

Jared Ruiz

San Antonio, TX | Jared707@gmail.com | [LinkedIn](#) | [GitHub](#) | [Portfolio](#)

SUMMARY

Versatile Multimedia Designer and Digital Marketing Professional with a B.B.A. in Marketing and 4+ years of experience specializing in content creation, brand strategy, and technical execution. Highly proficient in Adobe CC products (Premiere, Photoshop, Illustrator, InDesign), managing dynamic websites, and building responsive front-end layouts using HTML, CSS, JavaScript, and React. Leverages foundational knowledge of social media management, SEO, and data analysis to approach complex problems creatively and systematically

TECHNICAL SKILLS

Design & Creative Tools: Adobe CC, Figma, Canva, WordPress, Print & Digital Asset Creation

UX & Visual Design: Wireframing, Prototyping, User Flows, Responsive Design, Style Guides

Marketing & Content Strategy: Google Ads, SEO, Social Media Campaigns, Copywriting, Tableau

Web & Workflow Tools: HTML5, CSS, JavaScript, Python, React, Bootstrap, TailwindCSS, Git, GitHub, Jira

PROFESSIONAL EXPERIENCE

Def-Logix, Inc. - Cybersecurity Solutions in Government Contracting

San Antonio, TX

Media Coordinator II

January 2023 - October 2025

- Produced and edited 50+ product demonstration and voice over projects annually for 100+ customers, directly contributing to multimillion dollar contract acquisitions
- Directed, recorded, and edited long form video content for a critical follow on contract, delivering professional audio/visual results under a tight deadline while collaborating with cross functional teams including proposal, DevOps, testing, R&D, and executive leadership
- Developed and maintained internal web tools using JavaScript, React, Node.js, and MongoDB to streamline marketing and cybersecurity workflows
- Created a range of marketing materials—including slick sheets, BLUFFs, QUADs, and logos—for commercial and federal programs, helping secure a 15% increase in awarded government contracts and boosting brand recognition
- Conducted QA testing for cybersecurity software, identifying and documenting vulnerabilities before delivery, improving usability for 100+ customers
- Co-authored user manuals in collaboration with developers, ensuring clear, accessible documentation of software functionality for end users
- Led SEO optimization and UX improvements for WordPress pages, increasing site traffic and user engagement by 20%
- Developed and implemented social media strategies, boosting followers by 30% in one year and increasing engagement on LinkedIn and Instagram
- Authored standardization documentation outlining key workflows, tools, and process specifications to enhance team efficiency and streamline future onboarding
- Collaborated with business development by managing product entries on digital marketplaces and creating tailored video presentations for proposal submissions, enhancing contract competitiveness and product outreach

UTSA Full Stack Web Development Bootcamp

San Antonio, TX

Student

January 2022 - July 2022

- Collaborated with a team of 4+ developers to deliver 3 dynamic web applications, meeting all project deadlines and design requirements
- Implemented back-end database functionality and user friendly front end design principles, contributing to a 30% decrease in data retrieval time

iHeartMedia

San Antonio, TX

Promotions Support

March 2020 - October 2020

- Executed 15+ promotional activities annually including remote broadcasts, events, and van appearances, engaging 300+ attendees per event on average
- Documented promotional events through photos, videos, audio recordings, and social media, creating comprehensive recaps that boosted social media engagement by 10-15%

PROJECTS

OpenAI Assistant Test

GitHub: <https://github.com/jared-ruiz/openai-assistant-test>

- Built a Python based assistant using the OpenAI API (GPT-4) to interpret natural language prompts and respond with helpful answers
- Created a vector store to enable semantic search, allowing the assistant to retrieve contextually relevant content

Game Library

GitHub: https://github.com/jared-ruiz/game_library

- Developing a full-stack web application to track owned and completed games, utilizing the MERN stack (MongoDB, Express, React, Node.js)
- Implementing user authentication with bcrypt for password hashing and JWT tokens for secure login/logout/signup functionality

EDUCATION & CERTIFICATIONS

Coursera

- Python for Everybody June 2025
- Google UX Design Dec 2024

Google

- Fundamentals of Digital Marketing Sep 2025
- Google Ads Search Jan 2025

HubSpot Academy

- SEO & SEO II Sep 2025
- Social Media Marketing I & II Aug 2024

University of Texas at San Antonio

- Full Stack Web Development Certification July 2022
- B.B.A. Marketing May 2019