



Chad Ruiz

Marketing Strategist | Growth Systems | CRM Automation | AEO Strategy

Marketing strategist with 20+ years of experience building lead generation systems, CRM automation, and AI-ready content strategies that drive measurable growth.

Specialized in building full-funnel marketing architectures that combine paid acquisition, SEO, CRM automation, and AI-optimized content strategy. Known for bridging human psychology with modern marketing technology to create scalable pipelines that convert traffic into revenue.

Portfolio and case studies available at chadruiz.com.

Contact

Portfolio:

chadruiz.com

Phone

985-503-1726

Email

ruiz.chad@gmail.com

Address

Southeast Louisiana

Education

2006

Bachelor of Arts – English

Southeastern Louisiana University

Core Skills

- Lead Gen Strategy
- Marketing Funnel Architecture
- CRM Automation
- AI Engine Optimization (AEO)
- SEO & Content Strategy
- Paid Advertising
- Email Marketing & Nurture Systems
- Conversion Optimization
- Marketing Analytics

Toolset

- GoHighLevel/HubSpot/Active Campaign/SalesForce
- Zapier
- Google Ads/Analytics/Search Console
- Meta Ads
- LinkedIn Campaign Manager
- WordPress
- Canva
- Adobe Photoshop/InDesign
- Asana/Trello/Basecamp
- AI Search
- Woosender, B2B Rocket

Experience

2022 – Present

IGS Digital Agency

Director of Sales & Marketing

Architect and execute full-funnel marketing systems across SEO, paid acquisition, CRM automation, and content strategy for B2B and professional service clients.

- Scaled an insurance campaign to 1,000+ leads per month, 80% contact rate, 11x ROI, and \$11.95 CPL.
- Generated 1,400+ commercial prospects and 347 warm conversations in 60 days through automated LinkedIn outreach and CRM nurture.
- Reduced law firm CPL from \$172.50 to \$128.64 while generating 192 high-intent leads at a 53% conversion rate.
- Built and launched custom GoHighLevel CRM systems, including pipelines, automations, lead scoring, and nurture workflows.
- Developed conversion-focused websites, landing pages, and paid campaigns across multiple industries.

See how these systems were built at chadruiz.com.

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○ 2025 – Present National Marketing Agency **AEO / AI Content Strategist (Contract)**

- Build AEO content systems designed to improve visibility in AI-driven search environments.
- Develop query matrices, blogs, press releases, and best-fit pages aligned with buyer intent.
- Track AI search visibility and refine content strategies based on performance signals.
- Maintain brand consistency through structured style guides, facts packs, and content frameworks.

○ 2017 – 2022 Fox Marketing **Sales & Marketing Manager**

- Managed multi-channel campaigns across SEO, paid search, OTT/CTV, display, native, and social media.
- Built WordPress websites and landing pages designed to increase lead generation and campaign conversion.
- Created client-facing dashboards and reports to track ROI, CPA, and campaign performance.
- Oversaw production of digital and print marketing assets while coordinating internal and external teams.

○ 2010 – 2017 Health Markets Insurance Agency **Insurance Agent / Sales Team Leader**

- Built and managed a client portfolio of 1,000+ customers across health, Medicare, life, and supplemental insurance.
- Recruited, trained, and led a team of 15 insurance agents across multiple offices.
- Opened and operated two sales offices in Metairie, LA and Picayune, MS.
- Consistently generated new business through prospecting, appointments, and relationship-based sales.
- Developed a strong foundation in consumer psychology, follow-up, and conversion-driven communication.

- Earlier experience includes investigative reporting, freelance writing, and visual design work, which shaped a strong foundation in messaging, research, and audience psychology.

References available upon request.