Gilbert Cruz

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Professional Summary

Dedicated and adaptable professional with an MBA and a Master's in Digital Marketing, seeking a fulfilling career transition into the field of education. Equipped with strategic thinking, creative communication abilities, and a solid educational background, I am eager to bring a new perspective into this field and cultivate an atmosphere of learning, accomplishment, and individual development. Committed to crafting engaging curriculum materials, exploring innovative teaching approaches, and harnessing technology to enrich the language learning journey for students.

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

Relevant Experience

Business Projects

- Founded Gilbert Cruz Media LLC, a thriving entrepreneurial venture specializing in creating digital content utilizing photography, videography, and graphic design.
- Developed and implemented strategic digital marketing campaigns to promote small businesses and enhance their community engagement.
- Demonstrated adaptability, problem-solving, and leadership skills in a dynamic business environment.

Marketing Experience

- Director of Marketing at SOARD Solutions, 2023
- Spearheaded the development and execution of comprehensive marketing strategies to drive brand awareness and customer engagement.
- 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.

Higher Education Experience - South Texas College, McAllen. Texas

1. Emerging Technology Simulations Specialist, 2022-2023

- Researched and implemented VR/AR technologies and aligned them to various college curriculum courses.
- Designed and developed training for STC Faculty 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.
- Collaborated with faculty and administration to develop and implement effective educational programs.
- Engaged with students, provided mentorship, and contributed to the overall academic success of the institution.

2. Program Assistant, 2014-2021

- 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.
- Created and successfully promoted the Fine and Performing Arts as a brand in our community through the means of digital campaigns, paid advertisements, and branding.

Teaching Experience

- Private Music Instructor, 2014-2017
- Built own private music studio and maintained scheduling of students all while managing a studio of 30 students and their parents.
- Assessed gaps and modified curriculum based on students' mastery of music content.

Teaching and relevant skills

- Curriculum Development: Designed and implemented educational programs tailored to diverse audiences.
- Effective Communication: Communicated clearly and effectively with students, colleagues, and parents to foster a collaborative learning environment.
- Adaptability: Proven ability to adapt to new challenges and environments, a valuable asset in a teaching career.
- Technology Integration: Proficient in leveraging technology to enhance the learning experience.
- Classroom Management: Demonstrated strong classroom management skills to create a positive learning environment.
- Student Engagement: Implemented strategies to actively engage students in the learning process.
- Problem-Solving: Applied problem-solving skills to address challenges in both educational and entrepreneurial settings.
- Adobe Creative Suite: Proficient in using Adobe Creative Suite for creative and visually engaging educational materials.
- Advanced Computer Skills: Skilled in both Windows and Macintosh operating systems, with advanced proficiency in various software applications.

Certifications

Federal Aviation Administration United States Government

Certified Unmanned Aircraft System Pilot 2023

Professional Accomplishments

- Served on the Board of Trustees for the Miracle Kids of South Texas 2010-2011
- Presenter for South Texas College Professional Development Technology Workshop 2019
- South Texas College Music Department Recruitment Committee Fall 2020