

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, Cnstr Analytics, Consumer Insights, Consumer Design Strategies & Evaluations, LIS

Madison, WI

December 2024

WORK EXPERIENCE

DIRIGIBLE STUDIO (Marketing/Advertising Services Agency)

Content Strategy & Copywriting Intern

Madison, WI

May 2023 – Dec 2024

- 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

- 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

Jan 2024 - May 2024

Lead Consultant, [The Middle Six Final Client Presentation](#)

- 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

Nov 2024

Consumer Analytics Team Member, [Client Risk Profile Report](#)

- 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