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Dumaguete City 6200,  
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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

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2019

#### Ashkan Media

Social Media Virtual Assistant

- 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

#### Direct Digital Media LLC

Digital Marketing Virtual Assistant

- 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

#### Bluechip Collections & Outshore

Sales & Marketing Manager

- 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

#### Fleet Car Rental Marketing

GHL & Meta Specialist

- Manage GoHighlevel CRM accounts of clients
- Creating Social Media posts for clients
- Setting up Meta Ads