

RONALDO H. DELA CRUZ

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Brgy. Punta, Calamba, Laguna
Philippines, 4027

Dear Hiring Manager,

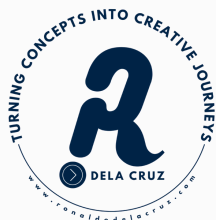
I am writing to express my interest in opportunities where I can contribute my skills in graphic design, social media management, and website building. With experience in creating impactful visuals, managing digital content, and supporting brand growth, I am confident in my ability to add value to any dynamic team.

I bring not only technical expertise in tools like Adobe Creative Suite and Canva but also a strong work ethic, adaptability, and a collaborative mindset. My goal is to design with creativity and purpose—delivering results that engage audiences and support business objectives.

I would welcome the opportunity to apply my skills and passion for design in a role where I can continue to grow while contributing to the success of the company. Thank you for considering my application.

Sincerely,
Ronaldo dela Cruz





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Creative Media Designer | Florist

Objectives

Experienced and passionate florist with over 15 years in floral design and customer service along with recent graphic design experience. Known for creating exquisite, custom floral arrangements and ensuring exceptional client satisfaction. Skilled in managing floral inventory, collaborating with vendors, and upholding the highest quality standards. Dedicated to enhancing client experiences through creativity, attention to detail, and effective communication supporting both in-store and online customer needs. Skilled in digital design and content creation, enhancing online and in-store experiences through creativity and technical proficiency.

Work Experience

BLK 109 Remote Force, Calamba City, Laguna

Graphic Designer/Freelancer/Remote

September 11, 2024 – October 8, 2025

- Developed visual assets, including digital graphics and promotional materials, for enhanced brand visibility.
- Collaborated with the marketing team to align visual content with brand messaging.
- Utilized Adobe Photoshop, Illustrator, InDesign & Premiere Pro and other design tools to create compelling and cohesive graphics for print and web use.

Fil-Tech Business Solution Inc., Manila City

On-call Florist/WFH Social Media Manager

with Customer Support | www.PhilGifts.com

September 2021 – July 2024

- Designed custom floral arrangements for events and seasonal themes, achieving high levels of customer satisfaction.
- Created digital content for social media and online platforms, including product updates, promotional graphics, and engaging visuals to enhance brand presence.
- Provided direct customer support, handling inquiries and resolving issues to boost client satisfaction and encourage repeat business.
- Managed and sent out regular newsletters, keeping customers informed of new products, special offers, and seasonal promotions.

Skills and Qualifications

Florist

- Expert in classic, modern, and themed floral designs, including bouquets, centerpieces, and event-specific displays.
- Proficient in designing arrangements for a variety of occasions, such as weddings, corporate events, holidays, and personal gifts.
- Skilled in working with fresh, dried, and artificial flowers, ensuring longevity and aesthetic appeal.

Customer Relation Skills

- Effective communication and personalized client service
- Possess good communication and interpersonal skills in interacting with the customers and catering to their requirements.

Inventory Managements

- Proficient in floral stock maintenance and waste reduction.
- Skilled in collaborating with suppliers to maintain high-quality standards and ensure timely replenishment.

Graphic Design

- Adobe Photoshop, Illustrator, InDesign, Premiere Pro and Canva.
- Promotional design and digital content creation.
- Experienced in creating cohesive visuals that align with brand identity and attract customer interest

Technical Proficiency

- MS Office Suite
- eCommerce Basics
- Website Content Management



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I-Tech Innovations Systems Inc., Parañaque City
Florist/Customer Service | www.FilipinasGifts.com

September 2016 – June 2021

- Curated floral arrangements to meet diverse customer preferences and event themes.
- Managed inventory and maintained the freshness of flowers, minimizing wastage through strategic ordering and storage.
- Collaborated with suppliers to ensure timely delivery and high-quality stock.
- Assisted in website updates, uploading new products, and designing promotional web banners.

Fil-Tech Business Solution Inc., Manila City
Florist/Designer | www.PhilGifts.com

June 2015 – June 2016

- Led the design and execution of floral arrangements and corporate gift items.
- Optimized resource use to maintain operational efficiency and meet customer needs.
- Provided customer support through phone, email, and online chat, enhancing client satisfaction and loyalty.

PinayGifts.com, Pasay City
Florist/Designer

October 2005 – May 2012

- Designed creative and modern floral arrangements using fresh, dried, and artificial flowers.
- Coordinated with logistics providers to ensure safe and timely delivery of floral products.
- Ensured quality control of flower arrangements, meeting the high expectations of customers.

Educational Background

Juan Villablanca Memorial High School
Pastrana, Leyte
1997–2000

Pasay City West High School
Pasay City, M.M.
1995–1996

Cuneta Elementary School
Pasay City, M.M.
1988–1995

Personal Information

Birthday:	Birth Place:	Civil Status:	Religion:	Height:	Weight:
• November 8, 1980	• Palo, Leyte	• Single	• Roman Catholic	• 5'6"	• 150 lbs

Signature:

I hereby certify that the above information is true and correct to the best of my knowledge and belief.


Ronaldo H. dela Cruz
Signature:



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