

EXECUTIVE & CREATIVE DIGITAL SPECIALIST

Phone
+63-970-372-3514

Email
zaviacreationsph@gmail.com

EXPERTISE

- Graphic Designing
- Video Editing
- Capcut
- Canva
- Adobe Photoshop
- Adobe Illustrator
- GoHighLevel
- Wix
- Notion
- WaveApps
- Slacks
- ASANA
- Apollo
- Later.com
- Meta Business Suite
- Google Business Suite
- Administrative Assistance
- Lead Generation Expert
- Social Media Management
- Website/Funnels
- Claude AI

HERE'S MY PORTFOLIO

CLICK HERE

Judy Ann Cañete

EXECUTIVE ASSISTANT | SOCIAL MEDIA MANAGER | GRAPHIC DESIGNER | VIDEO EDITOR | WEB DESIGNER

PROFILE

Results-driven Executive Assistant and Creative Digital Specialist with 8+ years of experience supporting leadership while building high-performing online brands. Skilled in social media marketing, graphic design, video production, and website development, I help businesses scale efficiently through strategy, systems, and standout content.

WORK EXPERIENCE

EXECUTIVE ASSISTANT (FULL-TIME)

November 2021- Present

Noontide Service Corporation | USA

- Served as primary liaison between executives, clients, and partners, managing calendars, meetings, calls, and correspondence.
- Partnered with HR on recruitment postings and new-hire onboarding.
- Drove B2B LinkedIn strategy, content, ads, and lead generation for products and services.
- Designed and optimized high-converting sales funnels and websites aligned with marketing goals.
- Researched and prepared polished, executive-ready documents and presentations.

CREATIVE/ ADMIN ASSISTANT (PART-TIME)

July 2021- May 2026

DWJ CO. | USA

- Design and edit visuals, videos, and marketing assets for social media, digital campaigns, presentations, and websites.
- Refresh and maintain Wix websites and landing pages to keep brand presence current.
- Support creative campaigns end-to-end, from concept through final delivery.
- Build complete branding kits, logos, typography, color palettes, brand guidelines, and social templates.
- Organize and maintain presentation-ready design files and assets.
- Collaborate cross-functionally to ensure visual consistency across all brands and marketing materials.

WORK EXPERIENCE

GRAPHIC DESIGNER/ SOCIAL MEDIA MANAGER (PART-TIME)

March 2020-June 2021

Jump Media | Kuwait

- Managing social media flatforms: Facebook, TikTok & Instagram.
- Develop and create unique digital content across display advertising, email marketing, brand newsletter, digital ad banners, social media and more to drive awareness, engagement, and revenue through our brand.
- Supporting the creation of compelling evergreen and campaign content
- Designed coupons, marketing materials and other layouts using CANVA & Adobe Photoshop & Illustrator.
- Design and update of website articles and assets to support new content creation and online customer journey.
- Design new digital creative assets for digital channels, including web, mobile, and display.

SALES SPECIALIST (PART-TIME)

January 2018- September 2019

Anchorland Holdings Incorporated | Davao City

- Coordinate negotiations between buyers, sellers, and listing agents to facilitate successful property transactions.
- Engage and follow up with pre-qualified leads to assess housing needs and match clients with suitable properties.
- Schedule and conduct property showings, host open houses, and guide prospective buyers through the home selection process.
- Respond promptly to inquiries from leads and potential buyers to build and maintain a strong client pipeline.
- Provide weekly updates to clients regarding listing performance, market feedback, and strategic recommendations to enhance property appeal and client satisfaction.

FROM VISION TO EXECUTION

I support leadership while building digital systems, content, and brands that move with purpose and measurable growth.

ADMIN STAFF - ON-SITE

November 2018-December 2020

MXM Project Development and Engineering Services | Davao City

- Plan meetings, scheduling appointments, travel arrangements for the manager and other board members.
- Arrange, reorder and maintain documents, reports and information.
- Prepare invoices and process customer payments.
- Performed a range of administrative tasks from maintaining production schedules to purchasing supplies and other equipment.
- Worked as a Liaison for the company's documents, licensed certification and other departments to process building permit papers to allow projects in the area.
- Received and sorted any necessary correspondence.
- Answered, screened and directed incoming phone calls while providing basic information as needed.
- Maintained Company records, physical files, databases and spreadsheet in adherence to company protocol.
- Set up presentations for office meetings

FRONTLINER ASSOCIATE-ONSITE

April-August 2018

MIhuillier Financial Services | Davao City

- Greet customers, handle issues and answer inquiries.
- Answer the phone calls, manage chats and emails and redirect calls to appropriate offices.
- Checking and balancing transactions referring to cash receipts and payments
- Making the transactions for the money transfer.
- Keeping of the redemption and renewal records for teller form.

BOH ASSISTANT (OJT)

March-April 2017

China Banking Corp. | Davao City

- Oversee mail deliveries, package and couriers.
- Check and arranging Cheques (by alphabetical order).
- Perform clerical task like maintain files and organize documents.
- Answering phone calls and emails

SALES AGENT (PART-TIME)

July-August 2016

Skycable Inc | Davao City

- Promote and sell skycable services to new customers.
- Explain product features and promotions.
- Achieve sales target.
- Maintain customer relationships and provide after-sales support.

EDUCATION

BSBA MAJOR IN FINANCIAL MANAGEMENT

UNIVERSITY OF THE IMMACULATE CONCEPTION

YEAR OF GRADUATION: 2018

ACTIVITIES AND INTEREST

Reading Articles | Volleyball | Arts | Online Selling | Business

TRAININGS AND SEMINARS ATTENTED

- **MONEY AND MONETARY POLICY SEMINAR**
  Bangko Sentral ng Pilipinas, Davao City
  September 20,2017

- **FINANCIAL LITERACY CARAVAN- DAVAO CITY**
  SMX Convention, Davao City
  October 07,2017

- **UIC ECONOMIC FORUM 2016**
  UIC Gymnasium
  March 02,2016

- **INDUSTRY FORUM; INVEST YOUR FUTURE**
  Philippine Women's College of Davao
  September 12,2015

- **DAVAO BOARD OF REALTORS FOUNDATION, INC.;**
  Accreditation Seminar for Real Estate Sales Person
  March 9-10, 2019

AFFILIATIONS

- **JUNIOR CONFEDERATION OF FINANCE ASSOCIATION- PHILIPPINES**

Davao Chapter
Member (2017-2018)

- **JUNIOR FINANCE EXECUTIVES IN THE PHILIPPINES**

University of Immaculate Conception
Club member (2014-2018)

- **JUNIOR PHILIPPINE INSTITUTE OF ACCOUNTANTS**

University of Immaculate Conception
Club member (2014-2015)

COMPUTER AND INTERNET SPECIFICATIONS

- Computer Desktop running on Windows 11 Intel(R) Core(TM) i5-10400 CPU
- Back up: Laptop i5Core
- 35 Mbps Fiber Internet Connection hardwired | 30 MBPS BACK-UP
- USB Headset with noise cancelling features