

KRISTINA KASKEL-RUIZ

163 Elkins Lake

Huntsville, Texas 77340

713.560.9501

PROFILE

Over twenty years of broad, in-depth marketing and communications experience, of which, held various management and leadership positions directing creative teams and managing third-party relationships. 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 multi-media.

- **Strategic Planning**
- **Corporate Communication Planning**
- **Corporate Identity & Branding**
- **Public/Community/Media Relations**
- **Product Development & Rollouts**
- **Collateral, Publications and Advertising**
- **Integrated Communications**
- **Market & Competitive Research**
- **Event Planning**
- **Sales Development & Training**

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 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

- 2014 Five Bronze and one Silver Telly Awards for “MySHSU30”
- 2013 CASE Bronze Award “Social Media Integration”
- 2013 Two Bronze and three Silver Telly Awards for “Rodeo Gangnam Style”
- 2013 Gold Higher Ed Marketing, Educational Advertising Award “Rodeo Gangnam Style”
- 2012 Case Awards (Gold) for “Investiture” and “Presidents Holiday Card”
- 2012 Bronze Telly Award for “Great Names Campaign”
- 2006 CASE Awards:
- “Visual Design: Design Improvement” for College of Criminal Justice graduate recruiting material
 - “Development Projects and Special Events” for the Scholarship Benefactor & Recipient Luncheon
- 2006 “Award of Excellence” from the 13th Annual Communicator Awards video competition for a 30-second television commercial promoting Sam Houston State University. (*Listed under Vision Media, the production company.*)
- 2006 Bronze Telly Award in “Recruiting” for a DVD entitled “Up Close and Personal” used in the Visitor’s Center and as part of the recruiting collateral for Sam Houston State University. (*Production company – Channel Three Productions*)
- 2005 CASE Award in the “Publications: Design Improvement” category for the rebranding of the university 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 honor the very best local, regional, and cable television commercials and programs, as well as the finest video and film productions.