



Jennifer Victoria Garrucho

SEO & DIGITAL MARKETING SPECIALIST | SEO CONTENT WRITER

<https://www.JVGDigitalSolutions.com>

PERSONAL DETAILS

- Nickname: Jen
- Age: 43
- Place of Birth: Pasay City, PH
- Nationality: Filipino

CORE SKILLS & EXPERTISE

- SEO & Analytics – SEO strategy and execution, On-page SEO, Keyword research, Traffic analysis, GA4, SEMrush, Google Search Console
- Content & Design – Website optimization (UX, Wix), Visual content creation (Canva), Content structure and conversion-focused copy
- Collaboration & Project Management – Strategic communication, Cross-functional collaboration, Project coordination

EDUCATION

Postgraduate Certificate in Digital Marketing (March 2025)

Asian Institute of Management – Manila, Philippines

Spanish Language Program – Level B1.1 (January 2024–Present)

Instituto Cervantes de Manila – Manila, Philippines

BSBA – BUSINESS MANAGEMENT (2002–2005)

De La Salle–College of Saint Benilde – Manila, Philippines

BA – COMMUNICATION ARTS, ADVERTISING MANAGEMENT (1999–2002)

De La Salle University – Manila, Philippines

LANGUAGES

English ★★★★★
Filipino ★★★★★
Spanish ★★★★★
Korean ★

PROFESSIONAL SUMMARY

SEO & Digital Marketing Specialist with a proven record of increasing organic visibility and driving measurable business growth through targeted SEO strategies, optimized content, and data-driven insights. Skilled in leveraging tools like SEMrush, Google Search Console, and GA4 to deliver results that improve both search performance and user experience.

Key Achievements:

- Increased organic traffic by 70% and boosted sales by 46% for a local startup through SEO-driven content strategy.
- Wrote SEO articles that consistently ranked among the site's highest-engagement posts.
- Optimized website structure, metadata, and keyword targeting to enhance rankings and usability.

WORK EXPERIENCE

SEO CONTENT WRITER/SPECIALIST

ZendEase/1Export - Remote

March 2025 - Present

- Increased organic search traffic by 70% and boosted sales by 46% in just four months through targeted SEO strategies that combined keyword research, high-quality blog content, and website UX optimization.
- Creates SEO articles that consistently achieve top engagement by aligning content with high-volume search queries and audience interests.
- Collaborates with marketing and website development teams on coordinated campaigns, aligning content strategy with UX improvements to boost overall engagement.

SEO | DIGITAL MARKETING SPECIALIST

JVG Digital Solutions, - Freelance

February 2025 - Present

- Completed full SEO and content optimization for JVGDigitalSolutions.com, improving metadata, keyword hierarchy, and mobile responsiveness for better search rankings.
- Applies SEO best practices across all site pages, integrates GA4 for performance tracking, and conducts ongoing audits to refine content and improve CTR.
- Creates SEO-driven content tailored to business and individual clients, using keyword mapping to drive targeted traffic and increase lead generation.
- Designs multimedia assets and digital portfolios with Canva and Photoshop, strengthening brand identity and cross-platform presence.

DIGITAL MARKETING / ADMINISTRATIVE OFFICER

Pandan Development Group - *Part-time*

January 2003 - Present

- Increased property inquiries and client engagement by creating and managing targeted digital and print marketing materials for residential and commercial projects.
- Improved property sales cycle efficiency by overseeing online listings, ensuring accurate descriptions and high-quality visuals to attract buyers.
- Streamlined client viewings, negotiations, and deal closures through close coordination with brokers and sales agents.
- Standardized construction reporting procedures and assisted in project scheduling, improving workflow efficiency across building teams.

MARKETING & OPERATIONS MANAGER

Georgette's Closet - *On-site, Full-time*

December 2006 - December 2024

- Boosted store traffic and sales through the design and execution of marketing campaigns, social media strategies, and in-store promotional events.
- Improved operational efficiency and reduced inventory errors by over 40% by upgrading POS systems and implementing new workflows.
- Strengthened customer loyalty and repeat purchases through consistent branding, targeted promotions, and excellent service.
- Recruited, trained, and supervised staff to enhance performance, reduce turnover, and maintain brand standards.

MARKET DEVELOPMENT OFFICER

Assessment Analytics Inc. - *On-site*

May 2006 - December 2006

- Achieved a 50% increase in qualified leads by managing targeted campaigns through direct outreach, email marketing, and portfolio presentations.
- Contributed to a 35% growth in sales during tenure as head of the marketing department through strategic client acquisition and relationship management.
- Developed and maintained strong relationships with corporate clients, identifying opportunities for business expansion and service adoption.
- Conducted market research to assess client needs, competitor activities, and industry trends, shaping targeted outreach strategies.
- Represented the company at trade shows, corporate events, and networking sessions to generate leads and promote brand visibility.
- Collaborated with cross-functional teams to create customized proposals and presentations tailored to client requirements, resulting in higher acceptance rates.

CERTIFICATIONS



HubSpot Academy
Digital Marketing Certified
JENNIFER VICTORIA GARRUCHO



HubSpot Academy
SEO Certified
JENNIFER VICTORIA GARRUCHO

HubSpot Academy
Content Marketing Certified
JENNIFER VICTORIA GARRUCHO



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SKILLS

- SEO Tools – SEMrush, Google Search Console, Google Tag Manager, GA4
- Design Tools – Canva, Photoshop, Figma, Procreate, Adobe Acrobat
- Video Editing Tools – CapCut, VN Video Editor
- Office & Productivity Tools – Microsoft Office 2024, Google Workspace, Goodnotes, Grammarly, ChatGPT
- Platforms – YouTube Studio, Wix, TikTok, Instagram, Facebook
- Collaboration – Zoom, Google Meet, Telegram

****Please check my web portfolio for updated tools proficiency and certifications.**

