

KRISTINA KASKEL-RUIZ

163 Elkins Lake

Huntsville, Texas 77340

713.560.9501

PROFILE

Over thirty years of broad, in-depth marketing and communications experience. Held senior-level positions directing creative teams responsible for generating big and bold ideas that produced impactful results. Strong project management experience working in high-pressure, time-sensitive environments. Possess exceptional writing and editing skills for advertising, traditional print publications and collateral, as well as digital/social platforms.

- Strategic Planning
- Corporate Communications
- Corporate Identity & Branding
- Public/Community/Media Relations
- Product Development & Rollouts
- Collateral, Publications and Advertising
- Integrated Brand Marketing
- Social Media Marketing
- Video Production
- Web & Online Communications

PROFESSIONAL HISTORY

Associate Vice President, Marketing & Communications 2010 - Present
Sam Houston State University

Senior Vice President, Marketing Director 2008 to 2010
Texas Community Bank

Marketing Director 2005 to 2008
Sam Houston State University

Senior Vice President, Marketing Director 1999 to 2005
Klein Bank & Trust (Amegy)

Independent Business Consultant 1998 to 1999
Short to long-term business and marketing engagements for companies in the financial, health and technology sectors

Director, Market Planning & Product Research 1990 to 1998
American General Corporation (AIG)

1997 Director – Market Planning & Product Research, American General Life Insurance Company
1996 Director – Planning & Systems Consulting, American General Life Insurance Company
1995 Executive Associate – Planning, American General Life Insurance Company
1994 Manager – Planning & Communications, American General Life Insurance Company
1992 Senior Management Consultant, American General Life Insurance Company
1990 Management Consultant – Investor Relations, American General Corporation

EDUCATION, AFFILIATIONS & CREDENTIALS

Master of Business Administration, University of Houston	1989
Bachelor of Science – Finance, University of Houston Downtown	1985

Member of Governor's Executive Development Program, Class XXXIII (2014)
 General Board Member, Klein Education Foundation (2003 – 2010)
 Executive Board Member, Klein Education Foundation (2003 – 2005)
 Director, Northwest Chapter of American Heart Association (2004)

AWARDS

2017	Four Bronze Telly Awards "Heroes Will Rise Commercial," "Bearkat Football" and "SHSU Happy Holidays"
2016	Two CASE Gold Awards "Champions Commercial" and "Sam Houston Birthday Invite"
2016	Three CASE Silver Awards "100 th Season" and "Champions Commercial"
2016	Three Bronze Telly Awards "100 th Season" and "Champions Commercial"
2015	Ten Silver AIVA W ³ Awards: "100 th Season of Football" microsite, "SHSU Performance Report" microsite, and "Texas Invasive Species Institute" website
2015	Four Silver AIVA Communicator Awards "Happy Holidays!" and "Founders Day"
2015	Five Bronze Telly Awards "Happy Holidays!"
2014	Five Bronze and one Silver Telly Awards "MySHSU30"
2014	CASE Gold Award "Dan Dunn: Leave Your Mark"
2014	Three CASE Silver Award Athletic Photography "Motionless," "Facebook by the Numbers" and "Distinguished Alumni Video – Damian Mandola"
2014	Two CASE Bronze Award "Heritage Magazine Online" and "Founders Day"
2013	CASE Bronze Award "Social Media Integration"
2013	Two Bronze and three Silver Telly Awards "Rodeo Gangnam Style"
2013	Gold Higher Ed Marketing Educational Advertising Award Social Media "Rodeo Gangnam Style"
2012	CASE Gold Awards "Investiture" and "President's Holiday Card"
2012	Bronze Telly Award "Great Names Campaign"
2006	CASE Award Visual Design: Design Improvement "College of Criminal Justice Graduate Recruiting Material"
2006	CASE Award Development Projects and Special Events "Scholarship Benefactor & Recipient Luncheon"
2006	AIVA Communicator Awards Award of Excellence "SHSU Television Commercial"
2006	Bronze Telly Award "Up Close and Personal"
2005	CASE Award Publications: Design Improvement "Heritage Magazine"

CASE, the Council for Advancement and Support of Education, is the professional organization for advancement professionals at all levels who work in alumni relations, communications, and development.

The Annual Communicator Awards is the leading international awards program recognizing creative excellence in the communication field. The Award of Excellence is given to those entries whose ability to communicate puts them among the best in the field.

The Telly Awards honors the very best local, regional, and cable television commercials and programs, as well as the finest video and film productions.

AIVA, the Academy of Interactive & Visual Arts, recognizes the best creative work to honor and promote creativity using a benchmark standard of excellence for evaluating media design, production and distribution.

The W³ Awards honors creative excellence on the web, and recognizes the creative and marketing professionals behind award winning sites, videos and marketing programs. Judged by top-tier professionals from a "Who's Who" of acclaimed media, interactive, advertising, and marketing firms.