

Isaboelella "Bella" Ruiz



ABOUT ME



A dynamic and results-focused Social Media Marketing Specialist with 3+ years of comprehensive experience translating brand voice into engaging, viral digital campaigns. Adept at full-cycle content creation (video, static, live), sophisticated platform analytics (TikTok, Instagram, Pinterest), and leveraging micro-influencers. Proven track record of boosting follower count by over 200% and increasing content engagement rates across client portfolios. A quick learner with a passion for emerging trends, specifically in the Gen Z and Millennial consumer space. Seeking a challenging role that values creativity and data-driven strategy. Available to start remote work immediately.

EDUCATION

2016-2020

- Bachelor of Arts (B.A.) in Advertising
The University of Texas at Austin (UT Austin)
- Focus: Digital Media Strategy & Consumer Psychology Minor
 - Honors: Dean's List (3 Semesters)

Certifications & Training

- Google Analytics 4 Certification (2022)
- Meta Certified Media Buying Professional (2021-2023)
- TikTok Creator Academy Modules: E-commerce Focus (Q1 2023)

CONTACT

bella.ruiz.creative@emailprovider.com
(512) 880-9191 (Text preferred)
linkedin.com/in/bella-ruiz-social-tx
Link: <https://www.beacons.ai/bellasocial>

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EXPERIENCES

Remote, Nationwide | Feb 2022 – Present

Digital Nomad & Freelance Social Strategist (Independent Contractor)

- Managed the end-to-end social media presence for 4-5 rotating small business clients, including a boutique coffee brand and an independent fashion retailer.
- Challenge Metric: Revamped a client's outdated IG strategy, increasing post impressions by 45% and achieving a conversion rate 1.5x higher than the industry average through targeted Reels and UGC campaigns.
- Created bi-weekly, customized Data Deep Dive Reports for clients focusing on content performance and audience sentiment using native platform analytics.

Big Agency Name Here (BANY) | Austin, TX | Jun 2020 – Jan 2022

Associate Social Media Coordinator (In-House)

- Reported directly to the Senior Marketing Manager, assisting in the execution of major brand campaigns for two Fortune 500 clients (Food & Beverage vertical).
- Wrote and scheduled 50+ pieces of content per month across Twitter, Facebook, and LinkedIn, ensuring strict adherence to brand guidelines and legal compliance.
- Awarded the "Quick Click" internal recognition in Q4 2021 for fastest turnaround on an emergency content creation request.
- Monitored social channels 24/7 during campaign launches, identifying and flagging potential PR issues before they escalated.

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SKILLS

Strategy & Analytics	Platforms & Content	Software & Tools
SEO/SEM Integration	TikTok (Organic & Paid)	Adobe Creative Suite (Basic)
A/B Testing & Optimization	Instagram (Reels & Stories)	Canva Pro & CapCut
Influencer Outreach/UGC	Pinterest (Idea Pins & Ads)	Sprout Social & Hootsuite
Crisis Communication Basics	YouTube Shorts Management	Asana, Slack, Trello
Competitor Analysis	Live Streaming (Twitch/IG Live)	HTML/CSS (Familiarity)

INTERESTS & RECOGNITION

Volunteer Work: Mentored 10+ students in digital portfolio development for UT Austin's Ad Club during Fall 2022.

Language Skills: Conversational Spanish (Intermediate proficiency).

Personal Project: Runs a niche TikTok account (~15K followers) focusing on sustainable travel, showcasing personal expertise in rapid audience growth.

