

David A. Ruiz

2500 Hagerty Apt 10
Las Cruces, NM 88001
(575) 6506-272
davidrmtz@gmail.com

OBJECTIVE: Seeking a position as a Social Media Coordinator

EDUCATION

Master of Arts in Communication Studies

New Mexico State University, Las Cruces, NM, May 2013.

Bachelor of Communication Science

Tecnologico de Monterrey, Monterrey, MX, May 2006.

SKILLS

- Fluent Spanish
- Knowledge in video and photography equipment.
- Social Media (Facebook, Twitter, Google Plus, Youtube, Wordpress, Hootsuite, Buffer, Google Analytics). E-Newsletters (MailChimp)
- Mac & PC, Microsoft Office. Pro Tools, Soundtrack Pro, Garageband.
- Adobe Photoshop, InDesign, Fireworks, Dreamweaver, Flash, Illustrator, Final Cut, DVD Studio Pro.
- Animation. Podcasting
- Political Campaigns
- Ability to work well within a dynamic and fast-paced environment
- People oriented – team player, ability to coordinate cross functionally
- Passionate for current and new emerging platforms and tools

SOCIAL MEDIA EXPERIENCE

Social Media Coordinator

Career Services New Mexico State University Las Cruces, NM.

October 2011 – Present

- Implemented, created, designed and executed Career Services social media including Facebook, Twitter, LinkedIn, Pinterest, Youtube, Instagram, and Wordpress.
- Plan day-to-day management of Career Services social media properties and communities in order to engage students and alumni in meaningful, supportive and informative interactions on the web.
- Established Career Services online presence on new and emerging social media platforms.
- Analyzed data, monitors trends and reports performance outcomes across Career Services social media channels. Developed strategies to improve performance.
- Implemented and executed the LinkedIn Photo Booth during career fairs to emphasize professional branding and to establish an online presence.
- Collaborated with the marketing team with web and graphic design resources.

Multimedia Producer

Escrito Cross Media, Monterrey, MX, March 2011 – July 2011

- Managed PAN presidential political candidate Facebook Fan Page.
- Produced, recorded, and edited high-quality audio podcasts.
- Collaborated with colleagues on multimedia content creation through all phases of production.
- Managed all aspects of writing, producing, and directing for a variety of multimedia projects that meet client needs and accrue to master brand.
- Established collaborative relationships with radio speakers.

- Updated and managed the podcast store library.

Media Lab Coordinator

Tecnologico de Monterrey, Chihuahua, MX, June 2008 – July 2010

- Coordinated and managed social media, Twitter and Facebook for Communication Department.
- Co-created and established the student online radio station.
- Produced, recorded, and edited high-quality videos.
- Coordinated the rental process for electronic equipment and rental use of facilities.
- Designed marketing advertising for print and digital distribution.
- Served as a liaison to the public, tour guide visits, meetings, and media.
- Instructed students on how to use interactive media software Adobe Flash.

Soccer Wordpress Blog

45+ Tiempo de Futbol, February 2011– Present

- Writer.
- Designed artwork.

OTHER EXPERIENCE

Languages Department | Director's Assistant

Tecnologico de Monterrey, Chihuahua, MX, April 2007 – June 2008

- Planned, managed, and updated courses and workshops using Blackboard Learn System.
- Planned and scheduled courses for the following semester.
- Assisted marketing professor in graphic design class.
- Instructed Adobe Photoshop workshop.
- TOEFL test administrator for students and faculty staff.

VOLUNTEER EXPERIENCE

- Coyotes FC team. (Soccer and indoor). 2003-2006
- Rotaract Club member 2005-2008
- Exatec – Tecnologico de Monterrey Alumni Association – Present
- International Student Club at NMSU. 2011-2013

WEBINARS

- 5 Ways to Create Social Media Buzz, Traffic and Profits, Amy Porterfield.
- Power of Pinning: How to use Pinterest to get traffic & sales for your business, Melanie Duncan.
- The Ultimate Facebook Makeover: 3 Proven Strategies to Turn Your Facebook Page into a Client-Generating Money Magnet, Amy Porterfield.
- Social Learning Tips & Trends, Sharlyn Lauby.
- Facebook Changes: What You Need To Know, Amy Porterfield.

SCHOOL PROJECTS

- How Social Media impacts Youth Political Participation?