Juan Sebastian De Luna

Marketing & Operations · Content Strategy · Client Success

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Professional Summary

Marketing and Operations professional with 3+ years driving growth for early-stage teams and emerging platforms. Comfortable owning both the creative and the systems side, from content strategy and campaign execution to workflow automation and cross-functional coordination. Fluent in English, experienced working with international remote-first teams.

Work Experience

Marketing Associate

Dec 2025 – Feb 2026

Surgence Labs

- Oversaw social media and content operations across four client accounts simultaneously, growing each account by 30K+ followers from the point of taking over.
- Contributed to creative asset production across copy, graphics, and video while serving as the primary client contact for briefs, feedback, and delivery, maintaining 10K+ organic views per post.
- Coordinated campaign timelines and stakeholder communication across all accounts, ensuring consistent delivery and quality throughout.

Marketing & Operations Associate

Apr 2024 – Oct 2025

Shards Ltd.

- Took full ownership of the content pipeline for two flagship accounts covering strategy, writing, design, scheduling, and reporting, contributing to a combined following of 265K+.
- Conceptualized and ran community campaigns across X and Discord end-to-end, managing everything from creative to coordination across 30+ campaign cycles.
- Built internal automation systems using n8n and Zapier that eliminated repetitive reporting tasks and cut coordination overhead by roughly 80%.
- Operated as a core generalist across marketing, operations, and campaign management on a lean, fast-moving team.

Social Media & Graphic Design

Feb 2024 – May 2024

Midnight Labs

- Handled content, community, and creative production for two concurrent client accounts in the Web3 space.
- Designed and delivered branded visuals and marketing assets to match each client's tone, supporting campaign rollouts from brief to publish.

Virtual Assistant

May 2023 – Dec 2023

MyNFTV

- Managed audience engagement, marketing campaigns, and retention efforts across a portfolio of content creator accounts.
- Developed a client-first working style through direct, ongoing collaboration with creators and their audiences.

Proof of Work

- @ShardsOfficial: scaled from a mid-size community to 250K+ followers over 18 months
- @RewardsHQ: built from scratch to 15K+ followers in 3 months, supporting 500K+ platform users
- @Mey_Network: sustained audience growth from 47K to 81K followers across a 3-month sprint
- @MeyReal_IO: took from near-zero to 41K followers; investor card campaign drew 20K+ sign-ups in 48 hours with no paid spend

Skills & Tools

Communication
Fluent English (written & spoken), client-facing communication, copywriting, content strategy

Client Success
Account management, client onboarding, retention strategies, cross-functional coordination

Operations
Workflow automation (n8n, Zapier), Notion, Slack, calendar & email management

Creative
Adobe Creative Suite, Canva, Figma, video editing, graphic design

Tech

Languages & Frameworks
JavaScript (ES2015+), TypeScript, HTML, CSS, PHP, MySQL, React, Next.js, Node.js, React Native, Tailwind CSS

Tools & Platforms
Git, GitHub, Netlify, Vercel, WordPress, Firebase, Docker, Figma

Education

BS Computer Science — Software Engineering
FEU Alabang · 2022 – Present

BS Business Administration — Financial Management
Polytechnic University of the Philippines · 2020 – 2022

References

Justin Ong
AP Collective / Marketing Manager
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