



# Ruben Ruiz

Digital Marketing Expert | Aspiring Cardano Solutions Architect

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18 Year Digital Marketing Verteran  
Aspiring Cardano Blockchain Developer

Expertise in Google Ads, SEO, Automation,  
Facebook/IG Ads, Youbue Ads, Remarketing



Hi, I'm Ruben. I love marketing, technology, SEO and Code. I've been reverse engineering marketing funnels and following changing marketing trends sine 2007. I'm an expert at keyword research and competitive analysis consider myself a life-long student. I've fully systemized and automated my marketing agency which allows me the freedom to focus on my true passion, blockchain development. Currently enrolled in Emurgo Acedmy's Batch #59, I'm on the Cardano Solutions Architect Track, schdued to graduate at the end of 2022 and already have a very stong fundamental understanding of blockchain technologies as a whole. I'm comitted to playing my little part in changing the future through Cardano's Decentralized Technologies.

## Experience

September 2018 – Present

**Ranking SB Local Marketing Experts**

Founder

November 2021 – Present

**Helium Node Network Provider (8+)**

building out my own helium (HNT) node network

November 2015 – December 2017

**CarpeDiem Consulting**

Marketing Consultant (Implementor for hire)

June 2014 – June 2015

**Jensen Global**

Marketing Manager

June 2013 – June 2014

**ShipHawk**

Marketing Associate

## Languages

**English, Spanish (Speak)**

## Recent Work

In the last 6 months I've heled deisgn & implement a variety of marketing related objectives. I directly worked on or directed team members with:

Website Redesign

Google Adwords Setup

FB Marketing Strategy

Email Marketing

SEO Strategy

Conversion Tracking

GTM Implementation

HTML/CSS Optimization

## Education

2021 – Present

**Emurgo Academy - Batch #59**

**Cardano Solutions Architect Track**

2017 – 2018

**Bov Academy of Programming & Innovation**

**Web Develoment Program**

2008 – Present

**Internet Marketing Courses**

**80+ Marketing Courses Completed**

## Tools

Google  
Terminal  
Sublime Text  
SEMRush  
KWFinder  
ClickUp  
Git  
High Level

## Marketing Skills

SEO  
Google PPC  
Youtube Ads  
Remarketing  
FB/IG Ads  
Wordpress  
Competitive Analysis  
Keyword Research



## Design/Dev Skills

Sketch App  
HTML, CSS  
Git, Github  
Command Line  
Haskell (in Progress)  
Plutus (in Progress)  
Basic Javascript skills

## Hobbies

