



# SHAINA BIANCA DELA CRUZ

## Digital Marketing Specialist

- 📞 09062040504
- ✉️ shainabiancaf.delacruz@gmail.com
- 🌐 <https://shainabiancadelacruz.netlify.app/>
- 📍 H.Concepcion, Cabanatuan City, Nueva Ecija

## EDUCATION

**Cabanatuan City Integrated School**  
Primary School  
2006 - 2017

**College of the Immaculate Conception**  
Secondary School  
2017 - 2021

**Phinma Araullo University**  
Bachelor of Science in Information Technology  
2021-2025

## TECHNICAL

- Web Development
- SQA Testing
- UI Designer
- Graphic Designer
- Microsoft Office
- Article Writing
- Email Marketing

## PERSONAL SKILLS

- Communication Skills
- Problem Solving
- Teamwork

## Objective

Digital Marketing Specialist with expertise in article writing, lead generation, and email marketing. Skilled in creating engaging content, optimizing campaigns for conversions, and driving audience growth through data-driven strategies.

## Experience

Eurasia Research Pharma Corporation  
San Leonardo, Nueva Ecija | Internship

**Web Developer** | July - September 2024

This system tracks product vouchers, payments, and expenses, including the bank for transactions and who processed and approved payments. Technologies used include React, Vite, Tailwind, and MongoDB.

uTest

**SQA Tester** | August 2024 - Present

Conducted manual testing for 2 websites, 1 mobile app, and 2 web apps for facial verification to identify bugs and usability issues, Bronze badge is also achieved.

Team Intelligence

Cabanatuan, Nueva Ecija | Internship

**Digital Marketing Specialist** | November 2024 - February 2025

I write Forex reviews and market news on crypto, gold, oil, and the economy. I also provide lead generation and email marketing services.

## WORKSHOPS

### ORACLE ACADEMY

Database Foundation  
March 4, 2023

### AWS ACADEMY

Introduction to Cloud Semester 1  
August 8, 2023

### GREAT LEARNING

Software Testing Tutorial  
August 2024

## PROJECTS

### EYESMILE DENTAL & OPTICAL CLINIC MANAGEMENT SYSTEM

Developed a web-based application to manage a dental clinic's operations, including patient records, appointment scheduling, billing, and treatment history of tooth including a dental charting of the patients. The system also includes an inventory system for the dental supplies and medicines. The system provides a user-friendly interface for doctors, staff, and patients, ensuring efficient clinic management and a better patient experience. Implemented secure login functionality and a role-based access control system to safeguard sensitive data.

**Technologies:** HTML, CSS, Bootstrap, JQuery, JavaScript, PHP, MySQL

### VOUCHER DISBURSEMENT MANAGEMENT SYSTEM

The system facilitated the tracking of product payments, including the approval process, bank details, and the companies being paid. Users could view the type of product paid for, the associated pharmaceutical company, and the payment status.

**Technologies:** React Vite, Tailwind, Node.js, Express.js, MongoDB

### ASIA FOREX MENTOR & TRADING INSIDER

TI specialize in writing in-depth reviews of forex brokers. I also create news articles on market trends and financial updates while managing email marketing campaigns and lead generation strategies to boost engagement and conversions.

**Technologies:** Wordpress, Surferseo, Leadsgorilla.io, Apollo.io, Seamless.ai, Sendmails.io

## AREAS OF EXPERTISE

### Languages

- HTML
- CSS
- JavaScript
- PHP
- Python

### Software

#### Dev Tools

- GitHub
- VS Code
- Postman
- Trello

### Email Marketing Tools

- Leadsgorilla.io
- Apollo.io
- Seamless.ai
- Sendmails.io

### Frameworks/Libraries

- React Vite
- Bootstrap
- Tailwind
- Flask
- Express.js

### Design

- Figma
- Canva

### Software Dev Tools

- GitHub
- VS Code
- Postman
- Trello

### Article Writing Tools

- Wordpress
- Surferseo

## ACHIEVEMENT

### SALESFORCE

- App Builder Super Set Superbadge
  - Developer Super Set Superbadge
- March 16, 2024

### uTEST

Bronze badge  
August 2024 - PRESENT

### Great Learning

Software Testing Tutorial  
2024

### Phinma Araullo University

11th Pinning Ceremony in IT  
April 2024