



DOMINADOR

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Digital Marketing Strategy
- E-Commerce Management
- Shopify Store Setup & Management
- GoHighLevel (GHL) CRM Administration
- CRM Configuration & Pipeline Management
- Workflow Automation & Lead Nurturing
- Sales Funnel Development
- Lead Generation
- Appointment Setting
- Social Media Management
- Social Media Strategy & Content Planning
- Paid Advertising Campaign Management
- Meta Ads Optimization
- TikTok Ads Management
- Google Ads Management
- Email Marketing
- Klaviyo Campaign Management
- Customer Support & Order Fulfillment
- Supplier Coordination & Inventory Management
- Content Creation
- Graphic Design
- Video Editing
- Podcast Editing & Production Support
- Website Content Management
- Blog Content Creation
- Basic SEO
- Data Analysis & Performance Reporting
- Client Account Management
- Project Management

Results-driven Digital Marketing Specialist with 8+ years of experience in social media marketing, e-commerce management, paid advertising, lead generation, and marketing automation. Proven track record of managing multi-channel campaigns across Facebook, Instagram, TikTok, Google Ads, and Shopify stores, while driving brand growth, optimizing conversions, and supporting local and international clients through data-driven marketing strategies. Brings strong expertise in GoHighLevel CRM, campaign optimization, content creation, sales funnel development, and performance analytics, helping organizations increase online visibility, improve customer acquisition, and achieve sustainable business growth.

WORK EXPERIENCE

FREELANCE DIGITAL MARKETING, E-COMMERCE & SOCIAL MEDIA SPECIALIST/GOHIGHLEVEL SPECIALIST/VIDEO EDITOR

Various Clients | 2021 – 2025 (5 Years)

- Managed Shopify stores, social media campaigns, paid advertising, GoHighLevel CRM systems, lead generation, email marketing, content creation, video editing, and marketing automations for local and international clients across multiple industries.

DIGITAL MARKETING SPECIALIST

CodeCentris (Australia) | 2020 (1 Year)

- Executed digital marketing campaigns, managed social media and advertising platforms, conducted market research, monitored campaign performance, and supported lead generation and funnel optimization initiatives.

DIGITAL MARKETING MANAGER

OneBlue Inc. (Singapore/Davao) | 2018 (1 Year)

- Led digital marketing strategies, managed social media channels and content calendars, optimized paid advertising campaigns, analyzed performance metrics, and coordinated with creative teams to strengthen brand presence and lead generation.

EXECUTIVE ASSISTANT

JT Innovators | 2017 (1 Year)

- Provided executive-level administrative and operational support, managed schedules and communications, coordinated projects, tracked deliverables, and supported business development activities.

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TOOLS

- GoHighLevel (GHL)
- Shopify
- Meta Ads Manager
- TikTok Ads
- Google Ads
- Canva
- Adobe Photoshop
- Klaviyo
- Figma
- Microsoft Office
- Google Workspace
- Gemini
- ChatGPT
- Filmora Pro
- CapCut Pro
- Monday.com
- ClickUp
- Trello

WORK EXPERIENCE

ADMIN ASSISTANT/LIAISON/DRIVER

Paramount Innovative Technology Solutions, Inc. | February 2017 – June 2017 (5 Months)

- Supported administrative operations, coordinated business activities, handled liaison responsibilities, and assisted with day-to-day company logistics.

ADMIN ASSISTANT/IN-HOUSE SALES

Exponent Controls & Electrical Corp. | December 2014 – December 2016 (2 Years, 1 Month)

- Assisted with administrative functions, sales support activities, customer coordination, and internal business operations.

PERSONAL ASSISTANT

Dr. Laguit Clinic | 2013 – 2014 (2 Years)

- Provided administrative assistance, scheduling support, documentation management, and day-to-day operational coordination.

DATA ENCODER/TEAM LEADER

Vakrangee E-Solutions Inc. | May 2010 – March 2011 (11 Months)

- Encoded scanned Philippine land titles, maintained data accuracy and quality standards, and supervised team activities to ensure timely project completion.

