

# AMANDA *ruiz*

the ultimate door opener

## FEMALE ENTREPRENEUR

Marketing and media trainer and mentor to small business owners

Amanda is a natural born entrepreneur. She started her entrepreneurial career aged 8 selling guinea pigs at a Saturday market, then she created school crazes peddling beaded bracelets ending up in the headmistress's office on various occasions. She set up an online luxury fashion label in 2008 where she designed and imported knitwear from Peru. Having secured publicity in many glossies and nationals she has created a proven 7 step process for self-promotion. Her entrepreneurial journey has seen her evolve and create a boutique PR agency. She now shares her PR secrets with ambitious and inspirational entrepreneurs as she trains them how to be #VISIBLE.

## AREAS OF EXPERTISE

- PR and Marketing
- Networking
- Retail Marketing
- Small Business
- Speaker
- Cherie Blair Foundation Mentor
- Essex Uni Business Bootcamp Mentor
- Radio Gorgeous correspondent

## TRAINING TOPICS

- How to Do Your Own PR
- How to Rock at Networking Online and Offline
- Getting Past the Gatekeeper: Opening Doors to Your Dream Influencers
- How to Have Confidence to Self-Promote
- Nail it in 8: Articulate Your Business in 8 Words
- How to Find Your Golden Nugget
- How to Write an Effective Press Release
- How to Promote Your Book
- Freelancers: Lose Your Fear of Pitching to Editors
- Secrets on How to Get into the Press

## FEATURED IN



## SOME CLIENT MEDIA PLACEMENT



## CONTACT

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🌐 www.amandaruiz.co.uk

## AWARDS

**WINNER OF DRAGON'S DEN STYLE  
COMPETITION: STARTUP 2008**

**FINALIST: BUSINESS WOMAN OF THE  
YEAR 2009, NORTH ESSEX**

## DELIVERED TRAINING AT



## TESTIMONIAL

"Amanda is a dynamic force of nature, who knows how to get your business and brand out into the world". Suzy Greaves

## SOCIAL

fb.me/amandaefruiz

@amandaruizuk

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