

# 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

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### The Mysteries Beside the Brook, Under the Tree

Philippines Graphic

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

## GROUP EXHIBITS

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### 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

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**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

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### ABIVA Publishing House

Ghost Illustrator

Remote

September 2025 - March 2026

- Created more than 20 digital illustrations for textbooks written for Grades 1-5
- Curated a collection of images depicting respectable representations of indigenous groups for age-appropriate social awareness
- Collaborated with project manager to both organize filing systems for publication
- Brainstormed to help curate age-appropriate textbooks

### NGP-IMC

Content Writer (Freelance, on-call basis)

Remote

April 2025 - May 2026

- 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**

Remote

Project Creative Writer

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**

Eastwood, Quezon City

HR Associate - Sourcing

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**

Remote

Talent Acquisition Coordinator

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**

Remote

Recruitment Coordinator

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- ups 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**

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**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**

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**DE LA SALLE-COLLEGE OF SAINT BENILDE ANTIPOLLO**

Antipolo, Rizal

Bachelor of Science Major in Psychology

Cumulative GPA: 88