

JENNIFER VICTORIA GARRUCHO

DIGITAL MARKETING STRATEGIST | SEO & CONTENT STRATEGY

Quezon City, Philippines

www.JVGDigitalSolutions.com • linkedin.com/in/jen-garrucho

SUMMARY

Digital Marketing Strategist with 20+ years of experience helping startups, SMEs, and international businesses achieve measurable growth through SEO, content strategy, and analytics. Skilled at designing data-driven marketing strategies that increase visibility, engagement, and conversions. Proven track record of driving +70% organic traffic growth and boosting sales by 46% for logistics and e-commerce clients. Adept at leading digital campaigns, leveraging GA4 insights, and aligning marketing strategies with global business goals.

PROFESSIONAL EXPERIENCE

SEO Content Strategist, ZendEase | Philippines

Mar 2025 - Present

- Developed and executed SEO content strategy, driving +70% organic traffic and +46% sales growth in 5 months.
- Designed keyword strategies and SEO roadmaps aligned with brand goals.
- Produced branded content for strengthening visibility and engagement.
- Collaborated cross-functionally to align content and marketing with business growth objectives.

Digital Marketing Strategist - SEO & Analytics, JVG Digital Solutions | Philippines

Feb 2025 - Present

- Built and optimized digital marketing strategies for startups and SMEs, driving measurable ROI.
- Applied GA4 insights and advanced SEO tools to improve traffic, rankings, and conversions.
- Designed branded content frameworks ensuring consistency across digital platforms.
- Delivered data-driven SEO reports and strategic recommendations to support long-term growth.

Marketing & Operations Manager, Georgette's Closet | Philippines

Dec 2006 - Dec 2024

- Directed marketing campaigns that improved brand visibility and retention.
- Wrote ads, newsletters, and product copy to support sales growth.
- Streamlined workflows, cutting inventory errors 40%.
- Managed recruitment ads and branding initiatives.
- Supervised staff recruitment, training, and performance monitoring, ensuring a high-performing team.

Market Development Officer, Assessment Analytics, Inc. | Philippines

May 2006 - Dec 2006

- Increased qualified leads 50% in 6 months through outreach and email marketing.
- Contributed to 35% sales growth with proposals and client campaigns.
- Oversaw CRM/database management to track client follow-ups.
- Supervised interns handling marketing materials and web updates.

CORE SKILLS

- **Digital Marketing Strategy & Growth**
- **SEO & Analytics**
- **Content Strategy & Design**
- **Video & Media Production**
- **Productivity & Collaboration**

SELECT PROJECTS (SEO & Growth Marketing)

SEO Growth Campaign

Mar 2025 - Aug 2025

ZendEase Philippines Website

- Delivered +154% organic search growth and +166% sales increase via targeted SEO content strategy.
- Developed and published data-driven blog series addressing compliance and marketing challenges for Philippine SMEs exporting internationally.

Digital Portfolio Growth Project

Feb 2025 - Present

JVG Digital Solutions Website

- Launched a content optimization campaign for my digital marketing portfolio.
- Applied keyword mapping with Semrush & GA4, executed content rewrites, and SEO-driven structure that resulted in improved page indexing and visibility.
- Designed and published SEO case studies highlighting measurable growth in traffic, engagement, and conversions.

EDUCATION

Postgraduate Certificate in Digital Marketing

Mar 2025 - Sep 2025

Asian Institute of Management | Manila, Philippines

- Completed an applied program covering SEO, content strategy, social media, analytics, and digital campaign design.
- **Hands-on coursework included:**
 - **SEO Content Strategy** (Startup company, Philippines)
 - **Web Analytics** (GA4, Google Merchandise Store)
 - **Social Media Analytics** (KFC vs. McDonald's benchmarking)
 - **Marketing Analytics & Data Visualization** (Excel dashboards)
 - **Online Reputation Management** (Car dealership company, Spain, crisis response)
 - **Recruitment Marketing Campaign** (employer branding, HR focus)
 - **Email & Social Campaigns** (Mailchimp A/B testing, Canva visuals)
- **Capstone Project:** Designed a Generative AI framework for a startup company, integrating SEO, analytics, and digital strategy to enable personalized campaigns and support scalability into international markets.

BSBA- Business Management

June 2002 -Aug 2005

De La Salle - College of Saint Benilde | Manila, Philippines

ADDITIONAL INFORMATION

Languages:

- English (Native/Fluent)
- Filipino (Native/Fluent)
- Spanish (Intermediate, B1.1, Instituto Cervantes de Manila, in progress)

Certifications:

- Google Analytics 4 (GA4)
- HubSpot SEO
- HubSpot Content Marketing
- HubSpot Digital Marketing
- HubSpot Social Media
- Canva Visual Branding

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