumé: *“Communication fosters understanding, and then growth.”*

Skills

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

Software

MS Office (Excel, Word, PowerPoint), Mac OS (Apple), Windows PC, Audio/video editing software, Image editing software (Photoshop), Tableau (data visualization software), WordPress website development, Search Engine Optimization (Google Analytics, AdWords, AdSense, Webmaster, MailChimp, Hootsuite, Sprinklr,…

Causes: Animal welfare, education, disadvantaged/minority communities, environment

Education

University of California, Santa Cruz, 09/94-06/99 BA, American Studies

Merritt College, 09/08-07/14 AA, Real Estate

Hult International Business School, 08/14-08/15 MBA, Social Entrepreneurship

**Career**

Pride Of Lions Nine Arts, LLC, 09/99-08/14

Director of Media Communications

* Sales and Marketing Content Creation

Digital, print, social media/web content, film/video production, email marketing campaigns

* Event Production

Live event production

* Sales Account Management

Establish long-lasting/trusting relationships with key stakeholders

* Project Management

Managed multiple projects with tight deadlines and budgets

* Presentation Design

 Designed clear, concise sales presentations by simplifying complex ideas/language

* Sales Strategy

 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

Kyiakhalid Ruiz, MBA, 08/15-present

Management and Media Consultant

* Solutions

- Solve issues, create value, maximize growth & improve business performance

- Use business skills to provide objective advice & expertise

* Content Creation

Digital, print, social media/web content, film/video production, email marketing campaigns

* Strategic Brand Management

Develop the company “voice” across multiple Marketing channels to increase Brand Equity (and ultimately, Sales)

* Presentation Design

Design clear, concise presentations by simplifying complex ideas/language into lay-speak

**Laney Tower,** 08/17-present

Multimedia Editor

* **Media Production**

- Produce/Edit audio/video features/podcasts

* **Content Creation**

- Digital, print, social media/web content, film/video production