

Karla Joselly Ruiz

1950 Third Street, Oaks #443, La Verne, CA 91750
672 N. Kenmore Ave. #203, Los Angeles, CA 90004
www.karlajosellyruiz.wordpress.com
Karla.ruiz@laverne.edu
(213) 344-8837

Education

Bachelor of Science, Computer Science **Concentration: Internet Programming**

May 2016

University of La Verne, La Verne CA

Bachelor of Arts, Communications **Concentration: Multimedia**

May 2016

University of La Verne, La Verne CA

Related Coursework

Multimedia Classes

Design Multi-Media Webpages

Using Adobe Dreamweaver, Fireworks, WordPress, HTML and CSS to create dynamic webpages

Graphic Production Processes and Design for Publication

Using Adobe Illustrator, Photoshop, InDesign, and QuarkXpress to develop brochures, flyers, ads and newsletters

News Reporting

Learned the beginnings of news reporting and writing in AP style

Computer Science Classes

C# Programming Using .NET

Learned the basics of C# programming using Microsoft Visual Studio to develop GUI console applications

Desktop Publishing

Learned HTML5 and CSS3 applications and develop interactive webpages

Mobile Applications

Learned application architecture, construct Windows Phone Applications, Silverlight and dynamic layout, and XNA framework

Other Skills

- Fluent in Spanish

Related Work Experience

Media Assistant

September 2014-Present

LAPD Professional Peace Officers Association, San Dimas, CA

- Develop and maintain web content for the main website and design websites for union partnership organization and forms
- Contribute content for social media strategies, development and provide videography/photography services at events

Student Career Advisor/ Marketing Intern

August 2012-Present

University of La Verne, Career Services

- Design and implemented an ongoing marketing plan promoting available services and branding the office to the La Verne student body
- Promote events, workshops, employer visits, and job postings through social media outlets including: Facebook, Twitter, Pinterest, Instagram and CareerLink
- Construct flyers, promotions and logos to help brand Career Services; reconstructing and maintaining the Career Services website using WordPress

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Public Relations and Web Design Chair

Fall 2014

Iota Delta Sorority

- Create and administer the publication of the Delta Digest, highlighting all the activities and membership achievements throughout the year
- Maintain sorority's positive image at all times by having regular relations with the university faculty, staff, and community
- Promote sorority through professional and innovative web design

National Communications Coordinator

Fall 2014-Present

University of La Verne, Residence Hall Association

- Serve as a liaison between the Residence Hall Association, National Association of College University Residence Halls (NACURH), and the region affiliate
- Coordinate all aspects of forming and sending a delegation of 10 students to conferences including funding, school spirit, and other activities
- Prepare and submit all dues for conferences and affiliating with NACURH and reports that are requested by NACURH, including newsletters to regional institutions

Other Work Experience

Summer REACH Night Counselor

May 2014-June 2014

University of La Verne, College of Business and Public Management

- Supervise 90 students that were in high school overnight in the residence halls through out the program to maintain after hours safety procedures
- Develop programs that promote the benefits of going to college and pursuing a degree to underprivileged students throughout the summer camp

Grad Marshall

Spring 2013

University of La Verne, Registrar

- Participated in trained meetings to learn ceremonial duties during the Commencement Ceremonies which entitles every grad marshall to be diligent and conscientious
- Lead graduates and other participants into and out of the Processional and Recessional ceremonies
- Provide excellent assistance to graduates with robing students with their regalia, familiarizing with the time schedule and time signals to lead graduates to their ceremonies

Spotlight Weekend Leader

Spring 2013

University of La Verne, Undergraduate Admissions

- Manage a group of 10-15 students by conducting icebreakers with other Spotlight Leaders
- Provide answers to questions regarding university programs and services while promoting the university in a unique manner by sharing the La Verne Experience
- Dedicate time and commitment of 2 hours or more in training and participating in a committee to develop ideas and implementing entertainment props and event necessities

Chaffey High School Mentor

Fall 2013

Toyota Mentor Program

- Discuss and interact with high schools students that are in AVID to help prepare them when applying to colleges
- Represent the university by speaking to students about the college experience and how to make the most out of it

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References

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Giuliana Zago

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