

# Jeffrey L. Cruz

Digital Marketing Specialist | Graphic Designer

Valenzuela City, Philippines  
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Portfolio: jeffc.vercel.app

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## PROFESSIONAL SUMMARY

Creative and Digital Marketing professional with 3+ years of experience in branding, graphic design, content creation, website design, and multimedia production. Currently serving as a Digital Marketing Specialist, managing social media, Meta Ads, SEO, GEO, AEO, and e-commerce marketing to improve brand visibility and customer engagement.

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## CORE SKILLS

Digital Marketing • Social Media Marketing • Meta Ads • SEO • GEO • AEO • AI-Assisted Content Creation • Content Strategy • Graphic Design • Branding • E-commerce • Shopify • Website Design • Product Photography • Video Production • Marketing Analytics

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## PROFESSIONAL EXPERIENCE

### LPO Laptop PC Outlet | Valenzuela City

#### Digital Marketing Specialist | Feb 2026 – Present

- Plan and execute digital marketing campaigns across Facebook, Instagram, TikTok, and Google.
- Developed content strategies aligned with marketing objectives to improve engagement and online visibility.
- Managed social media accounts across Facebook, Instagram, and TikTok while maintaining consistent brand identity.
- Managed and optimized Meta Ads campaigns to increase reach, engagement, and lead generation.
- Implement SEO, GEO, and AEO strategies to improve website visibility.
- Conduct product photography, video shoots, and multimedia production.
- Monitor campaign performance and optimize based on marketing analytics.

#### Creative Designer | Jun 2024 – Feb 2026

- Designed marketing materials for social media, e-commerce, and print.
- Assisted in redesigning the company website using Figma and Shopify.
- Produced promotional videos, product photography, and creative assets.
- Developed visual branding for campaigns and product launches.

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### Stafflink Management Solutions Inc.

#### Graphic Artist | Sep 2023 – May 2024

- Designed e-commerce product graphics and promotional videos to support digital marketing and brand campaigns.

- Created visual assets for recruitment and corporate branding.
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## **Valenzuela City Government Employees Cooperative**

**Graphic Design Intern** | Aug 2022 – Jan 2023

- Assisted in website design and UI improvements.
  - Created promotional graphics and marketing materials.
  - Supported branding and digital communication initiatives.
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## **EDUCATION**

### **Bachelor of Science in Information Technology**

Pamantasan ng Lungsod ng Valenzuela | 2019 – 2023

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## **TECHNICAL SKILLS**

Meta Business Suite • Google Analytics • ElevenLabs • ChatGPT • Adobe Firefly • Veo • Seedance • Adobe Photoshop • Adobe Illustrator • Adobe Premiere Pro • Figma • Shopify • Canva • CapCut • Blender • HTML • CSS • Microsoft Office