

JENNY PADILLA

Digital Graphic Designer, eCommerce Specialist & Virtual Assistant

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PROFESSIONAL SUMMARY

Creative Problem-Solver blending design expertise with data-driven eCommerce strategies. Specialize in transforming brands through:

- High-conversion visuals (social ads, packaging, product listings)
- End-to-end platform optimization (Lazada, Shopee, TikTok)
- Seamless workflow coordination (design + VA cross-functionality)

WEBSITES, PORTFOLIOS, PROFILES

LinkedIn: <https://www.linkedin.com/in/jenny-padilla-711047273/>

Port Folio: <https://ittybitty-project.notion.site/My-Portfolio-1cba11af606f80f1a7cfd9347cb7fec>

AREAS OF EXPERTISE

- Marketplace Management
- Customer Experience & Retention
- Inventory & Operations Management
- Motion Graphics
- Social Media Graphics
- Product Photography
- Growth Strategies
- Project Management
- Product Descriptions

PROFESSIONAL EXPERIENCE

Graphic Designer & eCommerce Specialist (Merchan-designer) (Remote) | June 2022 - Present

Orenji.jp, Quezon City, Manila

- Led brand identity development, designing packaging, social media content, and digital campaigns that established Orenji as a trusted baby brand.
- Managed end-to-end operations, from product photography to order fulfillment, while growing a loyal parent community through influencer collaborations.
- Drove a 35% increase in social media engagement and maintained 5-star Lazada/Shopee ratings through optimized listings and customer-centric visuals.

Graphic Designer, Photographer & eCommerce Specialist (Ad-hoc Projects) | August 2024 - Present

Freda Collection, Guiguinto, Bulacan

- Elevated brand presence through high-quality product photography and on-brand visual designs, resulting in improved customer engagement.
- Executed end-to-end creative projects, from concept to final assets, ensuring consistency across marketing materials.
- Collaborated on seasonal campaigns, delivering compelling visuals that strengthened brand identity and boosted conversions.

Graphic Designer, Video Editor & eCommerce Specialist | October 2024 - March 2025

Top Century Textile Prints & Graphics, Guiguinto, Bulacan

- Created high-impact print/digital designs and video content tailored to client branding needs.
- Edited promotional videos (Premiere Pro, CapCut) for social media and ads, enhancing engagement.
- Collaborated with clients to elevate brand messaging across marketing materials.

Graphic Designer & Virtual Assistant (Remote) | June 2023 - August 2024

Hoodwinkler Coaching Group LLC, Chester, MA, USA

- Digital Product Creation & Sales Funnels
 - Produced high-converting sales pages, landing pages, and waitlists for coaching programs, directly supporting client enrollment goals.
- Marketing Automation & Client Management
 - Automated email sequences and CRM workflows, reducing manual follow-ups by 40%.
- Operational Efficiency
 - Designed course assets (workbooks, slide decks) aligning with brand voice and learning objectives.
 - Implemented Kajabi/Podia integrations to automate content delivery and reduce admin workload.

ACCOMPLISHMENTS

- **Consistently Maintained 5-Star Seller Rating** of Orenji online store on Lazada through optimized listings and customer-centric designs, ensuring exceptional satisfaction.
- **Increased Product Visibility by 50%**, driving higher conversion rates through strategic SEO and visual enhancements.
- **35% increase in social media engagement** for Orenji through targeted visuals and influencer collabs.

EDUCATION

Bachelor of Science in Information Technology, National Teachers College, Metro Manila, Philippines.

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TECHNICAL SKILLS

Graphic Designing, Photography & Animation

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects

Video Editing

- Adobe Premiere Pro
- Capcut
- FL Studio

Digital Marketing Tools

- Shopee
- Lazada
- Tiktok
- BigSeller
- Duoke

Creator Platforms / All-in-one Online Course Platforms

- Kajabi
- Podia

Email Marketing Tools

- MailChimp

Automation Tools

- Zapier

Project Management Tools

- MetaBusiness Suite
- Asana
- Notion