



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

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

- Oversees the hiring of construction teams for maintenance issues, ensuring correct execution
- 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
Digital Marketing Certified
JENNIFER VICTORIA GARRUCHO



HubSpot Academy
Content Marketing Certified
JENNIFER VICTORIA GARRUCHO



Jennifer Victoria Garrucho
CONTENT MARKETING & DIGITAL CONTENT SPECIALIST

<https://JVGDigitalSolutions.com>

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



SEM RUSH

