**Ruby Castañeda**

Los Angeles, CA9003790037, Los Angeles, CA  ♦ 323‑308‑8824 ♦ ruby.castaneda@snhu.edu ♦ WWW: [Online Digital Resume](https://www.myperfectresume.com/me/ruby-castaeda/271)

  Professional Summary

Creative and motivated Digital Marketing student aspiring to utilize advertising knowledge in a Digital Marketing role with an innovative company. Strong understanding of psychographic consumerism and detail orientation to guarantee accuracy, consistency, and brand integrity through research-based deliverables. Robust familiarity with diverse social media platforms, tools, analytics, interpreting campaign performance, and communicating reports adequately.

  Education

Master of Science: Marketing, Expected in 08/2022

Southern New Hampshire University - Manchester, NH

GPA: 4.0

* Honor Roll Winter, 2021
* Relevant Coursework: Marketing Analytics, Consumer Behavior & Marketing, Ethical & Legal Issues in Marketing, Strategic Digital Marketing, International Market Strategy, Marketing Strategies, Social Media Marketing, Websites, and SEM/SEO, Integrated Marketing Communications
* Member of The National Society of Leadership and Success

Bachelor of Science: Sociology, Criminology, 06/2015

California State University-Northridge - Northridge, CA

* Spanish Club Member
* Mentoring to Overcome Struggles and Inspire Courage Member
* Education Opportunity Program Member

  Skills

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| * Survey Design and Development
* Marketing Analytics
* Data Visualization
* Developing Presentations and Reports
* Quantitative and Qualitative Market Research
* SEO Strategies
 | * Storytelling
* Google Analytics
* Research and Interviews
* Idea Brainstorming
* Language and Tone Customization
* Brand Identity
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  Work History

Independent Living Skills Educator, 04/2022 to Current

Solution Plus Services, Inc. – Los Angeles, CA

* Performed assessments during lessons to determine progress according to goals.
* Determined best lesson plans to meet objectives for school, work and home life.
* Quickly learned new skills and applied them to daily tasks, improving efficiency and productivity.
* Carried out day-day-day duties accurately and efficiently without direct supervision.

Parent Coordinator, 08/2017 to 08/2021

Green Dot Public Schools – Los Angeles, CA

* Vital member of School Operations team responsible for ensuring adherence to state educational regulations.
* Directed enrollment leads and chaired recruiting strategies.
* Increased youth participation in pro-social activities by 60% through collaboration with therapist assistants and community resources.
* School Parent Lead, primary liaison between parents and school administrators by leveraging internal and community resources.
* Documented data and completed accurate updates to case records in PowerSchool.
* Interviewed individuals and families to assess needs and provided informational resources.
* Planned, promoted, and managed parent workshops in assisting children in attaining academic success.
* Developed the creation of a parent group, directed parenting classes for 40 family members weekly, and incorporated students from grades 9-10 to help co-lead meetings.

Special Education Paraprofessional, 08/2015 to 08/2017

Green Dot Public Schools – Los Angeles, CA

* Articulated translation services to students and parents in teacher and student meetings.
* Partnered with Spanish Department to assist Spanish native students with English Language Development.
* Supported teachers in development of individual learning strategies.
* Mentored staff in best practices for helping special education students excel.
* Documented student behaviors, interventions, and outcomes to enable lead teacher to address pertinent issues.
* Delivered personalized educational, behavioral and emotional support to individual students to enable positive learning outcomes.
* Conducted small group and individual classroom activities with students based on differentiated learning needs while carrying out IEP goals.
* Worked cooperatively with students of various culturally diverse backgrounds and learning styles.

Instructional Student Assistant, 08/2014 to 12/2014

California State University Northridge/ Northridge – Los Angeles, CA

* Assisted Sociology teacher with classroom management and document coordination to maintain positive learning environment.
* Oversaw over 25 students in classroom, enforce rules, and supported the lead teacher.
* Set up visual aids, equipment and classroom displays to support teacher's lesson delivery.
* Encouraged dynamic and pleasant educational environment by promoting both gentle discipline and cooperation.
* Optimized learning plans and quantified student progress through test administration.

  Certificates

Hootsuite Platform Certification

Advance Google Analytics Certificate of Completion

Google Analytics for Beginners Certificate of Completion

  Languages

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| English: Native or Bilingual: |  | Spanish: Native or Bilingual: |