

Alexandra Ruiz

Austin, Texas 78751 • Rualexandra99@gmail.com • 908-937-7787

EDUCATION

TEXAS STATE UNIVERSITY

McCoy College of Business

Bachelors in Business Administration, Management

Relevant Coursework: Statistics, Finance, Marketing, International Business, Entrepreneurship, Accounting

Awards and Honors: Summa Cum Laude, Dean's List

San Marcos, TX

August 2021

GPA 3.86

EXPERIENCE

EVALUATION & INVESTIGATION SPECIALIST

Tiktok/ ByteDance

Austin, Texas

February 2024- Present

- Conducted assessments and analyses of AI model quality, contributing to performance enhancement and improved decision-making at TikTok.
- Utilized bilingual skills and cultural knowledge to evaluate and improve AI model outcomes for the Mexican market, supporting related projects and demonstrating proficiency in office software

QUALITY ASSURANCE AD ANALYST

Meta Contractor

Austin, Texas

June 2022- March 2023

- Utilized my expertise to review and enhance company advertisement policies, with a focus on maximizing productivity, safety, and profitability across Instagram, Facebook, and Whatsapp platforms.
- Executed root cause analyses (RCA's) on business-related content, applying structured data analysis techniques to streamline in-house Meta software processes, thereby ensuring a secure environment for Facebook users.
- Content Moderation Specialist duties reviewing and labeling over 500 Ads/day in English and Spanish.
- Managed time-sensitive tracking of contentious certification test questions for ACO (Ad Certification Operations), contributing to a 100% pass rate for Meta Ad policy tests.
- Served as SME to root cause analysis (RCA's) on business related content using structured guidelines to streamline processes utilized in-house Meta software to foster a safe platform for Facebook users.

CONTENT PRODUCTION

Google Contractor

Austin, Texas

November 2021- March 2022

- Generated 50 promotional videos for Google Maps top searched businesses in the city
- Cross collaborated with stakeholders to ensure optimal production quality

SOCIAL MEDIA COORDINATOR

The Edge

San Marcos, Texas

November 2020 – January 2022

- Coordinated, campaigned and created social media events with The Edge to increase website traffic.
- Grew the community brand by building loyal clientele through relationship building and campaigns.

HEAD RECEPTIONIST

America's Best Contacts & Eyeglasses

Humble, Texas

January 2018 – August 2019

- Acquired and secured an average of 60 appointments and 45 follow-ups per day while ensuring future appt.
- Supervised and trained incoming employees in the receptionist department.
- Devised and implemented a more efficient filing system and workflow layout through data entry.
- Excelled in a high stress environment while managing the scheduling book, answering phone calls, and handling prescriptions.

SKILLS & INTEREST

Skills: RCA, SRT, Analytics, Communication, Data Quality, Escalation, Multi-tasker, Statistics, Timelines, Policy Review, Excel, Microsoft Suite, Advertisement Campaigns, Detail-oriented, Facebook Ad Manager

Languages: Fluent in English and Spanish