



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

Areas of Focus

- Demand Generation Leadership
- Revenue Operations
- CRM & Automation Strategy
- Sales Enablement
- Funnel Strategy
- AI Search / AEO Strategy
- Conversion Optimization
- Client-Facing Solution Design

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

Chad Ruiz

Director of Sales & Marketing | Revenue Operations & Demand Gen Architect | Cross-Functional Team Leader

Revenue and demand generation leader with 15+ years of experience driving pipeline growth, improving conversion performance, and aligning marketing systems to revenue outcomes. Known for connecting strategy, sales enablement, CRM automation, and content architecture into scalable programs that support client growth and measurable ROI.

Strongest in revenue strategy, demand gen program design, sales enablement, CRM and automation architecture, client-facing solution development and presentation, and cross-functional team leadership.

Core Skills

Demand Generation • Revenue Operations • CRM Automation • Sales Enablement • Marketing Operations • Email Nurture Strategy • AEO / AI Search Content Strategy • SEO Content Strategy • Funnel Strategy • Conversion Optimization • Paid Media Strategy • Client Strategy • Performance Reporting • Cross-Functional Leadership • Team Leadership

Executive Impact

- Revenue and demand gen leader with 15+ years of experience aligning sales, CRM, content, paid media, and automation into scalable systems that support pipeline growth and measurable ROI.
- Cross-functional team leader experienced in client strategy, campaign delivery, marketing operations, performance reporting, and revenue-focused program design.
- Skilled at translating technical marketing capability into client-ready solutions, ROI narratives, and sales enablement support that strengthen conversion, retention, and growth.

Explore case studies and methodology at chadruiz.com.

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○ 2022 - Present

IGS Digital Agency

Director of Sales & Marketing

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

- Own revenue-focused marketing strategy across CRM automation, paid acquisition, content systems, and outbound demand generation for B2B and professional service clients.
- Lead cross-functional delivery spanning sales, marketing, automation, client communication, and reporting to improve pipeline velocity and client retention.
- Developed and launched the agency's GoHighLevel service offering, including platform migrations, custom CRM builds, nurture systems, and reporting frameworks for multiple clients.
- Built scalable LinkedIn outreach and CRM-integrated nurture programs that increased prospect engagement, improved follow-up consistency, and contributed to qualified pipeline growth.
- Advised clients on funnel architecture, conversion strategy, and lead flow optimization, translating campaign and CRM data into actionable business recommendations.
- Directed revenue operations across paid media, automation, and AI-supported workflows to improve lead quality, conversion performance, and scalability.
- Scaled an insurance agency's lead generation to 1,000+ leads per month, delivering an 80% contact rate, 11x ROI, and \$11.95 CPL.
- Generated 1,400+ commercial prospects and 347 warm conversations in 60 days, contributing to multiple six-figure deals.
- Built the agency's AEO service line and proprietary workflow, including query matrices, custom GPT-supported research processes, and AI-search-focused content systems.

See how these systems were built at chadruiz.com.

○ 2025 - Present

National Marketing Agency

AEO / AI Content Strategist (Contract)

- Advise a national marketing agency on AI-search visibility strategy, content architecture, and query-driven demand capture across multiple client accounts.
- Develop scalable AEO frameworks that align voice-of-customer research, search behavior, content planning, and reporting into repeatable service delivery.
- Translate AI-search trends and visibility data into recommendations that improve discoverability, authority, and content investment decisions.

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○ 2017 - 2022

Fox Marketing

Sales & Marketing Manager

- Helped launch and grow a profitable agency offering integrated media, content, web, and performance marketing services.
- Led cross-functional coordination across sales, creative, campaign delivery, reporting, and client communication to improve execution quality and client retention.
- Oversaw multi-channel campaign strategy across paid search, paid social, OTT/CTV, display, YouTube, native, print, and direct mail.
- Developed internal workflows, production standards, and reporting structures that improved delivery efficiency, visibility, and accountability.
- Built and managed a high-performing cross-functional team of creatives and sales professionals, establishing KPIs, SLAs, and operational processes that supported enterprise client relationships.
- Created client-facing performance narratives and reporting systems that improved visibility into ROI, CPA, ROAS, and campaign effectiveness.

○ 2000 - 2017

Several Companies

Additional Experience

- Insurance Agent / Sales Team Leader, HealthMarkets Insurance Agency
 - Built a book of 1,000+ clients, recruited and managed a team of 15 agents, opened two offices, and became a top producer in the New Orleans market.
- Freelance Writer / Graphic Designer
 - Produced blogs, articles, ads, websites, and marketing materials for a range of clients and industries, strengthening long-form writing, SEO, and creative production skills.
- Writer / Reporter / Photographer, St. Tammany News
 - Reported, wrote, researched, photographed, and uploaded news content while also supporting digital ad and design work.