

# BABY JANE SEÑO

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## PROFESSIONAL SUMMARY

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Results-driven Freelancer and Virtual Assistant with hands-on experience in AI automation, creative design, virtual assistance, and full stack web & app development. Currently supporting a client as Marketing Assistant while independently building web applications, automation systems, and creative assets for businesses. Skilled in connecting tools like Zapier, Make, and n8n to streamline workflows, designing brand visuals and social media content in Canva, and building full stack apps using React and FastAPI. Known for reliability, attention to detail, and delivering solutions that make businesses run simpler and grow faster.

## KEY SKILLS

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Social Media Management | LinkedIn Content Creation | Prospecting & Lead Generation | Website Design (Carrrd, WordPress, Wix) | Graphic Design (Canva) | Video Editing (CapCut & Descript) | Brand Identity Design | Content Scheduling | Meta Business Suite | ClickUp | AI Tools (ChatGPT, Claude, Gemini & Grok) | AI Automation (Zapier, Make, n8n) | Workflow Automation | Chatbot Development | Web & App Development (React, HTML/CSS/JS, Node.js, FastAPI) | Digital Marketing Support | Administrative Support

## PROFESSIONAL EXPERIENCE

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### Marketing Assistant

SMB-Integrator | October 2025 - Present

- Designed and launched B2B product pages and marketing website using Carrrd, structuring content for 4 software products and improving clarity of product positioning.
- Implemented and configured Plausible Analytics tracking across website and landing pages, monitoring traffic sources, CTA clicks, and user behavior to generate weekly marketing reports.
- Created and scheduled LinkedIn marketing content and graphics to support product launches and brand awareness for SMB-focused software solutions.
- Researched and compiled targeted prospect lists of companies likely using Microsoft Business Central, identifying decision-maker contacts for sales outreach.
- Developed visual product feature illustrations and marketing assets using Canva, improving product explanation and readability on landing pages.
- Produced and edited marketing video content using Descript, preparing VSL-style product demonstrations and promotional materials.
- Maintained and optimized company website content, updating product pages, FAQ sections, and call-to-action elements to improve user engagement.
- Prepared and analyzed weekly website performance reports, identifying traffic trends, user interactions, and early lead signals from CTA clicks.

## PROJECTS

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### Finance Tracker App — [enajfs.github.io/portfolio/web-app-portfolio.html](https://enajfs.github.io/portfolio/web-app-portfolio.html)

Full stack web app built with React, FastAPI, and PostgreSQL. Features expense tracking, savings goals, and transaction history.

### Seño Digital Studio Portfolio — [enajfs.github.io/portfolio/](https://enajfs.github.io/portfolio/)

Personal freelance portfolio website built with HTML, CSS, and JavaScript. Features 4 service pages, pricing tables, portfolio gallery, and contact form.

## TECH PROFICIENCY

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**Productivity & Admin:** *Google Workspace, Microsoft 365, Notion*

**Communication:** *Slack, Zoom, Google Meet, Calendly*

**CRM & Marketing:** *Buffer, Meta Business Suite*

**AI & Automation:** *ChatGPT, Claude, Gemini, Grok, Zapier, Make, n8n*

**Design & Content:** *Canva, CapCut, Descript, Figma (basic)*

**Project Management:** *Asana, Trello, ClickUp, Monday.com*

**Web Development:** *React, Vite, TypeScript, HTML, CSS, JavaScript, Node.js*

**Backend & Database:** *FastAPI, Python, PostgreSQL, SQLAlchemy*

**Deployment:** *Vercel, Railway, Docker, GitHub*

**Website Builders:** *Carrd, WordPress, Wix*

## EDUCATION

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**Bachelor of Science in Computer Science**

*Palawan State University | Puerto Princesa, Philippines | 2029*

## REMOTE WORK READINESS

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**Internet:** *GOMO 10 mbps*

**Equipment:** *LENOVO LOQ*

**Workspace:** *Dedicated home office | Quiet environment*

**Availability:** *Part-time · 8PM–12AM PH time (PHT) | Flexible across US (EST/PST), UK (GMT), AU (AEST) time zones*

## LANGUAGES

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**English:** *Proficient*

**Filipino:** *Native*

## CERTIFICATES

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**AI Fluency: Framework & Foundations** — Anthropic — [View Certificate](#)

**Claude 101** — Anthropic — [View Certificate](#)

**Claude Code in Action** — Anthropic — [View Certificate](#)