

MARKETING

CREATIVITY

SEO

PROJECT MANAGEMENT

PODCAST PRODUCTION

STRATEGY

LEADERSHIP

INTEGRITY

PUBLIC RELATIONS

VIDEO PRODUCTION

K₅

Y₄

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L₁

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D₂

Z₁₀

M₃

B₃

R₁

U₁

COPYWRITING

INNOVATION

MEDIA RELATIONS

SOCIAL MEDIA

MULTIMEDIA

EVENT PRODUCTION

POSITIVITY

PHOTOGRAPHY

B I O



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Hi, I'm **Kyiakhalid Ruiz** (don't worry, I won't make you spell it—yet! 😊).

Drawing on 25+ years in marketing, communications, and brand management, I am an accomplished player-coach who turns strategic vision into hands-on action to drive success across industries—from finance to tech, retail to CPG, legal services to government, nonprofits and more!

Incorporating timeless marketing and communications best practices with modern digital media and analytics, I help organizations to flourish by developing data-driven growth strategies, partnering with senior leadership, and mentoring efficient and effective teams to increased productivity and success.

No será una sorpresa saber que soy (casi) bilingüe. Si considera que contar con un compañero de equipo que hable español puede contribuir a alcanzar nuevas audiencias, estaré encantado de conversar. ¡Espero su mensaje! (Le agradecería que hablara despacio).

Explore kyiakhalid.com to discover how my [deep expertise](#), [global cultural insight](#), and creative problem-solving can drive your organization's growth initiatives.

Thank you for considering the possibilities!

(PS: You can download the traditional, ATS-friendly Word résumé [here](#).)



Confidence that leads - Competence that exceeds

EXPERIENCE

↓ Click links for more info ¹³

<i>Date</i>	<i>Title</i>	<i>Organization</i>	<i>Industry</i>
06/2022 - 03/2024	Director of Marketing and Communications	Inclusiv	Banking, Finance, Membership Association
12/2020 - 12/2021	Marketing Communications Specialist 2, Information and Technology Services (ITS)	Federal Reserve Bank of San Francisco	Banking, Finance, Government
08/2019 - 12/2020	Field Marketing Communications Manager	Shaklee Corp.	CPG, Health & Wellness, Pharmaceutical, Membership Association
02/2018 - 06/2019	Communications & Public Relations Manager	The Bar Association of San Francisco	Legal Services, Membership Association
09/1999 - 08/2014	Director of Media Communications	Pride Of Lions Nine Arts, LLC	Media, Entertainment, Retail, Technology, Banking, Finance

<i>Date</i>	<i>Institution</i>	<i>Degree</i>	<i>Concentration</i>
08/2014 - 08/2015	Hult International Business School	MBA	Business Administration, Social Entrepreneurship
09/2008 - 07/2014	Merritt College	AA	Real Estate
09/1994 - 06/1999	University of California, Santa Cruz	BA	American Studies



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