

# Cristina Ruiz Hernandez

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## Education

University of California, Santa Barbara (UCSB)

Santa Barbara, CA

**Bachelor of Arts (B.A.), Communication**

June 2024

**Associate Degree (A.S.):** Associate in Science in Business Administration, Associate in Art in Economics

Diablo Valley College

**Relevant Coursework:** Public Speaking, Digital Marketing Fundamentals, Digital Marketing Analytics, Global Communication, Nonverbal Communication, Advertising.

## Professional Experience

**Creative Lead (New York),** Enaguas, Sevilla, Spain

October 2024-Present

- Driving marketing initiatives to expand brand presence in the US market, identifying sellable opportunities and spearheading initiatives to position the brand as a year-round ethical clothing line, with a focus on increasing market share and awareness.
- Securing partnerships with digital influencers and executing in-person marketing activations to expand brand visibility.
- Directing website redesigns to improve user experience, unify messaging, and align with rebranding objectives.
- Applying SEO data and audience metrics to refine marketing strategies and optimize content for search engines, driving increased organic traffic and engagement.
- Crafted compelling storytelling campaigns highlighting women in sustainable textile production to engage audiences.

**Communications and Digital Strategy Lead,** New Beginnings Counseling Center, Santa Barbara **September 2023-December 2023**

- Led a team of five to develop an integrated marketing communications (IMC) plan and SEO-optimized website, collaborating with design, marketing, and content teams to streamline communication and meet business objectives.
- Analyzed outreach strategies through research with 20+ organizations, identifying digital opportunities and refining audience profiles for improved engagement.
- Leveraged data-driven insights to optimize workflows and streamline campaign execution, ensuring high client satisfaction.
- Tracked SEO performance using Google Analytics and presented metrics in Excel and PowerPoint.

**Community Outreach Coordinator,** Future Business Leaders of America (FBLA-PBL), Pleasant Hill **November 2021-June 2022**

- Spearheaded a care kit initiative for a local orphanage, coordinating 50+ contributors to assemble and distribute over 60 personalized kits, providing essential supplies to children in need and strengthening community support.
- Cultivated long-term partnerships with nonprofit organizations, identifying key needs and priorities through direct communication to design tailored, sustainable collaborations.
- Led targeted outreach efforts via email and phone, building strong relationships with community stakeholders to expand program reach and impact.

**Social Media and Marketing Project Lead,** Future Business Leaders of America (FBLA-PBL), Concord **January 2021-June 2022**

- Designed multi-channel marketing strategies, increasing participation by 40% while maintaining consistency across platforms.
- Partnered with research and planning teams to optimize campaign delivery, tracking KPIs with real-time data analysis.

## Extracurricular Experience

**Digital Marketing Associate,** American Marketing Association, Santa Barbara, CA

February 2023-June 2024

- Created compelling marketing strategies and provided actionable insights to strengthen client relationships.
- Managed content creation, social media, and advertising campaigns, contributing to a 30% increase in engagement metrics.

## Certificates and Technical Expertise

**Digital Marketing Certificate of Achievement,** Diablo Valley College, Pleasant Hill, CA

- Expertise in SEO, content marketing, and digital advertising tools .
- Technical skills: Microsoft Suite (Excel, PowerPoint), HubSpot, Hootsuite, Canva, Asana, Hootsuite, Canva, SEMrush.

## Skills

- **Project Management:** Directed client relationships and cross-functional teams to deliver on time and within budget.
- **Data Analytics:** Leveraged data to optimize strategies and improve campaign performance.
- **Digital Advertising:** Expertise in SEO, social media, and campaign enhancement.
- **Technical Tools:** Microsoft Office (Excel, Word, Powerpoint), Canva, Asana, Google Analytics, Hubspot, Mailchimp.
- **Organizational Skills:** Detail-oriented with strong multitasking, prioritization, and problem-solving abilities. Excellent verbal and written communication skills.

## Languages

- Spanish (Native); French (Proficient).