

NOELIA RUIZ

• www.linkedin.com/in/noelia-ruiz

*SMALL BUSINESS DEVELOPMENT CENTER COORDINATOR
BUSINESS ADVISOR - DIGITAL MARKETING SPECIALIST - BUSINESS OWNER*

EXECUTIVE SUMMARY:

Small Business Development Center Coordinator, Spanish business advisor, social media and **Certified Google Analytics** professional with extensive experience in advising Hispanic entrepreneurs and business owners with business planning, financing sources and marketing needs. A highly involved community business leader who loves to create new ways to promote and reach business goals. Business owner of an ice cream shop and online business.

PROFESSIONAL EXPERIENCE:

- Traditional & Digital Marketing
- Google Business Profile
- Business Advisor
- Social Media Advertising
- Paid Advertising (PPC)
- E-mail Campaign Development

Small Business Development Center - Coordinator, May 2023 - Present

SBDC, Waubonsee Community College, Aurora, Illinois

- Assist entrepreneurs in developing business, marketing and financial plans
- Engage and Introduce with Local Chambers of Commerce
- Providing resources to assist small business owners
- Understanding grants from CDEO and Waubonsee Community College

Bilingual/Spanish Business Advisor - Subcontractor, October 2018 – April 2023

SBDC, Waubonsee Community College, Aurora, Illinois

- Advise 280 clients, entrepreneurs and small businesses in different areas such as creating a business plan, developing marketing strategies, creating a financial plan and projection and getting the best of Google profile for their business.
- Create and promote free workshops in Spanish in partnership with different companies and organizations such as Department of Commerce & Economic Opportunity (DCEO), WBDC, Aurora Public Library, First National Bank, Aurora Bank and Trust, Aurora Hispanic Chamber of Commerce, Buenos Dias Aurora Podcast, Paladin Management Consultants, Kane County Health Department, Serna Legal Services, Estrella Insurance, Marquez Tax Services, American Marketing and Publishing and other independent marketing contractors covering relevant topics for the Hispanic Community through workshops at WCC
- Interview and create spotlight stories about Hispanic Business that have benefited from SBDC and are having success.
- Help and guide business during the pandemic to apply for grants and loans available through the city, state and federal institutions,
- Translate applications in Spanish helping business owners understanding

Digital Marketing Assistant- Subcontractor, February 2017 – 2021

Classic Fence, Inc., Oswego, Illinois

- Design the first-ever digital content strategy to position Classic Fence as an industry leader through paid marketing content and ad management (search, display, social, retargeting and digital advertising)
- Deliver high-impact e-mail campaigns through Mail Chimp, a marketing automation platform, to obtain customer testimonials about brand experience, loyalty, and willingness to refer services, resulting in a 49.2% open rate with a 4% response
- Continually identify areas of opportunity to reach desired state of business by conducting market research and developing succinct email campaigns accordingly
- Use creativity to produce new single-focused advertising material that target buyer personas to improve the business development and support the sales team's process
- Maintain constant focus on achieving bottom line results by understanding business needs and utilizing a quantifiable plan to track marketing spends and measure results

Marketing Assistant- Subcontractor, February 2007 – February 2017

Classic Fence, Inc., Oswego, Illinois

- Appointed as a sub-contractor to enhance the company's overall strategic marketing initiatives
- Act as a direct liaison to execute marketing plans with web designers and print companies
- Developing, monitoring and reporting marketing activities (full-cycle campaigns that yield new leads) with closely attention to assess new marketing opportunities

Bilingual Assistant of the Director of Religious Education, May 2015 – May 2017

St. Nicholas Catholic Church, Aurora, Illinois

- Built a reputation as a highly organized and solutions-oriented leader who reached new levels of success by implementing best practices for The School of Faith
- Provided organizational efficiency, strategy, and built sound marketing communication plans to raise awareness about events and increase affinity for the parish among thousands of family, congregant and community members
- Coordinated event space, logistics and promoted six annual events by designing bilingual marketing collateral to reach more than 800 predominantly Spanish speaking families
- Introduced a new digital app to coordinate and correspond with 1,300 students enrolled in The School of Faith
- Expanded the congregation's reach by adding social media channels to the marketing mix
- Partnered with regional churches and community organizations to provide an opportunity for 50 students to attend a learning summit in Rockford, IL
- Negotiated a copy lease agreement with Waste Management to provide a significant monthly cost-savings to the congregation

Crece Magazine Manager, February 2006 – June 2007

DCL Graphics, Aurora, Illinois

- Directly responsible for the design, marketing, selling and distribution of a two-color, bilingual, print magazine with a monthly circulation of 5,000 to Hispanic homes and business
- Acted as the sole magazine designer relying heavily upon Photoshop and Illustrator to edit and layout content for ten sections of the magazine
- Responsible for designing and selecting which content to feature on trending topics such as money, immigration, healthy lifestyles, inspirational stories and business, in order to attract companies to advertise
- Utilized marketing and sales scripts to call upon local businesses and sell advertising to businesses in the Aurora area with no prior affiliation

EDUCATION

Aurora University – Aurora, IL **October 2017**
 MASTER OF SCIENCE, DIGITAL MARKETING & ANALYTICS

Universidad Autónoma de Aguascalientes, Aguascalientes, Mexico **July 2004**
 BACHELOR OF SCIENCE, MARKETING

CERTIFICATIONS

- GrowthWheel Certification, October 2020
- Inbound Marketing Certification, HubSpot Academy, September 2017
- Google Analytics Certification, Google Analytics Academy, July 2017
- Hootsuite Platform Certification, Hootsuite Academy, December 2016
- Protecting Human Research Participants, Office of Extramural Research, June 2016

LEADERSHIP & COMMUNITY INVOLVEMENT

- Leadership Academy by Aurora Regional Chamber of Commerce, November 2023
- Speaking participant representing SBDC for Women of Aurora, November 2023
- Introducing SBDC for spanish speaking communit,
 Roselle IL with Kishwaukee College November 2023
- Spanish Host, Buenos Dias Aurora Podcast, March 2021 - December 2021
- Sponsorship Chair, Ballet Folklorico Quetzalcoatl, June 2017 – Present
- Volunteer, Confirmation Instructor, St. Nicholas Church, September 2005 – December 2021
- Volunteer, Hola Amigos, Geneva Public Library, September 2013 – April 2014

BUSINESS OWNER

- La Garrafa Inc 733 Aurora Ave
 Ice Cream & Coffee Shop Aurora IL 60505
- My Holy Friends

Custom Saint Dolls

Online Business

COMPUTER SKILLS

- CRM system with NeoSerra
- MS Office (Word, Power Point, Excel)
- Adobe Photoshop, Adobe Illustrator
- Marketing Automation Software
Mail Chimp & Constant Contact
- Social Media Platforms: Facebook,
LinkedIn, Twitter, WordPress, Instagram