

BABY JANE SEÑO

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PROFESSIONAL SUMMARY

Digital Operations Partner and Computer Science student offering end-to-end digital support — web design and development, graphic design and branding, virtual assistance, video editing, social media management, and AI automation — for B2B software teams, small businesses, and coaches. I combine creative design skills (Canva, Figma, conversion-focused landing pages) with technical development experience (React, FastAPI, PostgreSQL) and hands-on use of AI tools (ChatGPT, Claude, Zapier, n8n) to deliver faster, more effective results across every part of a business's digital operations. Detail-oriented, highly organized, and comfortable collaborating remotely across time zones.

KEY SKILLS

Landing Page Design • Website Design • Web Development • Graphic Design • Brand Identity • Wireframing & Prototyping • UI Design • Responsive Web Design • Typography • Visual Hierarchy • Layout Design • Marketing Collateral • Presentations • Brand Consistency • SEO Basics • Web Analytics (Plausible) • Virtual Assistance • Email & Calendar Management • Data Entry • Research • Customer Support • Video Editing • Social Media Management • Content Scheduling & Captions • AI Automation & Workflow Building • AI Design & Productivity Tools • Attention to Detail

PROFESSIONAL EXPERIENCE

Marketing Assistant | Graphic & Web Design

SMB-Integrator | October 2025 - Present

- Designed and built landing pages and product websites using Carrd for five B2B software products, improving product presentation and user experience
- Created 100+ branded graphics in Canva for LinkedIn campaigns, product launches, and digital marketing initiatives
- Designed marketing materials including one-page product sheets, promotional graphics, and digital assets supporting sales and marketing activities
- Maintained brand consistency across websites, landing pages, graphics, and marketing materials through consistent typography, color palettes, and layouts
- Updated website content, forms, CTAs, and page layouts to improve usability and ensure accurate business information
- Collaborated with stakeholders to revise landing pages and marketing assets based on business objectives and feedback
- Implemented Plausible Analytics tracking and prepared weekly reports to evaluate landing page performance and user engagement

Founder & Digital Operations Partner

Seño Digital Studio (Freelance) Ongoing

- Deliver web design, graphic design, virtual assistance, video editing, and AI automation setup (Zapier, n8n) to small business and coach clients as a solo freelance practice
- Build full-stack web apps (React, FastAPI, PostgreSQL), landing pages, and branded social content across multiple client projects
- Provide virtual assistance including admin support, email/calendar management, research, and data entry on an hourly basis
- Edit short-form and basic long-form video content (CapCut, Descript) for client social media

- Use AI tools (ChatGPT, Claude, Gemini, Grok) to speed up research, content, and workflow automation, improving turnaround without sacrificing quality

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://señodigitalstudio.xyz/>
 - Designed and developed a personal portfolio website showcasing web design, landing pages, branding, and freelance services. Created custom layouts, service pages, pricing sections, and responsive user experience.
- **Cleanie** — <https://cleanie.framer.website/>
 - Designed and built a modern, conversion-focused landing page in Framer for a fictional cleaning service. Created the page layout, visual hierarchy, branding, and responsive design to demonstrate web design skills for service-based businesses.

TECH PROFICIENCY

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

Website Builders: Carrd, WordPress, Wix, Framer

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

Productivity & Admin: Google Workspace, Microsoft 365, Notion

Communication: Slack, Zoom, Google Meet, Calendly

CRM & Marketing: Meta Business Suite, Mailchimp, Buffer

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

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

Backend & Database: FastAPI, Python, PostgreSQL, SQLAlchemy

Deployment: Vercel, Railway, Docker, GitHub

EDUCATION

Bachelor of Science in Computer Science

Palawan State University | Puerto Princesa, Philippines | Expected Graduation: 2029

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](#)