

# TROY RUIZ

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## SUMMARY

Recent Master of Arts in Applied Geography graduate seeking opportunity to combine a passionate interest in **conservation, public lands** and **natural resource management** with skills in **marketing and communications**. Also, skilled in Geographic Information Systems (**GIS**), **HTML**, **CSS**, and **JavaScript**.

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## WORK EXPERIENCE

### PARKS & RECREATION

City of Colorado Springs Parks & Recreation  
Colorado Springs, CO (May 2016 – April 2017)

#### **Conservation Technician** \*Seasonal/Temporary Position\*

- Assisted visitors by providing aid, education on park rules, and answering questions
  - Maintenance and improvement of park features and resources such as trails, fencing, vegetation, and wildlife
- Conducted patrols to ensure safety of visitors

City and County of Denver Parks & Recreation  
Denver, CO (October 2014 – December 2014)

#### **Parks & Recreation Intern III**

- Created district wide backflow maintenance standard maintenance procedures
- Analyzed backflow maintenance needs based on logistical considerations resulting in significant cost savings
- Conducted district wide inventory of all irrigation backflow units for Denver Parks & Recreation's Southwest District

### GIS

Tierra Plan  
Colorado Springs, CO (December 2014 – October 2015)

#### **Independent GIS Contractor**

- Created custom bank of symbols in ArcGIS for NATO military training maps
  - Assisted with development and testing of geospatial mobile application for sale to prospective clients
  - ArcGIS data source boundary data reconciliation/resolution
- Image to digital map transformation using geo-referencing

### MARKETING & SALES

Zynex NeuroDiagnostics  
Lone Tree, CO (March 2013 – March 2014)

#### **Inside Sales / Lead Generation – Medical Devices**

- Produced lead that led to one of the largest deals of the year in 2013
- Generated sales leads for EEG, PSG, and neuroplasticity devices

Electrical Federal Credit Union  
Arvada, CO (February 2011 – November 2012)

**Marketing/Business Development Officer**

- Produced award winning marketing campaign recognized by National Association of Federal Credit Unions as Best Membership Promotion - for all national federal credit unions with assets of 150 million or less in 2013
- Presented and promoted credit union products and services to large groups
- Lead the design and implementation of online account opening, new website, social media, and brand modernization

Webroot Software  
Boulder, CO (April 2010 – February 2011)

**Inside Sales Representative / Lead Generation – Security Software**

- Awarded as a top performer for the first quarter of the 2011 fiscal year
- Asked by VP of Sales to help refine and establish a more efficient sales prospecting program for the lead generation team

VOLUNTEER

The Friends of the Florissant Fossil Beds National Monument  
Florissant, CO (March 2015 – Present)

**Member of the Board of Directors - Marketing and Outreach**

- Editing and publication of quarterly newsletter
- Assist with increasing the national park service monument's presence in the region and nationally
- Solicit donations and grants for projects vital to the enhancement of the monument

Catamount Institute  
Colorado Springs, CO (January 2014 – June 2015)

**Environmental Education Volunteer**

- Restored educational model of the Colorado River teaching the importance of water management and conservation
- Assisted with teaching and of environmental education programs for elementary and middle school students

Rocky Mountain Field Institute  
Willow Creek Trail – Sangre de Cristo Mountains, CO (June 2017)

**Trail Crew Volunteer**

- Part of crew tasked with stabilizing and clearing trail sections in prior to the arrival of a mule team carrying essential supplies for a long-term trail project to Kit Carson Peak and Challenger Point.

CDT Montana  
Fletcher Pass, MT/Granite Butte, MT (July 2015)

**Trail Crew Volunteer**

- Worked with crew to fortify damaged section of the Continental Divide Trail by constructing a crib wall  
Cleared path for a new section of the Continental Divide Trail

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**EDUCATION**

**Master of Arts – Applied Geography w/Emphasis in Public Lands & GIS**

- University of Colorado at Colorado Springs (May 2017)  
**Thesis:** The Future of Our National Parks: How Do Millennials Feel About America's Greatest Idea?

**Bachelor of Science – Advertising & Marketing**

- University of Colorado at Boulder (December 2008)