

JULIANA RUIZ-RODRIGUEZ

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EDUCATION

University of Wisconsin-Madison Bachelor of Science: Consumer Behavior & Marketplace Studies Certificate: Digital Studies Relevant Coursework: Consumer Behavior, Cnsr Analytics, Consumer Insights, Consumer Design Strategies & Evaluations, LIS	Madison, WI December 2024
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WORK EXPERIENCE

DIRIGIBLE STUDIO (Marketing/Advertising Services Agency) Content Strategy & Copywriting Intern	Madison, WI May 2023 – Dec 2024
<ul style="list-style-type: none">Managed and audited 5+ client websites in WordPress CMS, ensuring 100% accuracy in product listings and creating engaging web copy aligned with brand strategy.Executed content updates and migrations for 2+ clients in WordPress, keeping 100% of landing pages, course pages, and blogs current, improving user experience and reducing content errors by 15%.Drafted, edited, and scheduled 1–3 weekly email campaigns in Mailchimp, achieving 100% on-time delivery and brand consistency.Tracked and reported 10+ key marketing KPIs in weekly scorecards, and produced 1–3 SEO-optimized blog posts, e-newsletters, and meta descriptions per week, improving engagement and search rankings.Collaborated with cross-functional teams across marketing, design, and technical departments to resolve site issues within 24–48 hours, ensuring uninterrupted campaign delivery.	

WALGREENS Customer Service Associate	Oak Lawn, IL Jun 2020 - Jan 2023
<ul style="list-style-type: none">Delivered high-quality service by assisting customers, resolving inquiries, and processing cash and digital transactions with speed and accuracy.Utilized handheld devices to track inventory, fulfill online orders, print and place product tags, and complete daily stock tasks.Received merchandise, organized stockroom inventory, implemented planograms and promotional displays for store layout.	

UNIVERSITY PROJECTS

DIGITIZING THE MIDDLE SIX CONSULTANCY'S BOOTCAMP Lead Consultant, The Middle Six Final Client Presentation	Jan 2024 - May 2024
<ul style="list-style-type: none">Contributed to the development of a digital version of an in-person sales bootcamp, creating a 37-slide product roadmap projected to increase accessibility and reach 2× the original audience.Led a user survey of 5 past participants with a 100% satisfaction rate, gathering feedback that shaped 4 key content features and improved product usability.Presented product recommendations including 3 delivery tools and a digital marketing strategy, supporting a go-to-market plan expected to drive new revenue and expand reach by 40%.	

CLIENT RISK PROFILE CASE STUDY Consumer Analytics Team Member, Client Risk Profile Report	Nov 2024
<ul style="list-style-type: none">Applied advanced Excel analytics to a 300+ client dataset, identifying age and net worth as key predictors of investment behavior.Authored a report with actionable consumer insights and recommendations based on demographic and sentiment data analysis.	

ADDITIONAL SKILLS

Technical: Proficient in Microsoft Office, Google Workspace, WordPress, Mailchimp, Content Writing, Copywriting, SEO, CMS Languages: Fluent in English and Spanish
