

Nicholas P. Ruebel III

Summary

Versatile professional in website development, graphic design, and marketing. Expert in WordPress, Adobe products, and a proven track record in delivering creative solutions. Seeking a challenging position where I can leverage my skills to drive innovation, contribute to organizational growth and generate brand awareness.

Specialization

- Proficient in Adobe Photoshop, Illustrator, After Effects and InDesign
- Website Development: WordPress, Divi Builder, HTML, CSS, JavaScript, PHP

Education

Ohio University • Athens, OH

Visual Arts & Communications Major 2010-2015

- 3.4 Cumulative GPA
- Relevant coursework: Web design, Illustration, Digital Imaging, Information Graphics, Advanced Publication Design, Advanced Infographics

Kings High School • Kings Mills, OH

Diploma 2010 Graduate

- Business Professionals of America
- Varsity Soccer

Professional Employment History

Web Local, LLC • Cincinnati, OH

CEO - Website Design & Development

- October 2021 - Present
- Specializing in crafting custom WordPress informational and e-commerce websites through a meticulous 5-step process
- Implementing responsive design principles utilizing HTML, CSS, JavaScript, and PHP for dynamic features to translate client requirements into visually compelling designs.
- Providing seamless integration of plugins and ecommerce functionalities, conducted thorough testing and troubleshooting for optimal functionality.
- Additionally, I actively engage in graphic design work for various clients, adding a creative dimension to my role.

Power Blendz • Silverton, OH

Technical Specialist

- December 2021 - December 2023
- Utilizing optimal functionality, thoroughly designed and developed a user-friendly ecommerce website.
- Independently created visually appealing designs that aligned seamlessly with the brand's aesthetics to perform a company rebrand
- Effectively enhanced brand communication and engagement strategies by utilizing email marketing tactics

Quarter Bistro • Mariemont, OH

Restaurant Server

- October 2021 - November 2023
- Executed a skillful customer-driven experience for patrons in a high-end, fast-paced restaurant environment
- Excelled at creating individually curated experiences for guests utilizing a comprehensive knowledge of menu items and beverages, including a refined list of wines.
- Consistently upheld the highest standards of professionalism, contributing significantly to the restaurant's renowned reputation for excellence in customer satisfaction.

Pattern SEO Consulting • Cincinnati, OH

Co-Owner - Website Developer & Graphic Designer

– February 2017 - October 2021

– Co-founded and managed a company dedicated to SEO excellence by utilizing my expertise in design and development skills to create custom websites, providing clients with a solid foundation for improved Google ranking while also ensuring precise page indexing, addressing 404 errors, implementing sitemaps, and managing robot.txt files for optimal website performance.

– Contributed to data-driven decision making by incorporating Google Analytics and Google Tag.

– Established a distinctive and professional online presence and assisted clients in developing effective marketing resources, enhancing their visual identity and promotional materials.

Superfloor USA • Batavia, OH

Marketing & Manufacturing Support

– May 2015 - October 2018

– Significantly contributed to heightened brand visibility by taking charge of marketing initiatives, developing strategies through email campaigns, social media engagement, and compelling YouTube videos while encompassing marketing and manufacturing support.

– Created impactful brochures and concise one-page marketing flyers, effectively communicating the company's offering with my design skills.

– Contributed to the production of steel beams for suspended concrete flooring systems. Managing the production process, I ensured precision and quality in every step, overseeing workflows to guarantee that each order met exact specifications, ensuring shipment readiness.

Professional References

Amanda Arent • Regency Business Solutions

– P (513) 335-5841 E info@regencyforbusiness.com

James Riggs • Power Blendz, Owner

– P (513) 702-1887 E jriggs@schwartzlabs.com

Adam Ralston • Quarter Bistro, Manager

– P (513) 465-0366 E adam@qbcicny.com

Bryan Rambow • Rambow SEO Consulting

– P (513) 317-3959 E bryan@rambowseo.com