



Felipe Ruiz

Branding and Marketing Professional

Senior creative director and marketing professional with over 20+ years of experience in marketing leadership, brand management, strategic planning and design. Proven ability to lead marketing and design teams in fast-paced, performance-driven environments and identify creative solutions for a wide variety of organizations.



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FelipeRuizStudio.com

Education

Master of Nonprofit Leadership & Management (MNLN)
Arizona State University (ASU)

Bachelor of Arts in Communication/Media Advertising
University of Texas at El Paso (UTEP)

Bachelor of Arts in Graphic Design
University of Texas at El Paso (UTEP)

Google UX Design Professional Certificate (In Process)

Digital Media and Multimedia Certification
University of Advancing Technology (UAT)

Creative Expertise

Adobe Creative Suite, Canva, Figma, Slack, Teams, Asana, Workamajig and Basecamp. Photographer, graphic designer, creative process and solutions, advertising, campaigns, social media, video, and web design.

Language

Bicultural and Bilingual. Fully literate and proficient in English and Spanish.

Excellent references available upon request.

Work Experience

INTEGRATED MEDICAL SERVICES (IMS) **1/23 to present**
The largest, independent, multispecialty provider in Arizona with more than 2 dozen clinic locations throughout the Valley, Payson and Prescott. Providing the medical care to all Arizona families.

Marketing Mgr., Brand Development & Creative Direction

Taking charge of the creative strategy and providing leadership for the IMS AZ brand, I am responsible for guiding both the internal marketing creative initiatives and external agency collaborations. My role involves establishing a compelling design direction that effectively showcases the strength of the IMS new brand, connects with diverse audiences, and motivates them to take action.

- With the aim of establishing a stronger connection with the community, investors, and patients, the decision was made to rebrand the existing IMS brand and clinics. This rebranding initiative seeks to infuse a new and invigorating look into the organization, as it undergoes a transition to independent ownership and reacquisition from Dignity Health. The primary objective is to create a fresh and appealing identity that resonates with all stakeholders involved.
- As the creative force behind the company's brand identity, I took charge of crafting and guiding the visual and verbal aspects of our brand across various platforms such as collateral materials, proposals, presentations, social media, and community events.
- A master storyteller turning ideas into powerful creative concepts.
- Led and managed all design requirements for internal teams and ad agencies, overseeing diverse projects such as advertising campaigns, digital marketing initiatives, social media content, promotional collateral, and overall brand development for both B2B and B2C sectors.
- Work closely collaborating with the CEO, SME's, Executive Leadership team and internal teams to ensure both an integrated brand approach and targeted messaging for each segment of the company.
- Develop and manage the brand marketing budget, allocating resources effectively to maximize impact.
- Manage freelance designers, agency partners, event partners and sponsorships, videographers, Google Business Profile, Zocdoc Providers company profiles and photographers.



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Work Experience Cont.

EQUALITY HEALTH

8/17 to 11/22

A whole-health company dedicated to delivering quality healthcare to a diverse and underserved population.

Senior Creative Director

Lead creative efforts in advertising, marketing and branding for Equality Health and its affiliates. Responsible for increasing brand affinity, awareness and sales for the company across multiple channels as well as crafting visual stories that support both brand and product. Key liaison for developing Spanish advertising campaigns and new brands as the company grows.

- Helped to position the company for a strategic investment from General Atlantic, which is enabling Equality Health to further its mission of increasing access to care, lowering costs, and improving outcomes for underserved individuals, families, and communities at a national level.
- Created local and national advertising digital and printed campaigns to promote and enhance brand awareness in Arizona, California, and new markets such as Texas and Tennessee.
- Created an annual children's and adult wellness advertising campaigns for the Equality Health Network division, which resulted in an increase in children's' wellness exams, surpassing our goal by 20%.
- Direct all design needs with internal teams and ad agencies, including advertising campaigns, digital marketing, social media content, promotional collateral, and overall branding products.
- Work closely with the CEO and Executive Leadership team on presentations and speaking engagements promoting the company.
- Coordinate and manage the creation, production, and implementation of innovative communications projects and campaigns for internal clients, and proactively discover areas of improvement and recommend thoughtful solutions to executive leadership.
- Creation of design materials for community events and sponsorships, including the Equality Health Foundation Fall Festival, COVID-19 vaccination events, flu-shot campaigns, Sponsorship events and the annual Phoenix Rising Sponsorships commitments.
- Manage a part-time designer as well as freelance designers, agency partners, videographers, and photographers.

PHISH DESIGNS/Felipe Ruiz Studio

2010 to 2024

A brand and design consulting studio specializing in identity development, online storytelling and creative direction.

Owner & Creative Director

Responsible for enhancing the marketing efforts of small businesses and nonprofit agencies, including graphic design, web development and creative advertising campaigns. Clients include: Herberger Theater, MMR Consulting, Arizona State University, Julio Cesar Tequila, The Arizona Chapter of the National Multiple Sclerosis Society, The Wolff Company, Trellis, Copa Health, LatinaStrong Foundation, Equality Health Foundation and working with Arvizu Advertising Agency.

Work Experience Cont.

ARIZONA STATE UNIVERSITY FOUNDATION

10/13 to 09/16

A private, nonprofit organization that raises funds for and provides contributions to ASU.

Senior Director of Strategic Marketing & Design

Led the ASU Foundation creative team. Responsible for managing the strategic alignment, quality and effectiveness of marketing and graphics produced by the department. Provided leadership on all projects to ensure collateral and marketing solutions aligned with the organization's mission.

- Launched and designed a quarterly publication called IMPACT to showcase philanthropic stories at Arizona State University to a targeted audience.
- Created the annual advertising campaigns in-house, allowing funds normally spent on ad agencies to be used for enhanced paid media opportunities.
- Developed marketing collateral to support national partnerships, which was used to increase fundraising support and the foundation's presence in the Washington, D.C. market.
- Prepared and directed design and marketing strategies for the real estate department, which expanded exposure of the university to new capital ventures.
- Designed focused promotional materials for Michael Crow's speaking engagements at national universities and positioned ASU as a top-tier research expert in areas such as sustainability, entrepreneurship, and strategic research.

ASU COLLEGE OF PUBLIC SERVICE & COMMUNITY SOLUTIONS

1/06 to 10/13

A division of ASU Downtown focused on furthering the economic, social, and cultural health of our communities.

Director of Strategic Marketing & Design

Responsible for managing the creative team and providing strategic marketing direction for the Office of the Dean, School of Social Work, School of Public Affairs, School of Criminology, School of Community Resources and Development and 13 centers.

- Created the brand for ASU COPP, and 17 academic units and centers, which enhanced the college's image and contributed to a 300% student population growth over three years.
- Led the marketing and design team in the creation of unique marketing campaigns, which created awareness of the new downtown campus and increased enrollment by 75% in the first year.
- Managed the social media team and trained them on best practices to attract current and future students, resulting in increased engagement on our social media channels and a strengthened college culture.
- Created a focused imagery strategy and managed photography in-house, which enabled us to save money while improving the quality of images and increasing opportunities for student interaction.
- Developed and established Hispanic outreach and marketing strategies for the college, resulting in a 40% increase in the Hispanic student population.



Work Experience Cont.

COLDWELL BANKER RESIDENTIAL BROKERAGE

07/01 to 12/05

An established residential real estate franchise with 200 offices in Arizona.

Manager of Web Development & Graphic Design

Responsible for managing the day-to-day operations of the creative team including the production of two magazines, website design, email campaign creation and the launch of a Hispanic-market division. Collaborated with internal clients and executive team to present the best marketing solutions for partners. Created exposure for the organization and provided strong design within print, digital and interactive media.

MOTOROLA SEMI-CONDUCTOR PRODUCT SECTOR

01/00 to 05/015

The Phoenix division provides the technology behind consumer, medical, networking and automotive products.

Webmaster/Senior Graphic Designer

Responsible for developing effective and creative web marketing content and strategies to meet organization goals, including the creation of an intranet site. Served as a key liaison with internal units and worked with clients as a strategic marketing representative.

VARIOUS AGENCY AND ADVERTISING POSITIONS

01/97 to 12/99

Held positions with increasing responsibility in the areas of advertising, communications, graphic design and web design, including The Prospector Newspaper and Magazine for University of Texas at El Paso, UTEP's Communications Office, and a senior-level internship at Mithoff advertising agency.

Awards & Community Involvement

Valley Leadership Institute Alumnus - Class 40	2019
Board Member – Herberger Theater Center	2015-2021
Board Member – Latin American Art Alliance by the Phoenix Art Museum	2012-2017
Board Member – ASU Chicano/Latino Faculty & Staff Association	2010-2016
Artist Mentor – Free Arts of Arizona Volunteer	2010-2015
Recipient of the ASU-CLFSA Dr. Christine Marin Staff Award for professional outreach to Latino youth, leadership and the community	2014
Leadership Mentor – ASU Obama Scholar Program	2010-2013
Board Member – ASU Downtown Leadership Council	2009-2013
Recipient of the '40 Hispanics Leaders Under 40' by BCBS and CPLC	2011
Valle del Sol Hispanic Leadership Institute (HLI) Alumnus	2007