Gilbert Cruz

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Professional Summary

Highly adaptable and driven professional with an MBA and a Master's in Digital Marketing, adept at crafting impactful strategies. I have successfully elevated brand visibility and viability across various organizations through tailored digital marketing efforts, employing data-driven insights for informed decision-making. Proficient in leadership, cross-functional collaboration, and strategic planning, and leveraging my experience in higher education, I exhibit adaptability and exceptional communication skills.

Education

Grand Canyon University Phoenix, AZ

Master of Business Administration 2023

Full Sail University Winter Park, FL

Master of Science in Digital Marketing 2020

South Texas College McAllen, TX

Bachelor of Science in Organizational Leadership 2019

South Texas College McAllen, TX

Associate of Arts in Music 2017

Certifications

Federal Aviation Administration United States Government

Certified Unmanned Aircraft System Pilot 2023

Experience

Gilbert Cruz Media, LLC San Juan, TX

Owner May 2018 - Present

- Create digital content through photography, videography, and graphic design to promote small businesses and departments through Digital Marketing Campaigns.
- Conduct small business consulting on branding, R.O.I, and creating KPIs to better analyze and push data-driven decision-making.
- Manage all aspects of client communication, project planning, and post-production editing while balancing part-time contractual work in marketing and digital media.

SOARD Solutions McAllen, TX

Director of Marketing April 2023 - December 2023

- Spearheaded the development and execution of comprehensive marketing strategies to drive brand awareness and customer engagement.
- Successfully increased brand awareness and community engagement through the creation and implementation of targeted digital marketing campaigns with a focus on targeted individuals.

- Utilize data analytics tools to measure and optimize marketing performance, resulting in data-driven decision-making with improvement in campaign effectiveness.
- Lead cross-functional collaborations with executives, contributing to high-level decisions on budget allocation and the overall direction of the company.

South Texas College McAllen, TX

Emerging Technology Simulations Specialist January 2022 - April 2023

- Researched and implemented VR/AR technologies and aligned them to various college curriculum courses.
- Designed and developed training for STC Faculty, staff, and Students to better understand VR/AR Technology and its utilizations within the classroom curriculum.
- Explored and integrated cutting-edge emerging technology simulations, enhancing training programs and improving overall effectiveness.
- Effectively communicated complex technical concepts to diverse audiences, fostering a collaborative learning environment.
- Established and maintained a clear and consistent classroom/laboratory management system, aligning with campus-wide systems and procedures.

South Texas College McAllen, TX

Program Assistant February 2014 – June 2021

- Managed a team of 4 marketing professionals, providing leadership, mentorship, and direction to achieve strategic goals.
- Assisted in the creation and implementation of in-person classes to a Learning Management System for professors.
- Created video content for in-person and online instruction and successfully promoted the Fine and Performing Arts as a brand in our community through the means of digital campaigns, and paid advertisements.

Melhart's Music McAllen, TX

Private Instructor 2014-2017

- Built own private music studio and maintained scheduling of students all while managing a studio of 30 students and their parents. Curated music curriculum to meet students various playing levels.

Professional Accomplishments

- Served on the Board of Trustees for the Miracle Kids of South Texas 2010-2011
- Photography published in "100 Women, 100 Words, Women's History Project 208 Vol. 1"
- South Texas College Distinguished Staff Award 2019
- Presenter for South Texas College Professional Development Technology Workshop 2019

Skills

Social Media Specialist	Video Editing	Search Engine Optimization
Digital Marketing Specialist	Google Analytics	Drone Pilot
DSLR Proficient	Effective Communication	Adaptability
Technology Integration	Technical Writing	Communication Skills
Adobe Creative Suite	Advanced Computer Skills	Leadership and Team Management
Cross-Functional Collaboration	Strategic Planning and Execution	Bilingual Proficiency