

GABRIELA RUIZ

CONTACT

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EDUCATION

UNIVERSITY OF TEXAS - DALLAS

Bachelor of Science in Marketing
May 2020

SKILLS

- Digital Marketing
- Content Creation & Copywriting
- Adobe Creative Suite
- Project & Deadline Management
- Brand Development
- Paid Media/Digital Advertising
- CRM & Database Management
- Data & Document Organization
- Email Marketing Platforms
- Website Management & Updates
- Cross-Functional Collaboration
- Process Improvement

LANGUAGES

SPANISH
Fluent / Native Language

CERTIFICATIONS

PHOTOSHOP 2025 ESSENTIAL CERTIFICATE

2025
LinkedIn

INDESIGN 2025 ESSENTIAL CERTIFICATE

2020
LinkedIn

GOOGLE ANALYTICS CERTIFICATION

2020
University of Texas at Dallas

ABOUT ME

Results-driven marketing professional with expertise in digital strategy, asset development, client coordination, and process optimization. Proven track record of improving campaign performance, enhancing brand visibility, and supporting complex marketing operations across multiple industries. Adept at managing large volumes of content, leading team processes, and delivering accurate, polished materials ahead of deadline. Known for balancing creativity with structure to drive meaningful results.

WORK EXPERIENCE

COMMUNICATIONS MARKETING COORDINATOR

Risk Strategies - Academic HealthPlans (May 2024 - Present)

- Managed marketing collateral for 90+ university health insurance clients, ensuring accuracy, compliance and brand consistency.
- Designed and launched new digital and print materials for high-profile clients, improving enrollment communication and visibility
- Developed websites, flyers and multi-channel marketing assets supporting student outreach and open enrollment campaigns
- Created social media content and digital ads to increase awareness and engagement across university audiences
- Audited policy and marketing documents to maintain quality standards and reduce revision cycles
- Trained new hires on marketing processes and workflows to improve team efficiency and consistency
- Coordinated timelines and delivered all marketing projects, including website launches, ahead of open enrollment deadlines

MARKETING COORDINATOR

SHOP Companies (January 2022 - April 2024)

- Managed the Investment Sales website content and third-party listings (LoopNet, CoStar) to ensure strong digital visibility and consistent brand presentation for active properties
- Designed and executed email campaigns, quarterly marketing flyers, and property marketing materials to drive listing visibility and client engagement
- Created polished marketing presentations and proposals using Adobe Creative Suite to support broker pitches, investment opportunities and enhance property positioning
- Organized and maintained financial, property and marketing documents to support accurate content development and efficient campaign execution
- Supported deal processes by coordinating due diligence, tracking critical dates, and preparing LOIs, inquiry letters, and other transaction materials
- Assisted with press releases, offer summaries, and client communications to support marketing and transaction efforts

OFFICE MANAGER

Profectus Insurance & Investments (January 2021 - January 2022)

- Reconciled accounts payable and receivable to maintain accurate financial records and support balanced budgeting
- Handled confidential company and personnel documents with discretion, ensuring full compliance with privacy standards
- Monitored office inventory and proactively reordered supplies to prevent shortages and maintain smooth daily operations
- Managed payroll processing through Gusto, ensuring accuracy and timely compensation for all employees
- Managed 30+ small-group health insurance plans from initial plan research and carrier negotiation to implementation and conducting enrollment orientations for business clients
- Oversaw 20+ life insurance applications, coordinating the full process from application completion to carrier communication and rate negotiation to ensure successful approval