

RUY RENAU

DIGITAL MARKETING
& WEB DESIGNER

ABOUT ME

Hello, my name is **Ruy Renau**, a digital marketing and strategic communication consultant. I possess extensive expertise in digital marketing and have founded glitchcreativo.com, a global digital marketing agency that has been serving brands since 2017.

EDUCATION

BENEMÉRITA UNIVERSIDAD AUTÓNOMA DE PUEBLA

BACHELOR'S DEGREE IN COMMUNICATION SCIENCES,
SPECIALIZING IN ADVERTISING PRODUCTION AND PLANNING
2007 - 2011

OTHER:

Master Digital Marketing
Become an SEO Expert

SKILLS

Design: Adobe Photoshop, InDesign, Premiere, Audition, Midjourney AI, Editorial, FL Studio, **Digital Marketing:** CMS, Woocommerce E-commerce, Google Trends, SEM-rush, HubSpot, Screaming Frog, Google Analytics G4, Email Marketing **Web:** HTML5, CSS, Landing Pages, WordPress, SEO, Content Marketing, Blog and Social Media, Websites design, **Other** Writing Skills, Team Leadership, Media Planning, Fluent English,

LANGUAGES

SPANISH

ENGLISH



CONTACT

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JOB EXPERIENCE

2019 Dic - Present - Digital Marketing Manager, Web Designer and SEO IEXE University

Redesigned the IEXE website and implemented new digital marketing practices, be in charge of the SEO and content strategy of the website.

2019 Mar - 2019 Oct - Marketing Director (Project-based)

DIMSA Inmobiliario

Managed marketing and advertising at a national level, coordination of design teams, coordination of web design, media and advertising planner into different states in México in different media, billboards, radio, press.

2018 Jul - 2019 Feb Digital Marketing Manager (Project-based)

Bulnes Arquitectos SA de CV

Developed the overall digital and creative strategy for Bulnes Arquitectos and its subsidiaries, including Bulnes Real Estate and projects like Torre Helea. (Project-based)

2017 - Present / Founder and Director

Glitch Creativo (almost 7 years)

Founder and director of the agency Glitch Creativo, a marketing and advertising agency primarily focused on digital media. The agency has achieved significant growth and success by leveraging innovation and a comprehensive approach to advertising and communication. Visit <http://glitchcreativo.com> for + info.

2013 - 2014 Design, Web, and Media at Alebrije / IDG

2014 - 2016 Art Director at IDG / Alebrije

Graphic design, corporate and advertising materials, Media relations, Initially in the design and media, later promoted to Art Director.

Development of advertising plans, Event coordination and logistics, Website design and administration

2010 - 2015 Editorial Director and Co-founder

Revista Flint!

Theme and content selection, Coordination of contributors, Final content review Concept and content development, Design of specific sections, Editorial direction

2016 - 2018 Senior Designer and Web Developer (Freelance)

Periódico Multitud

2016 - 2017 General Director

Revista EFE!