

BRYAN ANDREW RUIZ

+ INTEGRATED SALES, MARKETING & STRATEGY

I FREELANCE EXPERIENCE

GOOGLE ADWORDS & SEARCH

EXPERT (5+Years of Experience)

- Ability to put together robust media plans across AdWords products including keyword research, audience targeting strategies.
- Build, launch and optimize campaigns across AdWords for search, display, remarketing and YouTube/video campaigns.
- Ability to set up conversion tracking & measurement solutions to track e-commerce activities for optimal optimizations.
- Build & Launch YouTube video campaigns to drive lower funnel conversions
- Set up display and search remarketing programs

SOCIAL MARKETING PLANNING

EXPERT (5+Years of Experience)

- Develop social media plans across Facebook, Twitter, Instagram and LinkedIn.
- Build & launch campaigns across all platforms and consolidate reporting and optimizations for clients
- Ability to set up conversion tracking & measurement solutions to track e-commerce activities for optimal optimizations.
- Set up social remarketing programs

MEDIA PLANNING

EXPERT (5+ Years)

GRAPHIC DESIGN (MARKETING MATERIALS, ONLINE ASSETS & LOGOS)

EXPERT (5+ Years)

- Ability to design via Adobe Photoshop and Illustrator for clients graphic design needs
- Ability to create online banners for clients quickly and A/B test to ensure optimal conversions

I PAST PROFESSIONAL WORK EXPERIENCE

BRAND & CAMPAIGN PARTNERSHIPS | GOOGLE

NEW YORK, NEW YORK | APR 2015 - PRESENT

- Ability to put together robust media plans across AdWords products including keyword research, audience targeting strategies.
- Build, launch and optimize campaigns across AdWords for search, display, remarketing and YouTube/video campaigns.

BRAND & CAMPAIGN PARTNERSHIPS | SONY PICTURES

BRAND & CAMPAIGN PARTNERSHIPS | WALT DISNEY COMPANY

BRAND & CAMPAIGN PARTNERSHIPS | CLEAR CHANNEL



WEBSITE:

WWW.BRYANANDREWUIZ.COM



TELEPHONE:

074 5281 4745



EMAIL:

BRYANARUIZ@GMAIL.COM



PROJECT:

WWW.ARTZEEDESIGNS.COM

+ EDUCATION

MASTER OF ARTS, COMMUNICATION MANAGEMENT
UNIVERSITY OF SOUTHERN CALIFORNIA | MAY 2007

BACHELOR OF SCIENCE, ADVERTISING
UNIVERSITY OF FLORIDA | MAY 2006

+ SPECIAL SKILLS

OFFICE PROGRAMS

WORD | EXCEL | POWERPOINT | KEYNOTE

CREATIVE ADOBE SUITE

PHOTOSHOP | ILLUSTRATOR | INDESIGN

WEB DESIGN AND PROGRAMMING

DREAMWEAVER | FLASH | WORDPRESS

DIGITAL CAMPAIGN MANAGEMENT AND RESEARCH

DART | COMSCORE | QUANTCAST | SALESFORCE

+ OTHER ACTIVITIES

OUT PROFESSIONALS IN ADVERTISING AND MEDIA (OPAM)
FOUNDER & PRESIDENT (OPAMNYC.COM)

UNIVERSITY OF FLORIDA ALUMNI BOARD OF DIRECTORS
VICE PRESIDENT OF TECHNOLOGY

DIGITAL MEDIA SALES CERTIFICATION EXAM COMMITTEE
INTERNET ADVERTISING BUREAU (IAB)

+ CERTIFICATIONS

DIGITAL MEDIA SALES CERTIFICATION (DMSC)
INTERNET ADVERTISING BUREAU (IAB)

GOOGLE ADWORDS CERTIFICATION
GOOGLE

+ AWARDS

2012 MOST VALUABLE PLAYER RECIPIENT
DISNEY INTERACTIVE SALES TEAM