



Adriana Ruiz García

Date of birth: 5 Mar 1994 | **Nationality:** Spanish | **Gender:** Female | **Phone number:**

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ABOUT ME

Creative and versatile cultural leader with a passion for social impact and community engagement. MBA graduate & Fulbright scholar with experience in social entrepreneurship and music performance. Adept at combining entrepreneurial drive with artistic vision to achieve successful outcomes. Skilled in digital marketing, social media, and project management. Fluent in English and Spanish. Passionate about ethical traveling and personal finance.

WORK EXPERIENCE

SEP 2022 – CURRENT Spain

FOUNDER/ARTISTIC CONSULTANT CULTARU

- Apply design thinking to conceptualize and develop cultural projects and outreach strategies for arts organizations working in cinema, music, and dance internationally
- Assist with production of musical events and large ensemble tours
- Assist with fundraising strategies, grant writing, evaluations and impact report for non-profit entities
- Deliver entrepreneurship and job-search workshops for students in vocational training
- Evaluate funding applications for European projects as an external Expert Evaluator for the EIT Culture & Creativity and Culture Moves Europe Residency Action programs funded by the European Union

Business or Sector Arts, entertainment and recreation

OCT 2023 – CURRENT United States

COMMUNICATIONS COORDINATOR OCADEMY MUSIC CONSERVATORY

- Monitor social media channels to track performance and analyze audience statistics and engagement
- Create compelling content for social media channels, including copy-writing, visual content preparation, and cross-checking with partners and engaged faculty/ fellows for approval
- Support the team with content curation, creation, and acquisition (centralization), including monthly newsletter creation and overseeing distribution
- Support the process of documenting and capturing the experience of live sessions, keeping track of relevant links, quotes, and takeaways and selecting extracts worth showcasing
- Audition support for the 2025 campaign, streamlining process and incorporating automations for customer acquisition

MAR 2014 – CURRENT Spain

MUSICIAN DOUBLE BASSIST FREELANCE

- Perform classical and jazz music with professional ensembles across Europe, Asia, and North America
- Participate in festivals and masterclasses with Gary Karr, Matthew McDonald, Edicson Ruiz & more
- Teach music theory and double bass to beginners, intermediate, and advanced students aged 7-60

OCT 2021 – JUN 2022 Cairo, Egypt

CULTURAL AFFAIRS FELLOW EMBASSY OF SPAIN IN THE ARAB REPUBLIC OF EGYPT

- Assisted in managing production and logistics for events within the programming of the Cultural Affairs Department (including fairs, conferences, award ceremonies, music and dance performances, and more)
- Wrote, edited, translated, and proofread speech notes, press releases, and social media communications on cultural, touristic, and gender equality topics delivering engaging content for a global audience of +30k followers and with a +200% engagement rate of intercultural audiences
- Led digital outreach and virtual programming for Spanish language students at the college level, including the coordination of multiple webinars

Assessed 25+ applications and conducted online interviews to deliver final decisions for 3 different scholarship awards

EDUCATION AND TRAINING

7 JAN 2024 – 13 JAN 2024 New York City, United States
ATELIER FOR YOUNG FESTIVAL MANAGERS NYC The Festival Academy

Website <https://www.thefestivalacademy.eu/en/activities/atelier/>

MASTER’S IN LEADERSHIP AND MANAGEMENT FOR THE CULTURAL & CREATIVE INDUSTRIES Universidad Europea Miguel de Cervantes

MASTER OF BUSINESS ADMINISTRATION Quantic School of Business and Technology

EXECUTIVE GRADUATE CERTIFICATE IN SOCIAL ENTREPRENEURSHIP The Global Leaders Institute

United States
MASTER OF MUSIC IN PERFORMANCE, DOUBLE BASS Butler University

Spain
BACHELOR IN MUSIC PERFORMANCE, DOUBLE BASS Escola Superior de Música de Catalunya

LANGUAGE SKILLS

Mother tongue(s): SPANISH | CATALAN

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
GERMAN	B1	B1	B1	B1	B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user