

Jared Ruiz

San Antonio, TX | (210)-900-7265 | Jared707@gmail.com | [LinkedIn](#) | [Github](#) | [Portfolio](#)

SUMMARY

Creative Multimedia Specialist with 4+ years of experience in digital marketing and design. Certified in Social Media Marketing, Google Ads Search, and SEO fundamentals. Seeking an opportunity to apply my expertise in a dynamic role that blends creativity, data-driven strategy, and collaboration

WORK EXPERIENCE

Def-Logix, Inc.

San Antonio, TX

Media Coordinator II - *Cybersecurity Solutions in Government Contracting*

January 2023 - Present

- Produced and edited 50+ video and voice-over projects annually for 100+ customers, directly contributing to multimillion-dollar contract acquisitions
- 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

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
- Applied agile methodologies to streamline project workflows, reducing development time by 20%
- Led version control and collaboration for a team of 4+ developers using Git/GitHub, resolving 40+ merge conflicts and ensuring seamless code integration across 10+ major project milestones
- Implemented MVC architecture and TDD practices, minimizing bugs during development by 40% and enhancing code maintainability

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%
- Created engaging written content for digital platforms, adapting promotional strategies to online channels and increasing social media engagement by 25%

GameStop	San Antonio, TX
Game Advisor	September 2014 - May 2019
<ul style="list-style-type: none">Delivered prompt and personalized customer service to over 40 customers daily, fostering strong customer relationshipsCollaborated with team members to consistently achieve and exceed sales metrics, including 30% pre-owned sales, 15% pro membership sales, 30% trade-in transactions, 20% reservations, and a 25% increase in warranties soldAssisted management in optimizing store organization and inventory processes, ensuring accurate stock levels and efficient operationsMaintained a positive and collaborative work environment that boosted team morale and sales performance	

EDUCATION

Google	San Antonio, TX
Google Data Analytics (In Progress)	Jan 2025
Google	San Antonio, TX
Google Ads Search	Jan 2025
Google	San Antonio, TX
Google UX Design	Dec 2024
HubSpot Academy	San Antonio, TX
SEO	Dec 2024
HubSpot Academy	San Antonio, TX
Social Media Marketing II	Aug 2024
HubSpot Academy	San Antonio, TX
Social Media Marketing	Aug 2024
University of Texas at San Antonio	San Antonio, TX
Full Stack Web Development Certification	July 2022
University of Texas at San Antonio	San Antonio, TX
Bachelor’s of Business Administration, Marketing	May 2019

SKILLS

Technical: JavaScript Python HTML5 CSS MongoDB MySQL PostgreSQL Django Express Node Flask React Git Handlebars Bootstrap TailwindCSS Jira vSphere Agile WordPress SEO UX Design A/B Testing User Stories Journey Mapping UI Design Data Analytics Tableau
Editing/Design: Adobe Premiere Pro Adobe Photoshop Adobe Illustrator Adobe InDesign Adobe After Effects Canva Figma Microsoft Suite