



A stylized, handwritten signature in black ink, consisting of a large 'A' followed by a period.

ALEXANDRA RUIZ
MARKETING EXECUTIVE &
STRATEGIC ADVISOR

PORTFOLIO

BUSINESS DEVELOPMENT & MARKETING
SPECIALIST | INNOVATION & GROWTH
CATALYST

2024



HELLO

I'm Alexandra

A results-driven business and marketing executive with extensive experience in brand development, digital innovation, and destination marketing. With 15+ years in both the private and public sector, I've successfully led impactful initiatives such as the transformation of "Voy Turisteando", expanded Puerto Rico's tourism reach by enhancing connectivity and rebranding key programs, launched new CPG categories in the and enhanced large retail brands in both Puerto Rico and US General Market.

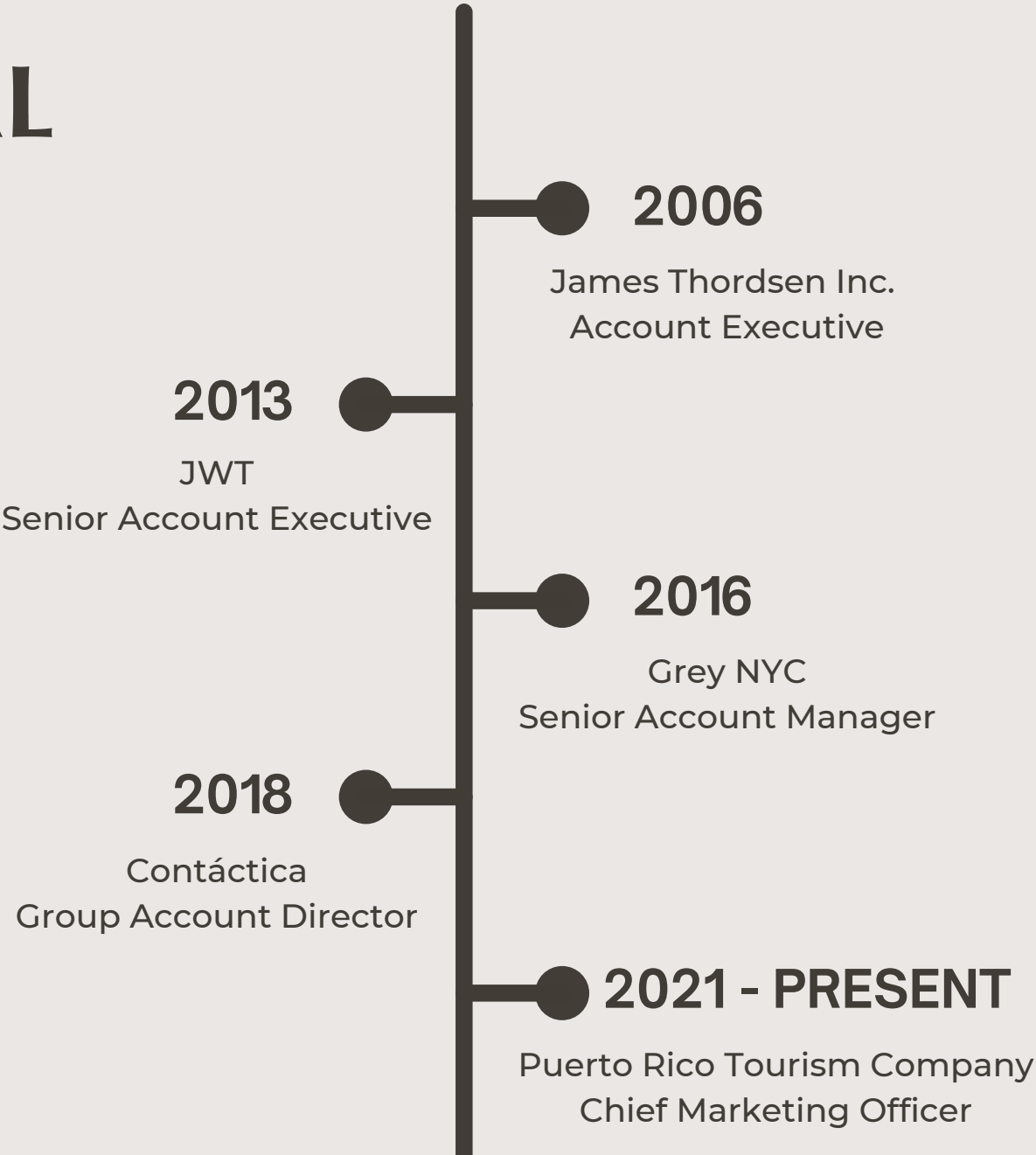
Known for my data-driven approach and team leadership, and with innovation and sustainability as my forefront, I strive to foster collaboration and excel in dynamic, fast-paced environments.

MY MISSION

Showcase strategic leadership in driving brand growth, customer loyalty, and measurable business impact through data-driven, customer-focused marketing initiatives and innovative cross-functional collaboration.



PROFESSIONAL TIMELINE



CAREER HIGHLIGHTS

As CMO of the Puerto Rico Tourism Company, I developed transformative marketing strategies to position Puerto Rico as a top travel destination, including award-winning campaigns, the digital revolution of Voy Turisteando, and aided the expansion of air connectivity, while achieveing 20%+ YOY savings on working dollars.

Drove 257% income growth and a record 23% net profit for FY21 during commercial directive position at Contáctica

Achieved a \$950K increase in sales in <2 years, 9% savings vs LY, and 5% ROI increase, for the Walgreens business at Grey Global in 2016-2017

2014

MI BANCO MI ESPACIO

To aid the development and promotion of Banco Popular’s commercial clients, we used our media dollars to fully promote these, and even use the entrepreneurs as our talents in a pop-up studio in Plaza Las Américas, the island’s largest shopping mall.

With this strategy, we shifted the narrative to fully focus on local businesses of Puerto Rico, rather than the banking institution itself, and became that bank that invested all in its people.



THE BANK THAT INVESTED ALL IN ITS PEOPLE

THE CHALLENGE

In 2011, Puerto Rico entered a seventh consecutive year of economic recession, but in 2014, the economy took a turn for the worst. For the first time in the country’s history, Puerto Rico’s credit rating was downgraded to junk status. For Popular, it was time to turn their message into action. The bank wanted to give Puerto Ricans space to grow.

THE IDEA

Popular took its entire advertising and media budget and invested it in Puerto Rico’s small businesses. Entrepreneurs that otherwise have no access to mass media promoted their products and services on an unprecedented scale. The bank built a full-fledged production studio at the largest and most visited shopping center in the Caribbean, and invited consumers to record original ads for TV, Radio, Print, Digital, and Point of Purchase. The bank’s product development team also released a new digital platform that gave customers tools to market and sell their products and services online.

THE RESULTS

\$1.5 million invested in its consumers. 140 TV spots, 140 radio spots, and 50 print ads were produced in a week. They ran in mass media outlets around the country. The campaign took over the bank’s media plan and best of all, the customers reported an increase in sales and interest in their products and services.



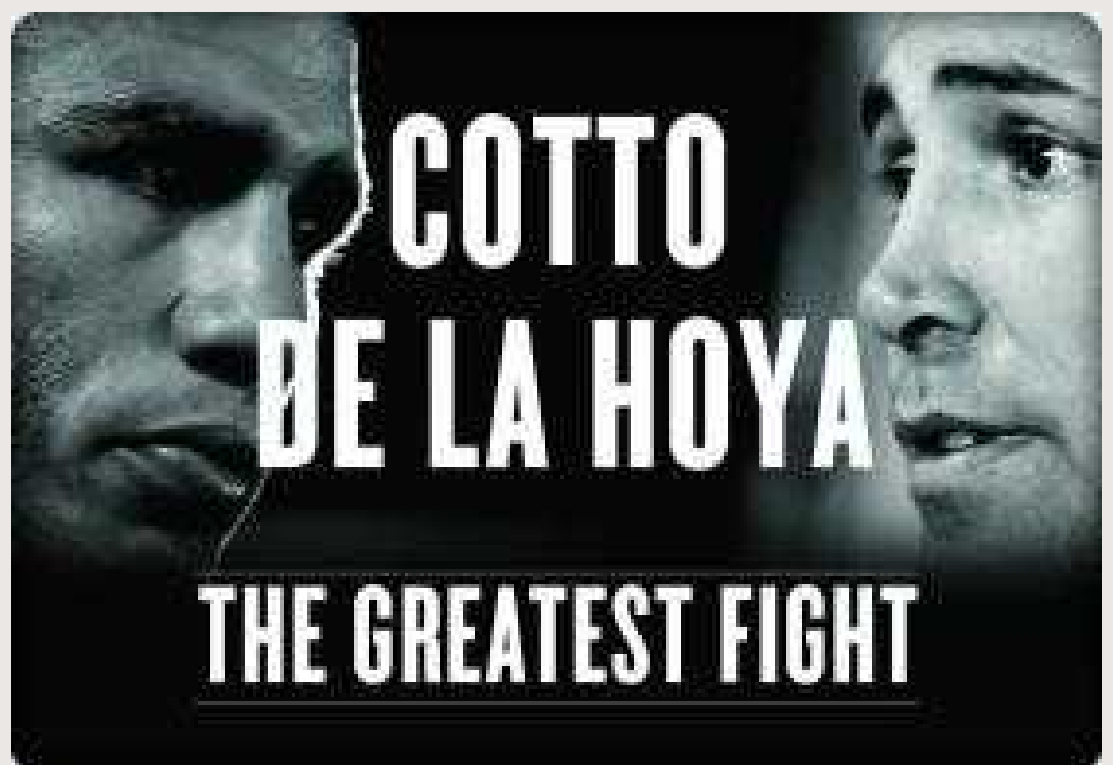
2014-2017

SUSAN G. KOMEN PUERTO RICO

Created and executed multiple award-winning campaigns designed to drive donations and registrations for the organization's flagship annual fundraising event, Race for The Cure.

These campaigns strategically engaged supporters, amplifying awareness and participation while significantly boosting contributions.

The Greatest Battle



Yo Contra Tí



2020





PEPSI BLACK AR CANS EXPERIENCE

A strategic blend of category management, retail promotions linked to event sponsorships, and cutting-edge technology innovation, all driving sales for Pepsi Black—PepsiCo’s flagship zero-sugar soda.

¿QUIERES DISEÑAR ~~TUS UÑAS AL ESTILO~~ BAD BUNNY?

Compra la nueva
PEPSI® Black
Edición Limitada*,
activa la cámara
de tu celular y
escanea el
QR Code

Sube tu mani
digital y
taguéanos en:
 @pepsipuertorico
 @PepsiPR

**BAD
BUNNY**
UNA NUEVA LEYENDA
ESTADIO HIRAM BITHORN



*PEPSI® Black Edición Limitada,
disponible mientras duren.

2021

PASALA SWELL

Introducing a fresh new brand in Puerto Rico's emerging seltzer category: Mighty Swell.

Quickly becoming the trendsetter, this Austin, TX-based brand brought its bold, jargon-driven visual campaign to the Caribbean, establishing itself as the cool new player in town.



2021-2024

INNOVATION IN TOURISM

Focus on innovation as a driver of economic development, with the goal of strengthening Puerto Rico’s competitive differentiation as a destination.

PILLARS



Training
& Education



Marketing &
Technology

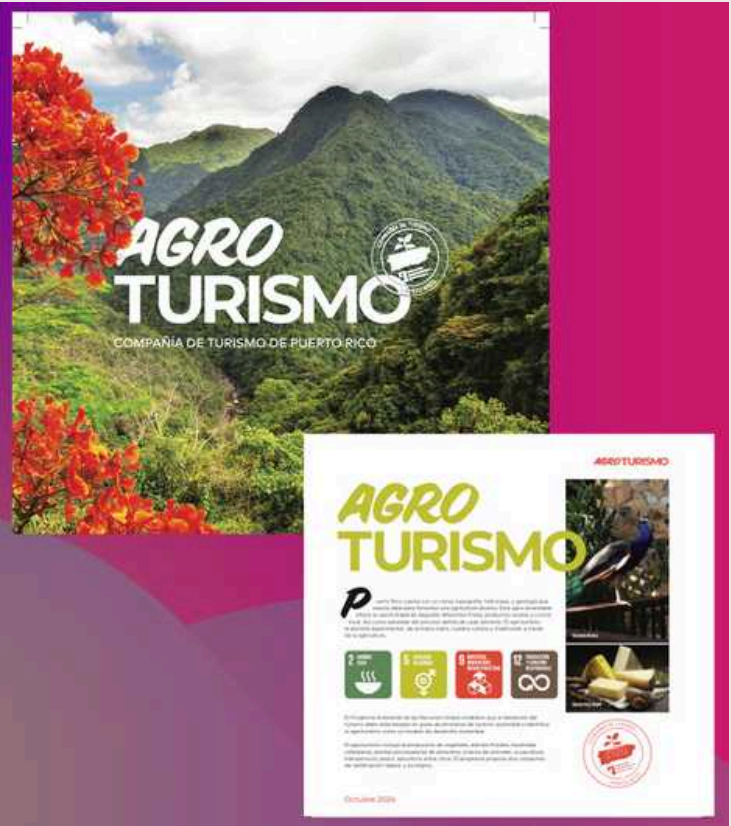


Sustainability

EXECUTIONS & INITIATIVES



Developed and marketed new certification and promotion program for sustainable tourism practices, encouraging local businesses to adopt environmentally responsible operations. Also developed gastronomic zones, waste management programs and artisan/folk bazaars to boost sales.





EDUCATIONAL PROGRAMS & CAMPAIGNS

Developed two core initiatives to educate the professional sector, discuss best practices and improve quality of service, as well as recruit talent and investors.



The Customer Service Excellence program was designed to elevate hospitality and tourism standards, enhancing the NPS (Net Promoter Score). It included personalized 1:1 training sessions, business accelerator programs, and a consumer marketing initiative aimed at promoting citizen values in interactions with tourists.



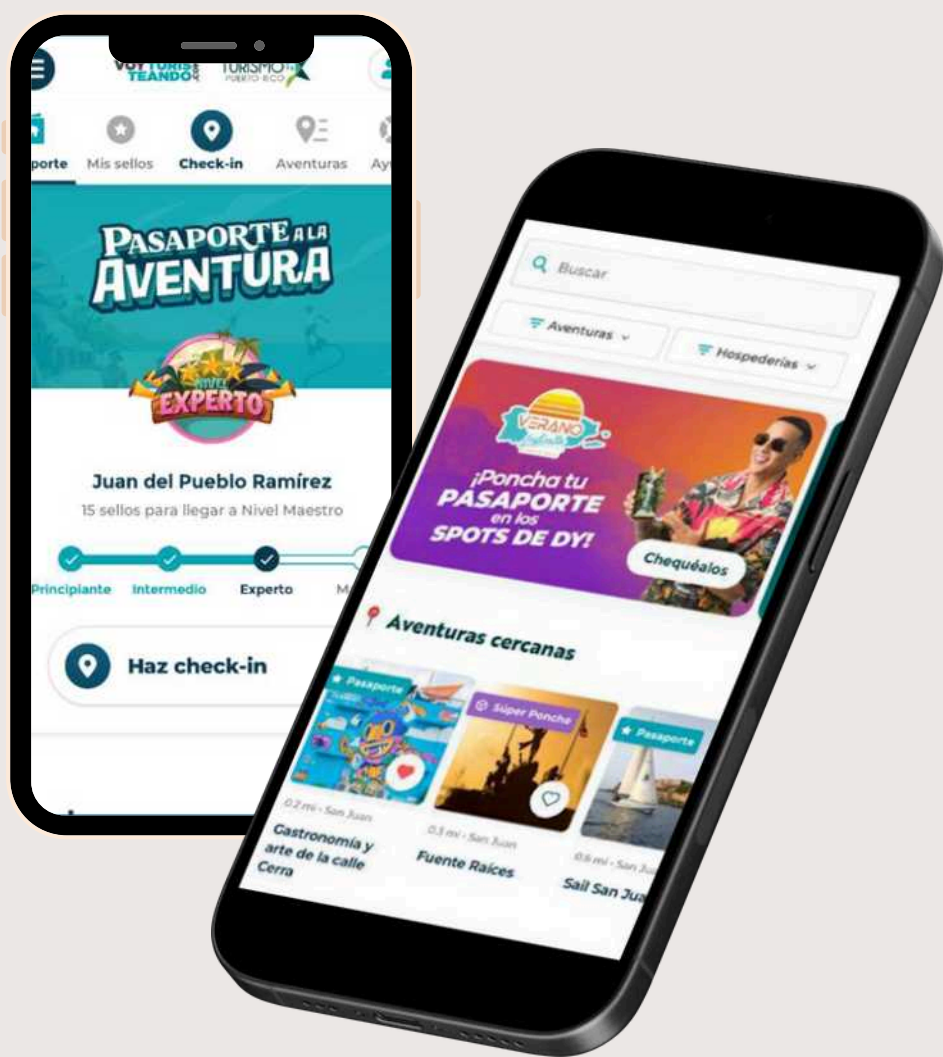
Recurring annual Summit from 2022 to 2024, (panels, workshops and keynote sessions during 2-days) to engage with both global and local tourism and hospitality professionals, to position the Visitor Economy as a key pillar of economic development for the island.



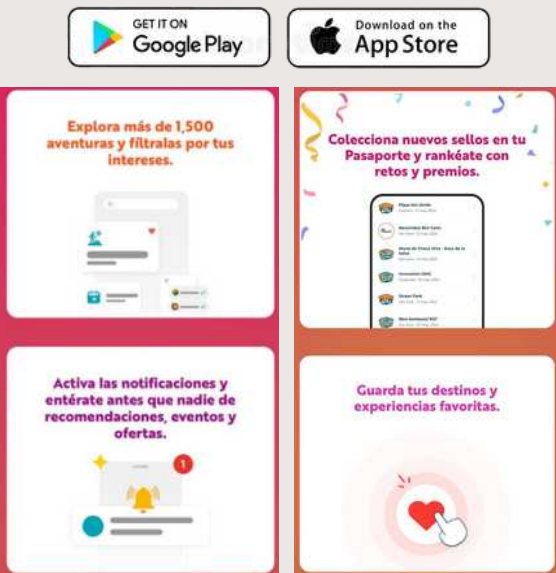


THE DIGITALIZATION OF VOY TURISTEANDO

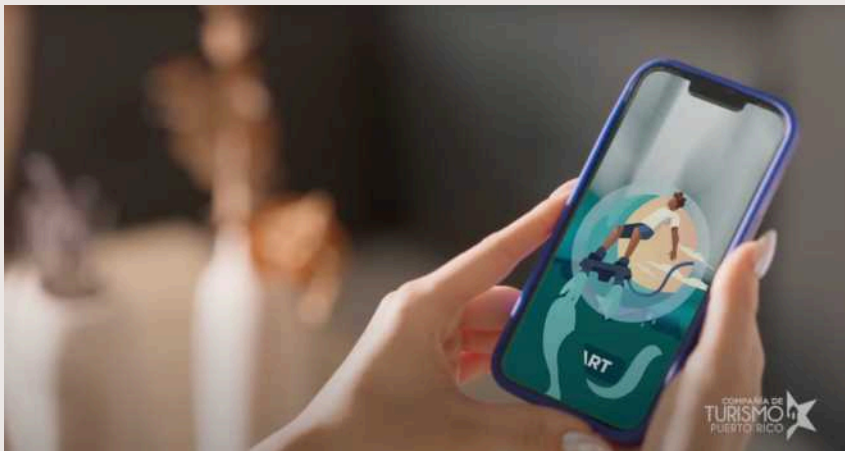
Developed and grew the ‘Voy Turisteando’ domestic tourism brand, achieving significant engagement milestones. Key accomplishments include rebranding and digitalizing the ‘Pasaporte de Turismo Interno’ program, creating the first-ever Voy Turisteando mobile app with iOS and Google support, featuring a loyalty program and AR tools. Implemented agile, automated marketing strategies and enhanced CRM systems.



WEB & APP EVLOUTION



CREATIVE CAMPAIGNS



EXPERIENTIAL MARKETING



ALEXANDRA RUIZ

FUTURE VISION & GOALS

Drive Sustainable Growth

Foster sustainable brand growth by embracing eco-friendly practices, reducing campaign waste, and prioritizing responsible sourcing in all marketing initiatives.

Expand Digital Transformation

Drive data-driven personalization and digital transformation by leveraging advanced analytics, AI, and emerging technologies like AR and VR to deliver tailored, immersive brand experiences.

Foster Development & Innovation

Build a culture of innovation within all teams collaborating with myself, encouraging creativity, risk-taking, and continuous learning, while investing in talent development.





LET'S CONNECT!



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