

JENNIFER VICTORIA GARRUCHO

DIGITAL MARKETING STRATEGIST | SEO & CONTENT STRATEGY

Quezon City, Philippines

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SUMMARY

Marketing professional with 20+ years of experience in brand management, traditional and digital campaigns, and content development. Skilled in SEO, content strategy, analytics, and social media management. Proven track record of delivering measurable results, including 70% organic traffic growth and 46% sales increase. Completed postgraduate studies in Digital Marketing with applied projects in SEO, analytics, social media, and recruitment marketing. Strong foundation in traditional marketing combined with advanced digital expertise to design strategies that boost engagement and growth across global markets.

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.
- Managed company's digital presence using Buffer, Loomly, and Hootsuite to schedule and optimize multi-platform campaigns.
- 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

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- **Digital Marketing Strategy & Growth**
 - **SEO & Analytics (GA4, Semrush, GS)**
 - **Content Strategy & Copywriting**
 - **Social Media Management (Buffer, Loomly, Hootsuite)**
 - **Branding & Design (Canva, Wix)**
 - **Video & Media Production (CapCut, VN Editor, YouTube Studio)**
 - **Productivity & Collaboration (Google Workspace, Zoom)**

KEY DIGITAL MARKETING & CONTENT PROJECTS

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.

Social Media Content Campaign

- Planned and scheduled content calendar using Loomly, Buffer, & Hootsuite, aligning posts with SEO content campaigns and measuring engagement growth

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, B1.2, Instituto Cervantes de Manila, in progress)

Certifications:

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

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