



Jessica P. Dela Cruz

jessicadelacruz0509@gmail.com / <https://ladyselene.xyz>

Career Objectives

A dedicated professional seeking to apply my expertise and industry knowledge to produce high-quality results and support organizational goals through clear and professional communication.

Biographical Summary

Birthday 9 May, 2002 (24-year-old)

Address Pasay City, 1302

Civil Status Single

Nationality Filipino (Jus Sanguinis)

Professional Experience

Graphic Artist and Social Media Manager at Gruppo Kusinero, Inc.

Full-time Job, 1 August 2025 – Present

833 Antonio Arnaiz Ave, Legazpi Village, Makati City 1229

- Designed original graphics and visual assets for both digital and print marketing materials.
- Managed social media accounts by scheduling daily posts and engaging directly with followers.
- Created cohesive digital content to maintain brand identity and grow the online audience.
- Developed and executed comprehensive marketing strategies, analyzing campaign performance.

Visual Merchandiser Graphic Specialist at Olympics Village Enterprise, Inc.

College Internship, July 2024 – September 2024

39th Floor, Summit One Office Tower, 530 Shaw Blvd, Mandaluyong City 1552

- Designed in-store signage, promotional banners, and product displays.
- Planned and set up store layouts to improve the customer shopping experience.
- Maintained brand consistency across all physical marketing materials and window displays.

Educational Attainment

Bachelor of Multimedia Arts (BMMA), Cum Laude, A.Y. 2021 – 2025

STI College Cubao

Information and Communications Technology, S.Y. 2019 – 2021

Pasay City West High School

Skills

Social Media Strategy

Brand Identity Development

Time Management

Attention to Detail

Resourcefulness

Creative Suite Softwares (e.g., Canva)

Trend Awareness

Video Editing & Motion Graphics

Time Management

Receptiveness to Feedback