

# East Bay MBA

ALL ABOARD!



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



**GRADS *of* LIFE**  
**.org**

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



# KYIAKHALID RUIZ, MBA

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## Meet your new teammate!

### Manage

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

### Global citizen

- **Robust cultural sensitivity** forged from living overseas and working with teammates from Taiwan to Russia, from Brazil to Nigeria

### Create

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

### Software

- Recognized proficiency in **presentation** (PowerPoint & Keynote), **image editing** (GIMP & Photoshop), **audio & video editing**, **page layout** (InDesign) and **data visualization** ([Tableau](#)) tools.

### Analyze

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



### Who is Kyiakhalid Ruiz?

**Kyiakhalid Ruiz** (*kya-kab-lead roo-eez*) (pictured above, valiantly sucking in his gut) loves puppies, museums & international travel.

### 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 (**vocabulary, grammar, social media #convention,...**) to convey that message at the right time.



**Marketing  
Communications  
Brand Management**

#6wordrésumé: "Communication fosters understanding, and then growth."

**Skills**

- Correctly interpreting, and then exceeding, client expectations on time and on budget
- Communicating key messaging via multiple platforms to both executive leaders and diverse global organizations
- Marketing: Analyzing data to derive insights to segment, target and convert leads
- Brand Management/Public Relations: External communications to strengthen our organization's reputational excellence
- Collateral: Create, edit, proofread (print, digital, audio/video media, presentations,...)
- Creative: A great sense of design, a love for witty copy, a magnet for inspiration

**Software**

- [Adobe Creative Suite](#)
- [MS Office](#) (Excel, Word, PowerPoint)
- [Mac OS](#) (Apple)
- Image/Audio/video editing software
- Social Media: [Hootsuite](#), [Buffer](#)
- [Tableau](#) (data visualization software)
- [WordPress](#) website development
- [Google Webmaster Tools](#) (Analytics, AdWords, AdSense,...)
- Email: [Salesforce](#), [MailChimp](#), [Informz](#),...

**Causes**

Animal welfare, education, diversity in Higher Ed., sociologically disadvantaged/minority communities, environmental sustainability

School	University of California, Santa Cruz	Concentration
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Degree	<a href="#">Bachelors of Arts</a>	<a href="#">American Studies</a>
When	09/94 - 06/99	<i>Researched the creation of the United States via the contribution of many disparate cultural experiences (LGBT, Women, Africans, Asians, Mexicans, Europeans,...)</i>

School	Merritt College	Concentration
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Degree	<a href="#">Associates of Arts</a>	<a href="#">Real Estate</a>
When	09/08 - 07/14	4.0 GPA, recognized as the top-ranked student in a 25-person class Specialties: Residential/Commercial Property Management

School	Hult International Business School	Concentration
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Degree	<a href="#">Masters of Business Administration</a>	<a href="#">Social Entrepreneurship</a>
When	08/14 - 08/15	<i>"Arara da Mãta: Reversing Deforestation in Brazil's Mata Atlântica Biome"</i> Recipient <i>Entrepreneurial Impact Award</i> scholarship

Certification	Institution	Concentration
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Proficiency (2018)	<a href="#">Learnit</a>	Excel
Commissioned (2014)	National Notary Services	Notary Public
Proficiency (2020)	<a href="#">Project Management Institute</a>	Project Management Professional (PMP)

Organization	Inclusiv	Responsibilities
Position	<a href="#">Director of Communications and Marketing</a>	<ul style="list-style-type: none"> <li>• Develop and execute a communications strategy for Inclusiv campaigns that advance the organization's broader strategic objectives</li> <li>• Create content for communications and marketing campaigns, including marketing collateral, emails, newsletters, press releases, talking points, PPT presentations and announcements about Inclusiv and its member community</li> <li>• Work collaboratively with Inclusiv team members to produce briefs, summaries, case studies and reports</li> <li>• Supervise Communications Officer, junior staff and/or interns</li> <li>• Develop and build relationships with press to develop stories and ensure coverage of how Community Development Credit Unions are helping low-income Americans achieve financial independence</li> <li>• Analyze communications and marketing metrics to inform improvements and decisions for digital and offline strategies</li> </ul>
When	06/22 - 03/24	
	A dynamic professional that creates and executes a national marketing and communications strategy, to engage and cultivate stakeholders among the media, a diverse practitioner field, social impact investors, and government officials.	

Organization	Federal Reserve Bank of San Francisco	Responsibilities
Position	<a href="#">Marketing Communications Specialist 2, ITS</a>	<p>Demonstrated proficiency in design programs (Photoshop, InDesign,...), copywriting, presentation design, and data analysis to stabilize existing Information Technology &amp; Services (ITS) communications plans by creating impactful content for different channels and audiences.</p> <ul style="list-style-type: none"> <li>• Support the success of ITS strategic communications plans by quickly condensing complex messages to provide content and design deliverables on time and consistent with stated objective/goals.</li> <li>• Create content for various channels including internal SharePoint websites, newsletters, blogs, digital displays ("e-Boards"), reports,... that align with the SF Fed strategic mission.</li> <li>• Develop organizational announcements which reinforce the mission of the ITS Group and SF Fed "OneBank Behaviors".</li> </ul>
When	12/20 - 12/21	
	(Short-term contract with <a href="#">Stefanini Group</a> for a unique opportunity to work on a variety of projects that tap into a broad range of communications disciplines to support the ITS Group.)	

Organization	Shaklee	Responsibilities
Position	<a href="#">Field Marketing Communications Manager</a>	<ul style="list-style-type: none"> <li>• Management of monthly Field Marketing Communications</li> <li>• Business Tools Resource Organization and Management</li> </ul>
When	08/19 - 12/20	

Organization	The Bar Association of San Francisco	Responsibilities
Position	<a href="#">Communications &amp; Public Relations Manager</a>	<ul style="list-style-type: none"> <li>• Media Production</li> <li>• Project Management</li> </ul>
When	02/18 - 06/19	

Organization	Pride Of Lions Nine Arts, LLC	Responsibilities
Position	<a href="#">Director of Media Communications</a>	<ul style="list-style-type: none"> <li>• Marketing Content Creation</li> <li>• Account Management</li> <li>• Project Management</li> </ul>
When	09/99-08/14	