

Shaynah Ruff

Decatur, GA | shaynah96@gmail.com | Portfolio: shaynahcodes.com

PROFESSIONAL SUMMARY

Marketing and automation professional with experience in WordPress, SEO, digital content, and quality assurance. Builds Python automation tools and desktop applications using AI-assisted coding, and documents workflows through SOPs. Uses Claude, ChatGPT, and Gemini to develop, evaluate, and refine technical and marketing work. Founder of AlignedFX, an interactive trading psychology platform.

SKILLS

AI & Automation: Claude, ChatGPT, Gemini, AI-assisted coding, prompt refinement, AI output review, Python automation, desktop application development, API integrations (Microsoft Graph), SQLite

Web Development: WordPress, Elementor, HTML, CSS, JavaScript, web design and UX, website QA

Marketing & Creative: SEO, content creation, copywriting, email marketing, social media analytics, campaign tracking, Adobe Illustrator, After Effects, Blender, Maya

Operations & Support: Process improvement, SOPs and training documentation, knowledge management, data validation and reconciliation, operational reporting, quality assurance, customer service, technical support and troubleshooting, Notion, Microsoft 365 (Excel, Outlook, Teams, SharePoint, OneDrive, Lists)

RELEVANT EXPERIENCE

Technical Administrative & Sales Associate | Cormark Solutions

Jul 2026 - Present

- Independently built Python automations for recurring label-proof workflows and a desktop billing application that reconciles invoice exports and generates reports.
- Integrate Microsoft Graph API and SQLite in automation workflows; use AI-assisted coding to develop, test, and refine tools and documentation.
- Expanded website and administrative work into operational reporting, process improvement, and SOPs for repeatable team workflows.
- Handle quotes, purchase orders, sales orders, invoicing, and customer label-software support.

Founder & Web Developer | AlignedFX

2025 - Present

- Build and manage a WordPress platform with interactive trading psychology quizzes, calculators, and JavaScript learning tools.
- Use AI to draft and refine website content, checking accuracy, brand voice, and audience relevance before publishing.
- Design branded layouts and reusable web components; apply SEO and content development practices.

Freelance Digital Marketing Specialist | Fiverr

2014 - 2019

- Designed and managed WordPress and osCommerce client websites, applying SEO and content improvements.
- Created social media visuals and copy; tracked engagement and campaign performance to inform improvements.
- Collaborated with clients to align websites and digital marketing efforts with their goals.

ADDITIONAL EXPERIENCE

Visual Merchandiser | Macy's

2025 - 2026

- Executed promotional pricing updates and coordinated visual displays to support customer experience.

Retail Associate | Macy's

2023 - 2025

- Assisted shoppers, processed transactions, resolved concerns, and supported busy store operations.

Remote Customer Service Representative | Arise Platform

2017 - 2022

- Handled remote phone and chat support, met service targets, and performed quality assurance and error reporting.

3D Artist | Student Innovation Fellowship

2016 - 2019

- Created Blender and Unity assets for VR/AR environments; collaborated with developers on technical troubleshooting and optimization.

EDUCATION

Bachelor of Interdisciplinary Studies | Georgia State University, 2015 - 2019

Major: Game Design/Development | Minor: Accounting