Jared Ruiz

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SUMMARY

Digital Marketing Specialist with 4+ years of experience in content strategy, customer engagement, and SEO. Proven track record of managing multimedia for $100M federal contracts and scaling organic visibility by 30% through technical SEO and keyword optimization

PROFESSIONAL EXPERIENCE

Def-Logix, Inc. - DoD Cybersecurity Contracting   **San Antonio, TX**
Media Coordinator II   *January 2023 - October 2025*
- Managed all in-house multimedia production, contributing to the successful fulfillment of a $100M DoD contract
- Drove a 30% increase in organic impressions and site traffic by leveraging Google Search Console and Yoast SEO to optimize on-page content and UX
- Designed DoD compliant marketing collateral, including product/service data sheets, capability summaries, demonstration videos, and corporate logos/icons for commercial AI and federal programs, helping secure a 15% increase in awarded government contracts
- Standardized company wide marketing and technical documentation, collaborating with DevOps and R&D to author mission essential manuals and streamline training for new personnel

iHeartMedia   **San Antonio, TX**
Promotions Support   *March 2020 - October 2020*
- Coordinated 10+ local promotional events and produced multimedia recaps for social media, driving a 10–15% increase in digital engagement and on-site audience interaction

EDUCATION

University of Texas at San Antonio
- B.B.A. Marketing   May 2019

TECHNICAL SKILLS

Design & Creative Tools: Adobe CC (Premiere, Photoshop, Illustrator, InDesign), Figma, Canva
Marketing & Content Strategy: Google Ads, Google Analytics, Google Search Console, SEO, Tableau
UX & Visual Design: Wireframing, Prototyping, User Flows, Responsive Design, Style Guides
Web & Workflow Tools: HTML5, CSS, JavaScript, Python, React, Git, GitHub, Jira, Gemini, WordPress

CERTIFICATIONS

- **Search & Advertising:** Google Ads (Video, Display, Search), SEO I & II, Fundamentals of Digital Marketing (2025)
- **Data & Design:** Google Analytics (2025), Google UX Design (2024), Social Media Marketing I & II (2024)
- **Technical:** Python for Everybody (2025), Full Stack Web Development (UTSA, 2022)