

# Jazmin Kharmina dela Cruz

CHANGE, COMMUNICATIONS & TRANSFORMATION LEADER

Vancouver, BC • (236) 788-2504 • [jazmindelacruz@gmail.com](mailto:jazmindelacruz@gmail.com) • [linkedin.com/in/jazmindelacruz](https://www.linkedin.com/in/jazmindelacruz) • [jazmindelacruz.com/portfolio](https://jazmindelacruz.com/portfolio)

## HIGHLIGHTS OF QUALIFICATIONS

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- Communications and change leader with 20+ years of experience delivering large-scale transformation, stakeholder engagement, training, and technology adoption initiatives across regulated and complex environments
- Trusted partner to executives, subject matter experts, vendors, and cross-functional teams driving organizational change and technology adoption
- Developed communication strategies, executive briefings, presentations, training resources, and engagement programs for diverse audiences
- Enabled communications and change initiatives within regulated sectors, including financial services, technology, and education
- Directed cross-functional teams, agency partners, budgets, and enterprise communications projects across multiple jurisdictions

## EDUCATION

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### **Master of Business Administration (MBA), Expected 2026**

*Simon Fraser University, Beedie School of Business - Vancouver, BC*

### **Certificate, Digital Marketing, 2022**

*University of Toronto, Rotman School of Management - Toronto, ON*

### **Bachelor of Arts in Mass Communication, 2000**

*Dominican College - San Juan, NCR, Philippines*

## PROFESSIONAL EXPERIENCE

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### **Fractional CMO and Marketing Consultant, Jun 2021 to Present**

*Jazzed Up Media Projects - Vancouver, BC*

- Provide strategic communications, stakeholder engagement, and change support for organizations across technology, finance, and hospitality sectors
- Design and execute training strategies, including needs assessments, onboarding programs, and user enablement initiatives, to support system adoption and organizational readiness
- Lead communications, change, and training initiatives supporting system adoption, partner alignment, and business transformation across multiple partner organizations
- Key client engagements and milestones:

#### ***Client: CADO Bancorp and Maple Leaf Funds (Marketing Manager)***

- Revamped the corporate website, including copywriting and research to support SEO strategy implementation, resulting in a 55% increase in unique website traffic in three months
- Facilitated organizational change through multi-channel communications, aligning teams and ensuring adoption across paid media, investor relations, and content production for a national investment management firm
- Designed executive presentations and investor communications that elevated engagement by 40% while supporting stakeholders in high-accountability and regulated environments

#### ***Client: Utopia VR (Digital Marketing and Community Manager)***

- Led community initiatives for a metaverse platform, driving product launches and user acquisition
- Collaborated with teams to align communications with training and user readiness
- Developed executive briefing notes, stakeholder communications, Q&A documents, and leadership talking points for complex and sensitive initiatives

### **Vice President of Marketing, Feb 2019 to Oct 2019**

*List Sotheby's International Realty Philippines - Philippines*

- Directed luxury real estate performance strategy, achieving 120% growth in inbound leads in six months through SEO, paid media, and content strategy
- Collaborated with global teams to launch brand-aligned digital transformation initiatives and go-to-market strategies
- Managed a \$3M annual budget while delivering integrated communications and change initiatives

### **Managing Editor and Chief Content Officer, Apr 2018 to Feb 2019**

*Green Park Content - Philippines*

- Led and coached a team of six writers and content specialists, optimizing content performance by 68% above target within six months
- Built reporting pipelines for regional and global teams, translating digital platform adoption, engagement, and brand voice insights into actionable content strategies
- Achieved 39% revenue growth through new projects and upselling to existing and new clients

### **Marketing Manager, Sep 2015 to Mar 2018**

*Think Innovations - Philippines, Australia, and Singapore*

- Selected by clients for the following high-impact engagements:

#### ***Client: Marketing4Restaurants (Marketing Manager)***

- Expanded sales qualified leads (SQLs) by 280% in ten months through CRM and SEO insights, enhancing customer journeys and securing leadership support for customer engagement initiatives
- Spearheaded customer engagement initiatives across SEO, CRM, content, paid media, email, and social channels, boosting market share for the company and VIP partners in the hospitality industry
- Created and executed training strategies and communication tools to promote system adoption and workforce readiness in coordination with cross-functional teams to ensure effective user onboarding through guides and structured rollouts

#### ***Client: Fusion Cosmetics (Marketing Manager)***

- Led commercial growth initiatives that increased revenue by 53% within six months of launching multiple cosmetic brands in Singapore
- Launched and executed go-to-market campaigns across social media, email, e-commerce, retail, and events, boosting customer acquisition and brand visibility
- Built data-backed performance dashboards combining retail, sales, and influencer metrics, providing brand principals with actionable insights

### **Director of Marketing, Oct 2013 to Aug 2015**

*RightSize Business Systems and XRoads Bar - USA and Philippines*

- Surpassed 230% annual revenue gains by reviving inactive clients and implementing targeted re-activation strategies for custom software as a service (SaaS)
- Streamlined the approach and implemented reporting frameworks to unify SaaS adoption metrics with customer success, boosting investor and executive confidence
- Steered cross-functional teams of over 50 employees across two business units, driving partner alignment, process integration, and collaboration across account management, production, and communications functions

## **CERTIFICATIONS and PROFESSIONAL DEVELOPMENT**

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- Google: Google Analytics, AI-Powered Shopping Ads, Waze Ads, Google My Business
- Amazon: Amazon Ads Foundation, Amazon Sponsored Ads Advanced
- HubSpot: Inbound, Social Media Marketing, Inbound Marketing
- SEMrush: Advanced Content Marketing, Technical SEO, AI Search Essentials
- DigitalMarketer: Certified Search Marketing Specialist