

Jessie H. Dela Cruz

Graphic Designer

I'm a Graphic Design VA with extensive experience working with clients across the government, food, and education sectors. In my current role, I focus on creating marketing assets that actually convert things like paid ads, social media graphics (carousels, stories, covers), presentation decks, and reusable brand templates. I also have basic video editing skills to help with short-form video content. Beyond the creative side, I'm great with Microsoft Office, so I can easily handle data entry and admin tasks quickly, organized, and with total confidentiality.

Education

Hotel & Restaurant Management
STI College Balagtas
2004-2006

Skills

Graphic Design Skills

- Proficient in Adobe Photoshop
- Skilled in Microsoft Office and PowerPoint
- Strong background in Print Design, Typography, and Branding
- Experienced in Photography
- Layout and Composition
- Communication
- Attention to Detail
- Ability to manage time effectively
- Flexibility to adapt to new technologies, software, and evolving job requirements

Work Experience

Graphic Designer

PMU Marketer, LLC
January 5, 2026 - July 2026

- Designing eye-catching carousels, stories, thumbnails, and cover photos for different platforms
- Making high-converting flyers, paid ad creatives, and promo graphics for FB, IG, and Google
- Putting together clean webinar graphics, presentation decks, and visual assets for launches
- Building smart brand templates and reusable assets to keep everything consistent
- Handling tailor-made graphics and doing basic video editing for IG Reels, YouTube, and Shorts

ProVA PH GVA Trainee

ProVA PH
August 2025

- Participated in ProVA PH General Virtual Assistant Training 2025
- Completed a project as part of the ProVA PH General Virtual Assistant Training 2025, where I applied Microsoft Word, Microsoft Excel, and Google Sheets skills to create a professional portfolio, which I reviewed and refined.

Video Editing Skills

- Social Media Video Production: Editing engaging content optimized for Instagram Reels, YouTube Shorts, and YouTube long-form videos.
- Text Overlays & Captions: Creating clean lower thirds, title cards, and on-screen text to highlight key points or speaker names.
- Footing & Audio Integration: Trimming, cutting, adding B-roll footage, and sync-matching audio tracks for smooth pacing.

Data Entry Skills

- Fast and accurate typing skills with high words-per-minute rate.
- Proficient in data entry software such as Microsoft Word, Microsoft Excel, and Google Sheets.
- Attention to detail
- Organizational skills
- Communication skills
- Ability to manage time effectively
- Ability to handle sensitive information with discretion and integrity
- Flexibility to adapt to new technologies, software, and evolving job requirements

Printer

Digital Converting & Packaging Corporation
April 2022 - August 2025

- Receiving product layout and purchase order
- Reviewing product layouts to ensure they meet printing requirements and standards.
- Receiving the printing plate for production.
- Setting-up the plate into the machine for printing
- Printing of products based on purchase order quantity
- Filling of data traveler

Officer In-Charge

Joseph's Private Resort, Tanauan, Batangas
November 2021 - March 2022

- Receiving calls and text inquiries
- Listing bookings and reservation
- Updating sales report everyday
- Reporting and sending emails
- Managing hotel and resort staffs

Encoder/ Graphic Artist

KYJESSTEL Computerworks
January 2012 - November 2021

- Document & Admin Support: Data entry (academic, legal, government), minutes, chart creation, and processing government documents (PSA, NBI, Passport).
- Graphic & Layout Design: Branding/logos, and print layouts (tarpaulins, IDs, invitations, posters).

Room Attendant

Hardin Creekside Resort
August 2006 - March 2007

- Responsible for cleaning, sanitizing, and restocking guest rooms to ensure a clean, comfortable, and safe environment.
- Changing of linens, replenishing toiletries, vacuuming carpets, cleaning bathrooms
- Reporting maintenance issues to the management
- Assisting guests by answering questions and resolving concerns