

**overview** → 25 yrs sr. creative director & digital strategist | high initiative, a strategic approach, and customer experience strategy advocate | proven track record of bringing client campaign goals to life | content strategy & storyteller for brands | inspires digital transformation & creativity across groups, direct reports |

 [@mayrarmcpherson](#)

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# MAYRA RUIZ-MCPHERSON, MA, MFA

SR. DIGITAL STRATEGIST • MARKETING TECHNOLOGIST • MEDIA PSYCHOLOGIST • STORYTELLER • CREATIVE DIRECTOR

25+ YEARS EXP IN MULTICHANNEL INTEGRATION, CONTENT & MARKETING TECHNOLOGY OPTIMIZATION, AND CATAPULTING STRATEGY ACROSS DIGITIZED CUSTOMER TOUCHPOINTS TO NOT JUST MEET BUT EXCEED CLIENT EXPECTATIONS

**25+** years

marketing, PR & communications



## MANAGEMENT

Work closely with internal divisions/ external teams to support business objectives across digital/social • Manage social & digital teams of all shapes and sizes as well as social monitoring and platform partners.

**20** years

interactive marketing  
email/search/advertising



## ALIGNED VISION

Create and implement strategies in line with stakeholders to ensure effectiveness • Develop new ideas and innovative digital/social programs to engage followers and reach new audiences.

**15** years

application  
development & design

**10** years

social media &  
content marketing



## AGENCY EXPERIENCE

Served as Sr. Social Media Strategist leading strategy for national and regional brands • Defined and led visual storytelling, community management, and content distribution for accounts.

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*We just had a great conversation with Mayra about the content strategy for our new website and wanted to express Mayra has provided us with outstanding support for this project, not only in the areas of UX and Design but also Project Management and Implementation as well. Having her as our single source of contact, and her relentless focus on our progressive success, has been something we've come to highly value and depend upon. In short, we heavily rely on Mayra to help our team complete this project as expected and to the level of quality our entire organization requires.*

**Jerry Hefner**, Web & Digital Director, Marketing at WorldStrides

## • NOTEWORTHY MENTIONS •

### WASH POST

Spearheads art directors, copywriters, designers, animators at Wash Post to deliver targeted, brand-centric ideas and creative advertising campaigns on behalf of retail client

### LUXURY

Oversaw all creative and content for social media and digital campaigns on behalf of luxury hospitality brand in Washington DC on behalf of digital agency.

### MOBILE/UX

Served as Senior Director, UX & Visual Design for IT services company, leading offshore and domestic interface design and appdev teams for enterprise-wide desktop and mobile apps.

### SINCE 1995

Have worked as lead graphic designer, interactive designer, presentation designer, content designer, and worn many other design-centric leadership hats across industries since 1995.

## • EDUCATION •

- **PhD, Media Psychology (began 2020)** | Fielding Graduate University
- **MA, Media Psychology (graduated 2019)** | Fielding Graduate University
- **MFA, Illustration (anticipated graduation 2022)** | Academy of Art University
- **BS, Business Administration (graduated 2017)** | Strayer University

## RUIZ MCPHERSON / SR. DIGITAL STRATEGIST • CREATIVE DIRECTOR / 2005 - present

- **STRATEGIC COUNSEL:** Create vision for integrative, multichannel digital strategies and product roadmaps for clients.
- **MARKETING INNOVATION:** Leverage digital platforms & social channels to enhance marketing mix & outcomes.
- **MANAGE DIGITAL PROGRAMS:** Includes paid search, display, email, organic, local search assets, advertising and third party channel content.
- **SOCIAL MEDIA STRATEGY:** Weave narratives across client social properties to support key initiatives and to engage stakeholders, target audiences, and customers. Additionally broaden awareness and increase visibility of client brands through the development and execution of social content strategy.
- **CREATIVE DIRECTION:** Conceptualize and execute excellent visual solutions to create engaging brand experiences, maintaining style guide parameters, defining and meeting standards of quality for artwork, and production deadlines.
- **ACCOUNT MANAGEMENT:** Build and maintain strong client relationships via ongoing support for brainstorming, project planning, media plan/campaign development, interpreting results. and providing recommendations/direction.
- **MANAGE DIGITAL OPERATIONS & TEAMS:** Includes remote & offshore teams, internal staff, contractors, and third party agencies who work on email, social, and online campaigns, digital advertising, website customization, search optimization, and variety of other tasks to maintain and continuously improve the customer experience.
- **MEASUREMENT:** Monitor, measure, and analyze campaign performance metrics, online activity data and market research findings and react to changes; design test strategies to optimize results (A/B testing).
- **EDUCATION & TRAINING:** Mentor clients, executives, senior level & staff on digital, social, adtech, martech, SEO/SEM.
- **MARKETING BUDGETS:** Manage marketing/advertising/campaign/digital project resourcing, budgets and timelines.

## SR. DIRECTOR, DIGITAL STRATEGY / QBURST TECHNOLOGIES / 2009 - 2017

Provided martech expertise and innovative leadership in areas of experience design, commerce & marketing platforms.

### DIGITAL AGENCY BUSINESS DEVELOPMENT

Provided strategic planning and integrative marketing technology strategies for new business growth • Responsible for maintaining and increasing business by fostering positive digital agency and client relationships • Served as advocate for client-focused digital and omnichannel experiences • Coordinated account start up and transition service delivery with department heads and staff members • Helped book \$100,000+ additional business in 2017.

### SENIOR DIRECTOR, UX & VISUAL DESIGN

Developed creative output of client web/mobile apps, with oversight of design team and processes; including ideation, presentation and execution of new features and improvement of existing ones; the operational readiness of the creative team, all in fulfillment of brand promise on behalf of clients • Provided interaction design leadership and support to product development efforts • Evangelized the importance of design, user interface, user feedback, and data-driven decisions in designing end-to-end user experiences • Championed client brand(s) in all aspects of web/mobile/digital

- Communicated evolution of design ideas clearly, consistently, and effectively to a variety of audiences and skill sets.

## ADDITIONAL EXPERIENCE

### NEW MEDIA MANAGER / SOURCE FOR LEARNING / 2015 - 2017

Aligned social media programs and paid social campaigns with overall marketing, sales, and organizational goals. Collaborated with Program Directors to generate engaging content in line with social strategy and across platforms. Managed, created, and published original, high quality content on social platforms. Identified and applied innovative methods to grow brand awareness, improve market position, and reach new audiences.

### SR. SOCIAL MEDIA STRATEGIST / THE PAPPAS GROUP (DMI) / 2014-2016

Used social media to drive positive perceptions of various brands, adhering to social media standards and policies. Encouraged interactions and heightened engagement by creating shareable experiences. Created social strategies and social editorial planning calendars to address client or brand priorities and goals. Additionally created content and visual assets for accounts. Pursued opportunities based on stakeholder insights and channel analytics.

### DIRECTOR OF WEB COMMUNICATIONS / STAR® ATM DEBIT NETWORK / 2002-2005

Managed multiple web properties, dev/design teams, and 3rd party agencies in support of corporate online footprint.