



# Jennifer Victoria Garrucho

## CONTENT MARKETING & DIGITAL CONTENT SPECIALIST

<https://JVGDigitalSolutions.com>

### PERSONAL DETAILS

- Nickname: Jen
- Age: 43
- DOB: January 22, 1982
- Place of Birth: Pasay City, PH
- Nationality: Filipino
- Religion: Roman Catholic
- Civil Status: Single

### CORE COMPETENCIES

- Excellent Written & Verbal Communication
- Detail Oriented
- Excellent Organizational Skills
- Problem Solving & Critical Thinking
- Time Management
- Resourceful & can easily learn and adapt
- Knowledge in Principles & Practices in Marketing
- Customer Service & Client Relationship Management

### EDUCATION

#### ASIAN INSTITUTE OF MANAGEMENT 2025 March - Present

- Digital Marketing

#### INSTITUTO CERVANTES DE MANILA 2024 January - Present

- Spanish Language, level A2.3

#### DLSU-COLLEGE OF ST. BENILDE 2002-2005

- BSBA-Business Management  
Graduated, August 2005

#### DE LA SALLE UNIVERSITY 1999-2002

- Communication Arts
- Advertising Management

### LANGUAGES

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

### PROFESSIONAL JOURNEY

I'm a Content Marketing and Digital Media Specialist dedicated to helping businesses grow their online presence. I create engaging content that drives traffic and design marketing materials on graphic design tools like Canva to enhance brand visibility. With experience in simple website design, I bring ideas to life through both compelling writing and visually appealing media.

### WORK EXPERIENCE

#### SEO CONTENT WRITER

##### 1Export / ZendEase, Remote

March 2025 - Present

- I create SEO-optimized content for a logistics and e-commerce fulfillment company, strategically incorporating relevant keywords to boost website traffic, strengthen brand authority, and generate leads. By aligning content with popular search terms, I help improve the company's online visibility and attract potential clients, contributing to its overall digital marketing success.

#### CONTENT MARKETING SPECIALIST | DIGITAL CONTENT SPECIALIST, Freelance

##### JVG Digital Solutions

February 2025 - Present

- Designs professional portfolios and multimedia materials for individuals and companies to enhance their online presence.
- Assists in producing and editing professional portfolio videos to showcase clients' work effectively.
- Creates SEO-driven content for companies, utilizing top-searched keywords to increase website traffic and lead generation.

#### ADMINISTRATIVE OFFICER | DIGITAL MARKETING, Part-time Pandan Development Group

January 2003 - Present

- Provides administrative support and designs multimedia materials for the company
- Coordinates with brokers for property listings and manages the website for wider reach
- Develops brochures for investment property listings

#### MARKETING & OPERATIONS MANAGER

##### Georgette's Closet

December 2006 - December 2024

- Formulated and executed organizational processes to streamline operations and increase efficiency.



- Managed hiring and training of staff to ensure a skilled and motivated team.
- Designed marketing materials and managed social media to generate leads and increase brand visibility.
- Facilitated transactions with suppliers and clients to maintain strong business relationships.

## MARKET DEVELOPMENT OFFICER

### Assessment Analytics Inc.

May 2006 - December 2006

- Handles and oversees Marketing events
- Generates leads through Marketing Events & making direct calls and/or emails to potential clients
- Creates & updates database to keep track of signed & potential clients for CRM
- Presents portfolios & meets with potential clients (assisting the Sales Department)
- Prepares finalized sales contracts in behalf of the CEO & Sales Manager to be presented to clients for signing.
- Prepares Marketing & Sales reports for the weekly strategic meetings & monthly Board member meetings using Microsoft PowerPoint
- Supervises interns who were in charge of revisions of marketing material and web design/development
- Assists IT Interns in producing and designing needed materials to update the website
- Assists the Operations Department with client concerns or issues via phone and/or troubleshooting during onsite activities

## STUDENT INTERN

### Strategic Equities Corporation

March 2004 - May 2004

- Updated clients on current stock prices via phone calls
- Monitored clients' purchased stocks at the trading floor in the Makati Stock Exchange
- Inputted stock purchases or sales on the trading floor on behalf of clients under the supervision of a professional broker

## CERTIFICATIONS



HubSpot Academy

SEO Certified

JENNIFER VICTORIA GARRUCHO



HubSpot Academy

Content Marketing Certified

JENNIFER VICTORIA GARRUCHO



HubSpot Academy

Digital Marketing Certified

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## SKILLS

- MS Office 2024 & Goodnotes (Word, Power Point, Excel)
- Adobe Photoshop & Acrobat, Procreate, Canva, Figma
- VN Video Editor, CapCut
- Digital Design, Web Design
- CMS: Google Calendar, Apple Calendar, Hachi Calendar
- Zoom, Google Meet, Skype, Whatsapp
- Google Analytics, ChatGPT, SemRush

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



Office 2024



Google Analytics



Studio



CapCut



SEMRUSH

