

# BRYAN ANDREW RUIZ

## + INTEGRATED SALES, MARKETING & STRATEGY

### + WORK EXPERIENCE

#### DIGITAL SALES ASSOCIATE | DISNEY INTERACTIVE MEDIA GROUP

NEW YORK, NEW YORK | AUG 2011 - PRESENT

- Aided in bringing in and managing 2012 Q2 revenue, bringing the Disney Online portfolio goal to 180%
- Work with Senior AE's on growing multi-million dollar accounts such as P&G, Microsoft and Kraft
- Experienced in branded entertainment online programs including *Meals In Mayhem* for Welch's and *Kermit's Party* for P&G Bounty Paper Towels
- Well versed in selling and understanding multiple screens including online, mobile, and social as well as work with counterparts on-air, print, and radio to create holistic and cohesive programs
- Work closely internally with marketing, inventory, production, planning and ad operations to execute and monitor all cross-platform and digital campaigns

#### DIGITAL SALES ACCOUNT MANAGER | CLEAR CHANNEL COMMUNICATIONS

NEW YORK, NEW YORK | FEB 2011 - AUG 2011

- Create and conceptualize cross-platform marketing strategies across online, mobile/tablet, radio and outdoor platforms for national brands including Smirnoff, Sprint, Six Flags, Volkswagen and Mars
- Responsible for marketing/creative briefs, estimating costs and project management
- Apply appropriate analysis and optimization techniques to ensure that campaigns deliver consistently and achieve advertisers' performance goals and objectives
- Interface daily with internal technical staff, traffic and Account Executives

#### DIGITAL ACCOUNT MANAGER | ADSPACE DIGITAL NETWORKS

NEW YORK, NEW YORK | OCT 2007 - FEB 2011

- Strategically implement campaigns via a out-of-home digital platform that utilized interactive and geo-targeting capabilities from global brands including P&G, Verizon, Sony, Disney and Estee Lauder
- Grow and maintain strong relationships by partnering with the client to understand the key marketing objectives for all promotional programs
- Support sales and business development pitches and presentations
- Supervise campaign and commercial proofing and pre-flight work flow

#### BRAND ADMINISTRATOR | KUBOTA TRACTOR CORPORATION

LOS ANGELES, CALIFORNIA | JULY 2006 - SEP 2007

- Primary liaison with an advertising agency on all advertising development, approvals and executions
- Responsible for the content management system that hosted pre-approved ads, radio scripts, television commercials and billboards
- Managed and designed all digital and online materials
- Assisted in the media planning for national media executions



#### WEBSITE:

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#### TELEPHONE:

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#### EMAIL:

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#### BLOG:

WWW.THEBUZZONADVERTISING.COM

### + EDUCATION

#### MASTER OF ARTS, COMMUNICATION MANAGEMENT

UNIVERSITY OF SOUTHERN CALIFORNIA | MAY 2007

#### BACHELOR OF SCIENCE, ADVERTISING

UNIVERSITY OF FLORIDA | MAY 2006

### + SPECIAL SKILLS

#### MICROSOFT OFFICE

WORD | EXCEL | POWERPOINT

#### CREATIVE ADOBE SUITE

PHOTOSHOP | ILLUSTRATOR | INDESIGN

#### WEB DESIGN AND PROGRAMMING

DREAMWEAVER | FLASH

#### DIGITAL CAMPAIGN MANAGEMENT AND RESEARCH

DART | COMSCORE | QUANTCAST

### + OTHER ACTIVITIES

#### UNIVERSITY OF FLORIDA ALUMNI BOARD OF DIRECTORS

VICE PRESIDENT OF TECHNOLOGY

#### ATLANTA PET RESCUE

VOLUNTEER GRAPHIC DESIGNER

#### NON-HUMAN RIGHTS ADVOCACY CAMPAIGN

VOLUNTEER WEB/GRAPHIC DESIGNER