



Erika Ruiz

**Marketing Director**

NFP  
Compensation  
Consulting

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## Curriculum Vitae

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### Executive Summary

Mrs. Ruiz handles all NFPCC marketing initiatives including design and implementation of marketing strategies, campaigns, communications, and business development efforts. Mrs. Ruiz also manages NFPCC's website, inclusive of content development and search engine optimization, as well as NFPCC's monthly newsletter content and distribution. Additionally, she assists with conference and speaking engagement coordination.

### Marketing Experience

- Strategy and implementation of marketing campaigns
- Website management and content development
- Coordination, content creation, design and distribution of NFPCC's newsletter
- Speaking engagement, conference and community event coordination
- Design and revise marketing materials (newsletter, presentations, brochures, etc.)
- Social media management

### Experience

- Texas Monthly Magazine, Best Companies to Work for in Texas, 2011 – 2020, ranked in the top 3 for 2011 – 2014
- Houston's Best & Brightest Companies to Work For 2014, 2019 and 2020
- The M&A Advisor, Emerging Leader Award, 2019
- Houston Business Journal, Fast 100 List, 2018
- Consulting Magazine, Fastest Growing Firms, 2017 and 2018
- Houston Business Journal, Best Places to Work, 2010 – 2012 and 2017, ranked in the top 10 the first three years
- Forbes, America's Best Management Consulting Firms, 2016

### Education

Associate of Applied Science, Graphic Design – The Art Institute of Houston

### Employment

#### Present

Marketing Director, NFP Compensation Consulting

#### Past

Marketing & Design Manager, Longnecker & Associates

Graphic Designer, Design At Work

Senior Graphic Designer, American InfoSource

Senior Graphic Designer, Lopez Negrete Communications