

JAM LESTER D. PERALTA

DIGITAL MARKETING SPECIALIST · GRAPHIC DESIGNER · SOCIAL MEDIA MANAGER

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PROFESSIONAL SUMMARY

Fresh digital marketing graduate with hands-on experience in social media management, graphic design, and email marketing, seeking a role where I can help brands grow their online presence and drive engagement through creative, data-informed content

EXPERIENCE

SKINK- skinktalent.com

April 1, 2026 - May 15, 2026 (Digital Marketing)

- Managed social media accounts across Social media platforms
- Designed branded graphics and content templates using Canva for weekly posts
- Planned and scheduled content calendars for consistent brand presence
- Assisted in CRM management using constructor foreman to track client interactions

SKILLS & TOOLS

Design & Content

- Canva (Graphics & Templates)
- CapCut (Video Editing)
- Marketing Content Design
- Basic Video Editing

Social Media & Marketing

- Social Media Management
- Content Planning
- Email Marketing Basics
- HubSpot (Email)
- Shopify

AI & Productivity Tools

- ChatGPT
- Claude AI

CORE COMPETENCIES

- Fast Learner — quickly adapts to new tools, platforms, and workflows.
- Creative Thinker — generates fresh ideas for content, campaigns, and visual design.
- Team Player — collaborates effectively in both remote and in-person environments.
- Time Management — consistently meets deadlines and manages multiple tasks simultaneously.
- Adaptable — thrives in fast-paced, evolving digital marketing environments.

EDUCATION
BACKGROUND

Bataan Peninsula State University
Bachelor of Science in Hospitality Management
2022-2026

PERSONAL
INFORMATION

- Date of Birth: April 19, 2004
 - Age: 22
 - Sex: Male
 - Civil Status: Single
 - Citizenship: Filipino
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CERTIFICATION

HubSpot Email Marketing Certification — HubSpot Academy Issued:
April 2026 · Credential ID: c9gw7w4r
academy.hubspot.com/achievements/