Ruby Sonza

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PROJECTS

Auralyst | Link
Technologies Used: HTML5, CSS3, JS, Tailwind CSS, npm, Figma, GSAP
- Developed a fully responsive, multi-page skincare routine website using modern HTML5, CSS3, and vanilla JavaScript.
- Engineered interactive UI components, such as modals and carousels, to enhance user engagement.
- Designed and implemented the information architecture for the site's guides and glossary, resulting in a clear and intuitive user experience.
- Leveraged generative AI tools as a productivity accelerator for code generation and content creation, enabling a faster development cycle.

EXPERIENCE

Wedding Salon | New York City, NY
Website and SEO Intern | Sept. 3, 2024 - Dec. 3, 2024
- Contributed to a 50-70% increase in total site visitors over a three-month period by implementing targeted on-page SEO strategies.
- Utilized WordPress with the Elementor page builder to implement UI/UX enhancements, collaborating directly with the company's SEO expert to align design changes with search optimization goals.
- Conducted in-depth keyword research and competitive analysis using SEMrush and Google Analytics to identify and capitalize on content opportunities.
- Proposed data-driven digital marketing initiatives to the team, including strategies to boost user engagement through consistent content on Instagram and LinkedIn.

Office of Information Technology | Piscataway, NJ
Level 1 Consultant | Oct. 24, 2023 – Dec. 12, 2024
- Provided frontline technical support in a high-traffic university computer lab, diagnosing and resolving hardware, software, and network issues.
- Served as the primary troubleshooter for all lab printing services, resolving hardware connectivity issues and executing print jobs to ensure student access.
- Assisted an average of 5+ users daily, meticulously logging all incidents for supervisor review and entry into the ServiceNow ticketing system.

Center for Social Justice Education & LGBTQ Communities | New Brunswick, NJ
Office Assistant | Oct. 11, 2022 - Apr. 25, 2023
- Successfully coordinated logistics for 3 major departmental events by managing planning committee communications and distributing critical updates via email.
- Provided key on-site technical support for events, ensuring seamless operation of audio-visual tools and conferencing platforms.
- Served as the first point of contact for the office, handling call management, documentation, and directing inquiries to appropriate resources.

EDUCATION

Rutgers University - New Brunswick | GPA: 3.6 | Cum Laude
Bachelor of Arts, Information Technology | Sept. 2022 - May 2025

SKILLS

Technical Skills: Adobe Photoshop, Adobe Premiere Pro, Ahrefs, Canva, Davinci Resolve, Elementor, Figma, Google Analytics, Linux, Microsoft Excel, Microsoft PowerPoint, Microsoft Word, SEMRush, Tableau, Wix, WordPress
Conceptual Skills: Digital Marketing, UI/UX Design, SEO, Video Editing
Programming: HTML5, CSS3, vanilla JS, Tailwind CSS, GSAP, Git, npm