

Ryan Ruiz

Editor. Writer. Marketer.

I was born in New Jersey and later moved to Arkansas. I began writing poetry and drawing when I was six years old, and I have naturally transitioned into a career in editing and marketing. I would say that my strengths are (1) a sharp eye for detail, (2) crafting tone and constructing narrative appropriate for targeted audiences, (3) conceptualizing abstract ideas, and (4) implementing new technology. Developing the written English skills of non-native English speakers has been my most significant professional challenge. If you asked my boss, he would say I make magic happen come crunch time and I a project-closing wizard. Aside from my professional activities, I play guitar and enjoy spending time outdoors with my border collie, Bowie.

EDUCATION

Bachelor of Arts in English

Rowan University
Glassboro, NJ
GPA: 3.9/4.0
Graduated 2015

Awards

President's List; Dean's List
Summa Cum Laude Honors
CHSS Outstanding English
Major Award

SKILLS

Writing, editing, graphic design, marketing, project management, social media, research, critical thinking, editorial consulting, SEO, Wordpress, Office & Adobe Suites.

CONTACT



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PROFESSIONAL EXPERIENCE

University of Arkansas, 2017 to present Communications Manager

Performs developmental editing of MS- and PhD-level manuscripts for an internationally-renowned department at an R1 university. Developed and implemented the first marketing plan for the department, which was established in 1925. Oversees social media presence, increasing engagement by 500%. Drafts press releases, statements, and speeches. Designs and distributes promotional and recruitment materials. Contributes as an invited speaker on topics of professionalism in collegiate classrooms.

One Smart Schnauzer, 2010 to present Owner, Editor, Writer, and Consultant

Consultant and collaborator for creative processes and technical aspects of blogging. Manages blog hosting server and updates/upgrades platforms and plugins. Analyzes keyword trends, utilizing Google Analytics and SEO, to increase search ranking. Copywrites targeted content. Copyedits each article before publishing.

The Spectrum, 2015 to 2016 Editorial Assistant

Proofread and edited manuscripts and articles according to Chicago and AMA format guidelines. Tracked project flow and maintained deadlines. Authored documents, such as tests and surveys, distributed within the publication staff.

Drip Marketing, Inc., 2014 to 2015 Copywriter and Marketing Project Manager

Oversaw all features of marketing campaigns totaling over \$1M.