

Alejandro Ruiz

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PROFESSIONAL SUMMARY

Accomplished VP of Marketing with 1 years of progressive experience in Marketing. Demonstrated expertise in Digital Marketing, SEO, SEM with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

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|-------------------|--------------|-------------------|
| Digital Marketing | SEO | SEM |
| Google Analytics | Facebook Ads | Content Marketing |

PROFESSIONAL EXPERIENCE

VP of Marketing | H&M;

2023 - Present | Paris, France

- Spearheaded marketing initiatives that delivered 18% improvement in operational efficiency
- Led cross-functional teams of 8 professionals across multiple high-impact projects
- Architected and implemented Digital Marketing solutions resulting in \$150K annual cost savings
- Established best practices and mentored 7 team members, improving overall team productivity by 32%

EDUCATION

Bachelor of Science in Digital Marketing

Columbia Business School | 2017

CERTIFICATIONS

- Google Ads Certified
- Facebook Blueprint Certified
- Adobe Certified Expert

LANGUAGES

English | French