

CRISTINE JOY GARCIA

Digital Marketing Specialist

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SUMMARY

Digital Marketing Professional with 5+ years of experience in social media growth, content strategy, and brand management. Proven record of driving engagement and streamlining project workflows for consistent, high-quality results.

EXPERIENCE

08/2020 - 10/2025 **Digital Marketing Specialist**

Freelance

- Led 2,600+ content projects from planning to completion, ensuring efficient workflow coordination and consistent delivery quality.
- Maintained 99% on-time delivery rate by effectively managing project schedules, calendars, and workflows, strengthening client satisfaction and long-term trust.
- Increased audience by 733% in under 2 months through strategic content creation and engagement initiatives.
- Expanded overall reach by 2,520%, applying SEO optimization, analytics, and viral campaign strategies.
- Achieved 21,700% total audience growth since launch, proving strong capability in organic scaling and long-term audience retention.
- Increased website traffic by 50% through targeted SEO and content strategies that improved brand visibility.
- Executed A/B testing to optimize landing pages, resulting in 25% higher conversions.

EDUCATION

2018 - 2022 Bulacan State University
BS in Business Administration
Graduated with honors, Dean's List

SKILLS

Inbound & Digital Marketing
Lead Generation
PPC Advertising (Google Ads / Meta Ads)

Marketing Automation
Social Media Management
Project & Workflow Management

CERTIFICATIONS AND LICENSES

Digital Marketing Certified – HubSpot Academy
Lead Generation with AI – Simplilearn