

BABY JANE SEÑO

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PROFESSIONAL SUMMARY

Results-driven Freelancer and Virtual Assistant with hands-on experience in AI automation, creative design, virtual assistance, and full stack web and 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

Social Media Management, LinkedIn Content Creation, Prospecting and 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 and App Development (React, HTML, CSS, JavaScript, Node.js, FastAPI), Digital Marketing Support, Administrative Support

PROFESSIONAL EXPERIENCE

Marketing Assistant

SMB-Integrator | October 2025 - Present

- Designed and launched B2B product pages and marketing website using Carrrd, structuring content for **5 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 **100+ LinkedIn marketing posts and graphics** to support product launches and brand awareness for SMB-focused software solutions
- Researched and compiled targeted prospect lists of **50-100 companies** likely using Microsoft Business Central, identifying decision-maker contacts for sales outreach
- Developed **100+ visual product feature illustrations and marketing assets** using Canva, improving product explanation and readability on landing pages
- 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

Finance Tracker App — <https://finance-app-six-sandy.vercel.app/>

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

Seño Digital Studio Portfolio — <https://portfolio-steel-tau-78bl8pa0vz.vercel.app/>

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

Cleanie — <https://cleanie.framer.website/>

A mock landing page for a local cleaning service, designed and built in Framer to demonstrate clean, conversion-focused layout and mobile-responsive design for a service-based small business.

TECH PROFICIENCY

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, Framer

EDUCATION

Bachelor of Science in Computer Science
Palawan State University | Puerto Princesa, Philippines | Expected Graduation: 2029

REMOTE WORK READINESS

Internet: 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), and AU (AEST) time zones

LANGUAGES

English: Proficient
Filipino: Native

CERTIFICATES

AI Fluency: Framework & Foundations — Anthropic - [View Certificate](#)
Claude 101 — Anthropic - [View Certificate](#)
Claude Code in Action — Anthropic - [View Certificate](#)