

Kriztin Eleonor C. Cruz

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Creative Art portfolio: <https://kriztincruzart.carrd.co/>

Copywriting Portfolio: <https://pumped-cello-498.notion.site/Copywriting-Portfolio-1a28dc9688ae8069ba19cda3b3bc6d96>

Personal Wordpress blog: <https://krizsn.wordpress.com/>

Medium profile: <https://medium.com/@kriztincruz>

Multimedia hobbyist artist, who is also a multi-faceted & meticulous professional in recruitment and marketing, with more than 5 years of experience in content writing, almost 2 years of experience with digital marketing and social media management, and more than 3 years of HR experience for clients based in the US.

PUBLICATION

The Mysteries Beside the Brook, Under the Tree

Philippines Graphic

May 2023 ([link](#)). Magazine copy [here](#).

GROUP EXHIBITS

2025

404: Theme Not Found

1159 Creative Space, Makati Central Square, Makati

2018

Ateneo Psychology Society x Boxless (a student-led art exhibit)

Katipunan

OTHER SKILLS AND PROFICIENCIES

Top Skills: Administrative work, Writing, Project Management, Conducting Interviews, End-to-end Recruitment Process, Social Media Management, Digital Marketing

Technical Skills: Google Suite, Notion, Slack, Miro, Microsoft Office, Asana, Trello, Meta Business, Buffer, ATS, Avature, Grammarly, Photoshop, Canva

Languages: Fluent in English and Tagalog

CREATIVE AND OTHER WORK EXPERIENCE

NGP-IMC

Content Writer (Freelance, on-call basis)

Remote
April 2025 - present

- Currently writing and editing for a PR and digital marketing agency in the Philippines
- Main focus on digital marketing. Read more of my blogs [here](#).

IHC Financial Consultancy Services (6-employee small financial consultancy, flexible schedule)

Human Resources and Marketing Consultant

Antipolo, Rizal
Jul 2023 – present

- Manages social media handles and current marketing strategies (both digital and traditional) of a financial loan consultancy
- Sets up, maintains, and writes copy for company website
- Provides framework of organizational needs surrounding employee wellbeing and policies
- Published the company's terms and conditions for internal use
- Provides extra ad hoc tasks needed by the CEO (contract writing, some scheduling with clients, answering calls)

Tungtung Alon Arts Foundation, exhibited in Ateneo Art Gallery

Core Exhibit Invigilator

Katipunan, Quezon City
Jan 2024 - Jun 2024

- Invigilated exhibit by Mark Orozco Justiniani
- Monitored the exhibition space to prevent any damage to the installations on display
- Attended to guests' questions and engaged guests in conversations relating to art and culture
- Lead guided tours, prioritizing guest safety
- Lead volunteer invigilators to do needed tasks

Philippine Army

Project Creative Writer

Remote
Oct 2022 - Nov 2022

- Wrote a few chapters for a non-fiction novella reserved for Filipino soldiers; account of NPA leader captured by Army.
- Developed theme, plot, psychological analysis, characterization, action, dialogue and retrospective environment (story happened in the past), retrospective environment, to create material.

- Researched military jargon and coordinated closely with project managers for full accuracy and anonymity
- Worked on month-long project as sole creative writer.

WNS

HR Associate - Sourcing

Eastwood, Quezon City
Jul 2022 - Sep 2022

Reason for leaving: health-related reasons

- Involved in internal sourcing efforts for a BPO company
- Scope included online marketing, online job fairs, and referral verification
- Did cold calling, data mining, and article writing when needed
- Conducted group interviews and online job fairs through zoom

Cielo Talent

Talent Acquisition Coordinator

Remote
Oct 2021 - Feb 2022

Client: Walmart US

- Responsible for (but not limited to) scheduling interviews between candidates and hiring managers
- Generated daily lists of candidates to schedule throughout the day
- Did initial interviews as per the hiring manager's request

Korn Ferry

Recruitment Coordinator

Remote
Dec 2020 - April 2021

Client: Anthem, Inc. US

Reason for leaving: health reasons; strongly advised by physician to take rest

- Responsible for scheduling volumes of candidates, used HiredNow and ModernHire alongside Avature for these tasks
- Consistently followed-up on interviews, kept track of candidates interviewed by management, and coordinated meticulously with recruiter to fulfill client's headcount needs per season.

HIGHLIGHTS:

- Scheduled an average of 27 interviews in a day, around 250 schedules throughout entire stay
- Implemented few changes to workflow throughout the team (hyperlinked client's data sheet to email templates, converted html resumes to Word/PDF forms for Avature, and adding interview time tables to emails a day before interviews); resulted in faster turnaround time

HIKINEX

Remote

Reason for leaving: filed immediate resignation & amicably parted with company due to COVID affecting immunocompromised members of my family

ASSOCIATE BUSINESS MANAGER, MARKETING AND LEAD GENERATION DEPARTMENTS

May 2020 - Jun 2020

- In charge of marketing and lead generation departments as part of a quick-scale management program

HIGHLIGHTS:

LEAD GENERATION DEPARTMENT

- Cut down time for double-checking and create lists of more accurate leads in less time.
- Trained potential hires in a project to provide disadvantaged women English and technical skills

MARKETING DEPARTMENT

- Slowly solidified idea that web articles could add to client's branding

ADMIN COORDINATOR

April 2020 - May 2020

- Responsible for administrative tasks for clients, focused on lead generation and marketing
- Researched and double-checked lead list for a recruitment firm in Minnesota
- Curated social media marketing content for a human resources consultancy in Los Angeles

RECRUITING ASSISTANT

Feb 2020 - April 2020

- Sourcing using multiple job boards. Familiar with LinkedIn Advance Search and Boolean
- Screening candidates for multiple industries such as IT/Technology, Healthcare, Finance/Accounting, Construction, and Legal.

AMS

Sourcer/Graduate Sourcing, EMEA Emerging Talent

Sep 2019 - Jan 2020

- Aided an investment bank in London with assessing candidates for their internship roles.
- Screened internship resumes for their Private Bank as well as their Markets and Security Services internships
- Scheduled candidate interviews and possible flights
- Accommodated whatever special needs (diet restrictions, etc.) candidates may have had

Freelance Ghostwriter

March 2016 - Jan 2021

- Started in a writing agency called essays.ph, slowly branched out to doing own projects
- Specialized in, but wasn't limited to, SEO articles and WordPress blogs. Niche ranged from healthcare to financial, legal, and recruitment matters

- Still passively accepts writing projects from time to time

VOLUNTEER EXPERIENCE

YOUTH FOR MENTAL HEALTH COALITION

Director For Mass Education And Research

Jul 2017 - Jan 2020

- Prioritized making module templates that are in line and digestible to a high school to young adult demographic.
- Was part of the congress that drafted revisions in what became the Mental Health Law

SILAKBO PH

Individual Contributor

Jul 2017 - Dec 2020

- Under the creative team. Tasks include creative contributions and project planning.

EDUCATION

DE LA SALLE-COLLEGE OF SAINT BENILDE ANTIPOLLO

Antipolo, Rizal

Bachelor of Science

Jun 2019

Major in Psychology

Cumulative GPA: 88; Dean's List 2014 - 2016