



RUPERT

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Digital Marketing
- CRM & Marketing Automation (GoHighLevel)
- Email Marketing (Segmentation, Nurture, Broadcast)
- Social Media Management
- Content Creation
- Landing Page & Funnel Building
- Facebook Ads Management
- Data Analysis & Marketing Reporting
- Graphic & Video Editing

TOOLS

- GoHighLevel
- Simplero CRM
- Mailchimp
- ClickFunnels
- Canva
- Filmora X
- Google Analytics
- Google Workspace
- Basecamp
- Slack
- Calendly
- Typeform

Results-driven Digital Marketing Specialist with 4 years of experience supporting clinics, e-commerce brands, and agencies through data-driven campaigns and marketing automation. Skilled in CRM management (Go High Level), email marketing, social media management, funnel and landing page creation, and Facebook Ads, with a strong track record of improving lead generation and campaign performance. Known for building conversion-focused funnels, automated workflows, and performance reports that help organizations streamline marketing operations and drive measurable business growth.

WORK EXPERIENCE

CRM SPECIALIST (GOHIGHLEVEL)

Freelancer | 2025 – Present

- Designs and manages GoHighLevel CRM systems, including pipelines, calendars, landing pages, funnels, and automated email/SMS campaigns while tracking marketing performance and optimizing conversion metrics.

VIRTUAL MARKETING ASSISTANT

Alaska Alternative Medicine Clinic | 2024 – 2025 (1 Year)

- Built CRM funnels and booking automations, managed email and social campaigns, produced marketing assets, and compiled monthly marketing performance reports.

VIRTUAL MARKETING ASSISTANT

Outsourced Doers | 2022 – 2024 (2 Years)

- Managed social media calendars, built opt-in funnels and booking pages inside Go High Level, created marketing graphics and videos, and handled inbox/calendar management and follow-ups.

TECHNICAL SALES REPRESENTATIVE

Zafire Distributors Inc | 2014 – 2020 (6 Years)

- Managed sales pipelines, conducted client demos and quotations, supported post-sales service, and gathered competitor and market data for sales planning.

PRODUCT SPECIALIST

Berovan Marketing Inc | 2010 – 2014 (4 Years)

- Delivered product training to healthcare clients, supported promotional events, and coordinated logistics and inventory for timely product deliveries.

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