



Nape, Marjoury

Marketing-Focused Virtual Assistant | Funnel & Growth Support

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Marketing-focused Virtual Assistant with hands-on experience in GoHighLevel (GHL), funnel setup, and social media growth strategy.

I help businesses turn their online presence into lead-generating systems by combining content, funnels, and customer journey optimization. As a business owner myself, I understand how to focus on what matters most—conversions, engagement, and sales, not just content output.

CORE SKILLS

- Funnel Building & Optimization (GoHighLevel)
- CRM & Automation (GHL workflows, lead tracking)
- Social Media Growth Strategy (FB & IG)
- Conversion-Focused Content & Copywriting
- Email Marketing (basic automation & campaigns)
- Landing Page Setup & Optimization
- Shopify Store Setup & Product Positioning
- Audience Engagement & Lead Generation

TOOLS & PLATFORMS

- GoHighLevel (GHL)
- Shopify
- Meta Business Suite (Facebook & Instagram)
- Canva
- Basic Email Marketing Tools
- Google Workspace

RELEVANT EXPERIENCE

Marketing Virtual Assistant (Freelance)

Remote / 2024 – Present

- Built and managed GoHighLevel websites and funnels focused on lead generation
- Assisted in setting up CRM workflows and automation to track and nurture leads
- Created conversion-focused social media content (not just posting, but engagement-driven)
- Supported clients in improving customer journey from content → inquiry → sale
- Helped optimize landing pages for better user experience and conversions

Business Owner – Coffee Shop

Philippines / 2023 – Present

- Manage daily operations while handling marketing and promotions
- Created and executed social media strategies that drive actual store visits
- Developed product positioning and offers to increase customer conversions
- Tested different promos, pricing, and content to improve sales performance
- Engaged directly with customers to understand buying behavior and preferences

Shopify Virtual Assistant (Ongoing Development)

- Building and managing a Shopify store (BREWORA)
- Focused on product research, store setup, and conversion optimization
- Learning eCommerce funnels and product-based marketing strategies

KEY STRENGTHS

- Thinks beyond tasks → focuses on business growth
 - Understands both service-based and product-based marketing
 - Fast learner with strong adaptability to new tools and strategies
 - Combines creativity + strategy for better marketing results
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EDUCATION & TRAINING

ISHRM College – 2011

VA Bar Training – 2023

- Social Media Management
- Lead Generation
- Graphic Design
- Email & Admin Support

Pro Va Training - 2025 & 2026

- Fb ads
 - Shopify
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