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Education

BS Psychology
Silliman University
Graduate of 2015

Tools

Facebook Business Manager
Google Ads
Google LSA
Go Highlevel
Pipedrive
Zapier
Pabbly
Slack
Click Up
Asana
Mailchimp
Brevo
Canva
Teams
Google & Microsoft
Apollo
3cx
Multiple AI Tools

GARTH MICHAEL ZECHARY Z. WHELAN

Digital Marketing
Specialist

Profile

I have been a Virtual Assistant for over 7 years trained in the field of digital marketing.

Work Experience

2017 - 2019	<p>Ashkan Media Social Media Virtual Assistant</p> <ul style="list-style-type: none">• Manage multiple social media accounts of our clients• Create content for all platforms• Write blogs for website• Design Mailchimp email campaigns for promotions
2020 - present	<p>Direct Digital Media LLC Digital Marketing Virtual Assistant</p> <ul style="list-style-type: none">• Create Facebook Ads for different clients and managing them, tweaking when necessary• Create automations using Go Highlevel and Zapier• Setting up funnels & websites with Go Highlevel• Setting up new sub-accounts and calendars on Go Highlevel• Train new VAs and Appointment Setters• Collaborate with Account Managers to determine client needs• Manage Google Local Service Ads & Google PPC• Create Craigslist Ads using codes
2023 - 2024	<p>Bluechip Collections & Outshore Sales & Marketing Manager</p> <ul style="list-style-type: none">• Generate new leads for debt collection agency through Ads, email campaigns, lead magnets, etc• Create sales through phone calls and video calls• Manage sales team & recruitment team
2024 - present	<p>Fleet Car Rental Marketing GHL & Meta Specialist</p> <ul style="list-style-type: none">• Manage GoHighlevel CRM accounts of clients• Creating Social Media posts for clients• Setting up Meta Ads