



# Alba Ruiz

## CREATIVE COPYWRITER, BRAND STRATEGIST & CULTURE SPECIALIST

I am drawn to stories, both those who bring them to life and those who write them. Understanding these narratives, connecting with the emotions they evoke, and articulating them creatively is my purpose.

For years, I have thrived on decoding connections between seemingly unrelated concepts, crafting unique brand narratives, and developing compelling creative concepts and content strategies for brands that people in the real world actually wish existed. Inspired by the digital world and deeply interested in social trends and consumer insights, I strive to bring brands to life with human-centered storytelling that impacts culture.

I'm looking for opportunities where I can blend my strategic mindset, collaborative nature and creative sensitivity to deliver brands' value in a meaningful way. Making it joyful is on me.

### EDUCATION

#### Barcelona School of Management

Masters in Brand Strategy and Creative Direction.

#### Universitat Pompeu Fabra

Bachelor in Advertising and Public Relations.  
Mention in Creativity.

### LANGUAGES

Spanish Native	English Fluent
Catalan Native	Portuguese Notions

### SKILLS

Conceptualisation	Adaptability
Brand Strategy	Collaboration
Product Storytelling	Holistic Vision
Digital Marketing Strategy	Strategic Thinking
Campaign Management	Problem-solving
Culture	Relationship Building
Trends	Empathy
Social Listening	Analytical Abilities
Client Engagement	Conscious Leadership
Creative Copywriting	Emotional Intelligence
Technical Writing	Continuous Learning
Performance Marketing	Social Responsibility
	Time Management

### TEACHING & MENTORING

#### Associate Professor & Mentor

Universitat Pompeu Fabra

Instructed courses in advertising, creative copywriting, and brand strategy, while providing mentorship in creativity and overseeing students' final degree projects.

### Global Creative Copywriter & Strategist TOUS JEWELRY

2022-Now

#### MAIN RESPONSABILITIES:

- **Tailored Tone of Voice:** Defining and implementing the global brand tone of voice for various target audiences, ensuring consistent and impactful communication across all platforms.

- **Creative Development & Talent Research:** Leading global campaigns from ideation to development. This includes crafting concepts, taglines, amplifying the brand identity and fostering consumer engagement. I also lead research initiatives and assess talent to elevate brand representation, making our creative output more relevant and impactful.

- **Campaign Supervision:** Supervising shoots and content creation processes, fostering collaborative relationships with agencies, freelancers, and cross-functional teams.

- **Strategic Brand Storytelling:** Shaping strategic approaches for campaigns and omnichannel narratives, meticulously designing messaging architectures aligned with targeted consumer funnels and journeys across offline and digital platforms.

- **Consumer Trends, Innovation & Growth:** Pioneering growth initiatives by staying abreast of industry trends, fostering interdisciplinary connections, conceptualizing impactful brand activations, and driving innovation projects within dynamic innovation squads.

- **Social Media and Influencer Activations:** Reviewing and optimising monthly content calendars for Instagram and TikTok, curating influencer content, and supervising campaigns to strengthen brand positioning and drive audience engagement.

#### KEY ACHIEVEMENTS:

- **Digital Business Growth:** I have played a key role in achieving a 17% growth in TOUS' digital business, contributing significantly to 23% of our total revenue. My responsibilities included shaping digital communication strategies and enhancing the customer experience through UX writing and other key initiatives.

- **Brand Evolution & Digital Transformation:** I have led the success of the brand's evolution and digital efforts, overseeing the expansion of the in-house creative campaigns - from 12 to 67 in my first year -. This substantial increase not only marked a significant milestone but also strengthened our market position and accelerated our digital transformation.

- **Strategic Growth Plan (GEM):** I have contributed to developing and executing the GEM strategic plan, emphasizing Growth, Elevation, and Mindset pillars to foster sustainable growth and innovation. This approach has led to a record-breaking year of revenue growth, with TOUS achieving €477 million in sales, representing a remarkable 6% increase from 2022.



## EXPERIENCE

### Independent Creative Strategist

2021 - 2022

#### KEY ACHIEVEMENTS:

- **Led strategic brand repositioning** for Cocunat - cosmetics -, redefining the brand's purpose, personality, and messaging to expand market reach.
- **Developed creative campaigns** for the launch of Good News Coffee's superfoods, resulting in a successful market introduction. Defined a multi-channel launch campaign for Netflix's "Through My Window" film, achieving widespread visibility and audience engagement through digital media, out of home platforms, influencer events, and brand activations.
- **Produced engaging social media content** for Catalonia Hotels and Meliá Hotels, elevating brand presence and customer engagement.

### Creative Supervisor | MUT AGENCY

2018 - 2021

#### MAIN RESPONSABILITIES:

- Managed marketing campaigns and initiatives across all channels, both online and offline, for a diverse portfolio of recognized brands including Uniqlo, Lay's, Disney, Teashop, TostaRica, Fiatc, Tequila 1800, Pepe Jeans and Lidl.
- Conceptualized and executed creative social media content strategies aligned with brand guidelines and campaign objectives.
- Utilized social listening techniques to gather insights and tailor content to resonate with audience preferences and behaviors.
- Conceptualized and managed brand events and influencer collaborations, including seedings and partnerships, to enhance brand visibility.

#### KEY ACHIEVEMENTS:

- Successfully managed projects from concept to execution, ensuring alignment with client objectives and brand standards.
- Developed and maintained strong client relationships through consultative selling approaches, resulting in increased client satisfaction and repeat business.
- Implemented strategic growth initiatives that significantly expanded the company's workforce from 16 to 57 employees over a four-year period.
- Supervised and mentored a team of 5 professionals, fostering a collaborative and high-performing work environment.
- Demonstrated measurable success in driving business growth and campaign effectiveness through digital media strategies and innovative content development.

### Creative Copywriter | MCCANN

2017 - 2018

#### MAIN RESPONSABILITIES:

- Developed compelling copy and visuals to showcase product features, promotions, and brand identity within brochures.
- Planned and executed content calendars to drive engagement, awareness, and conversions, optimizing content for various platforms and audience segments, both offline and online channels.
- Established and maintained a consistent brand voice across all communication channels, ensuring alignment with brand values and messaging.
- Led the development and implementation of digital campaigns, from ideation and content creation to performance analysis and optimization.

#### KEY ACHIEVEMENTS:

- Contributed to Aldi's consistent ranking in the top five brands for simplicity alongside industry giants like Netflix, Google, and Lidl, reinforcing consumer trust and preference.
- Strategically developed and implemented ALDI's brand positioning strategy to create a memorable impact on customers, resulting in significant and sustained engagement.