

# Gian Derrick dela Cruz

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## WORK EXPERIENCE

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### **Cloudstaff | Angeles City, Pampanga**

*Marketing assistant | February 2025 – Present*

- Sent out newsletters and other similar email communications.
- Updated client websites by creating and uploading graphics and editing content.

### **Justin Thompson Media | McMinnville, Tennessee (Remote)**

*Virtual assistant / Web Developer | February 2023 – Present*

- Developed and customized client websites using WordPress, incorporating custom features for enhanced functionality.
- Implemented advanced CSS and JS techniques to optimize website performance and user experience.
- Managed client databases and streamlined data entry processes, ensuring accuracy and efficiency.
- Edited and organized wedding videos using Adobe Premiere Pro, streamlining production by 50% satisfaction rate.

### **Freelance**

*December 2021 – February 2023*

- Designed and developed responsive websites using custom themes and plugins, ensuring cross-browser compatibility.
- Conducted website audits and optimizations, improving site speed and SEO performance.

### **Finda Team | Sydney, Australia (Remote)**

*Junior Developer | March 2021 – December 2021*

- Managed client websites via Cpanel.
- Built responsive websites using Elementor & Elementor PRO, ensuring compatibility across devices and browsers.
- Implemented SEO best practices during website development, leading to improved search engine rankings.
- Built online course websites using LearnDash & WooCommerce

### **Clark Outsourcing | Clark, Pampanga**

*SEO / PPC Specialist | September 2019 – March 2021*

- Optimized website structures and content for improved SEO performance, resulting in increased organic traffic.
- Managed paid advertising campaigns on Google and Facebook, analyzing performance metrics and optimizing ROI.
- Utilized Google Analytics to track site traffic, user behavior, and conversions, providing data-driven recommendations for website improvements.

**Cornerstone Business Solutions | Clark, Pampanga***Virtual Marketing Assistant | April 2016 – July 2017*

- Managed social media strategies and content calendars, increasing follower engagement and brand visibility.
- Updated and maintained WordPress websites, implementing design changes and content updates as needed.
- Edited multimedia content including podcasts and graphics for social media platforms.

**Web Biz Networks LLC | US (Remote)***Virtual Marketing Assistant | October 2014 – July 2015*

- Managed the social media strategy for multiple business pages (Facebook, Twitter, LinkedIn)
- Maintained and updated client websites (WordPress)
- Edited documents and encoded data based on client instructions (MS Office & Google Drive)
- Researched keywords best suited to target for marketing campaigns
- Managed tasks and projects via BaseCamp

**EDUCATION**

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**STI College Angeles***Bachelor of Science in Information Technology | 2007 – 2009***SKILLS**

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<b>Web Development:</b>	HTML, CSS, PHP, JavaScript, Bootstrap
<b>CMS:</b>	WordPress, Elementor, CPanel
<b>SEO Tools:</b>	Google Analytics, ScreamingFrog, SEMRush
<b>Multimedia:</b>	Adobe Premiere Pro, GIMP, Canva, Audacity
<b>Marketing:</b>	PPC, SEO, content management