

# ANTHONY PONLAON

## Digital Marketing & Funnel Specialist

Philippines | Available in U.S. Time Zone

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### PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with expertise in Social Media Management, Funnel Design, and Marketing Automation. I help businesses generate leads, increase engagement, and boost conversions through strategic content and high-performing funnel systems.

Experienced in working with international clients, managing remote projects, and delivering measurable growth using tools like GoHighLevel, ClickFunnels, Shopify, and Meta Business Suite.

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### SKILLS

**Languages:** English, Filipino

**Technical:** GoHighLevel, ClickFunnels, Systeme.io, Shopify, Canva, CapCut, [Apollo.io](https://www.apollo.io)

**Creative:** Funnel Design, Video Editing, Content Strategy, Copywriting, Brand Storytelling

**Other:** Analytics & Reporting, Client Communication, Marketing Automation

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### EXPERIENCE

#### Funnel Builder & Designer

*Freelance | Remote | 2025 – Present*

- *Developed customized sales funnel strategies aligned with client goals*
- *Designed responsive landing pages optimized for desktop and mobile*
- *Integrated CRM systems and email automation workflows*
- *Improved conversion rates through A/B testing and user behavior insights*

#### Social Media Manager

*Grace & Able | Remote | 2025*

- *Revamped brand page for stronger visual identity and consistency*
- *Created high-performing content including graphics, captions, and short-form videos*
- *Managed community engagement and increased audience interaction*
- *Delivered analytics reports to track growth and performance*

## **Social Media Manager**

*NextGen Rider | Remote | 2023 – 2024*

- *Planned and executed content calendars for consistent brand presence*
- *Led engagement strategies to grow audience and interaction*
- *Designed branded visuals and edited video content for Reels and Shorts*
- *Managed organic and paid social media campaigns*

## **Lead Generation Specialist**

*Espy Revenue | Remote | 2024*

- *Built targeted prospect lists for outreach campaigns*
- *Crafted personalized messages via LinkedIn and email*
- *Collaborated with sales team to qualify leads and schedule meetings*
- *Used tools like Apollo.io, Instant Scraper, and LinkedIn Sales Navigator*

## **Video Editor & Graphic Designer**

*Jensai Enterprise | Remote | 2024*

- *Edited short-form videos aligned with brand messaging*
- *Designed promotional graphics for marketing campaigns*

## **Shopify VA / Product Lister**

*Freelance | Remote | Project-Based*

- *Managed product listings, descriptions, pricing, and inventory*
- *Optimized product pages for SEO and conversions*
- *Organized collections and ensured accurate tagging*

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## **KEY ACHIEVEMENTS**

- *Improved social media engagement and brand visibility through consistent content strategy*
- *Built and optimized sales funnels for lead generation and conversion growth*
- *Managed multiple client accounts across different industries*
- *Supported lead generation campaigns through targeted outreach and automation*

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## **EDUCATION**

**2018 – 2023**

**Bachelor of Business Administration – Major in Financial Management**

North Eastern Mindanao State University | Graduate

## **Portfolio / Work Samples:**

[https://panthony-ap88.systeme.io/my\\_smm\\_portfolio](https://panthony-ap88.systeme.io/my_smm_portfolio)