



SHERYL MAE CATALUÑA

FUNNEL AUTOMATION SPECIALIST



09177028689



B7 L28 Agan Grandville, Salvani St.
General Santos City



sherylcataluna@gmail.com



funnelautomationguru.com

PROFILE

I thrive at the intersection of technology and strategy. My expertise lies in designing seamless marketing funnels and automate email campaigns that captivate your audience and drive unparalleled results. Together, we'll build bridges that turn casual visitors into devoted customers.

EDUCATION

B.S. Medical Technology
San Pedro College
2002 - 2006

CERTIFICATION



GOOGLE ANALYTICS

EXPERIENCE SUMMARY

- 9 years experience in Funnel Building and Email Automation.
- More than 7 years experience as a Virtual Assistant/Project Manager
- More than 6 years of experience in Internet Research, Data Mining, Data Entry, Email Marketing, Email Response Handling, Social Media Marketing (Facebook, Twitter, LinkedIn), SEO and Link Building
- More than 4 year of experience in HR-recruitment and Project Management
- More than 4 year of experience in Setting up Feeder Sites (Wordpress, Cpanel etc)
- 5 years of experience in creating Video sales presentation and Powerpoint presentations
- 5 years experience in FB/Meta Ads Campaign
- 4 years of experience in Directory Submission (Google Maps, Yahoo Maps, Bing etc)



[FUNNELAUTOMATIONGURU.COM](https://funnelautomationguru.com)



SKILLS SET



Meta Ads



Email Automation



Funnel Building



Social Media
Marketing



Google Analytics



PPC



Search Engine
Optimization



Video Editing

TOOLS AND APPS

Clickfunnels



Kajabi



Ontraport



Infusionsoft



Wordpress



Adobe Softwares



Google Suite



Camtasia



ActiveCampaign



ConvertKit



Marketo



Microsoft 360



After Effects



GA4



EXPERIENCES

LUKE ANDREWS | ASSISTANTLY

Role: Funnel and Email Specialist

Period: June 2022 - October 2023
(10hrs/wk)

Tasks:

- Build funnel pages and set up email automations
- Schedule email broadcast to subscribers

LIVING AWARENESS INSTITUTE

Role: Digital / Project Manager /
Funnel and Email Specialist

Period: August 2014 - (project based)

Tasks:

- Oversee projects during Affiliate Launches
- Build funnel pages and set up email automations
- Create Social media assets and Schedule in calendar
- Tech support (websites and membership sites)

TAMA AGENCY

Role: Digital Marketing Assistant
/Funnels and Email Automation

Period: November 2020 -

Tasks:

- Build funnel pages and set up integration with CRM for Clients
- Set up tracking pixels and data analytics
- Tech support (website and membership site)
- Assist Teams with tech issues
- Set up Meta Ads Campaign
- Create SOPs and Tutorial Videos
- Create Meta Ads report



EXPERIENCES

LIFE LAUNCH TRAINING

Role: Website SEO and Funnel Specialist

Period: January 2018 to November 2020

Tasks:

- Build funnel pages and set up integration with CRM
- Set up tracking pixels and data analytics
- Tech support (website and membership site)
- Assist Teams with tech issues

LOYALTY MARKETING LLC

Role: SEO/SEM/PPC Specialist | Amazon and Shopify Products

Period: Dec 2015 - October 2018

Tasks:

- Set up Google Adwords Campaign
- Keyword Research
- Set up Facebook Ads
- Create banner Ads for FB and Google
- Set up Bing Ads Campaign
- Set up and Managed Shopify Store
 - Shopify Product Research
 - Market Research for Trending products in Amazon and Aliexpress

MARKETING BUMP LLC

Role: Project Manager

Period: Dec 2012 - September 2015

Tasks:

- Manage Facebook Fanpage
- Manage Facebook Ad campaigns
- Manage LinkedIn Ad campaigns
- Manage/Update Website
- Manage email marketing campaigns
- Set up and manage Landing pages and a/b split testing Create Video sales letters
- Manage zendesk support ticket
- Customer Service
- Research on Commercial properties in Australia Manage FBA | Amazon products



EXPERIENCES

INFORMATION FORECAST

Role: Researcher and Data Entry Specialist

Period: Feb 2012 - October 2014

Tasks:

- Research/Gather contact info of CEO and GM of companies
- Listgrab contact information of company and individuals
- Input data into spreadsheet

MATT UNWIN | HCD LAW

Role: Amazon Niche Specialist/Project Manager

Period: October 2012 - December 2013 (As Needed)

Tasks:

- Create Amazon Niche Sites and Maintain website Research keywords and niche
- Create and Maintain website
- Product Research
 - o Research on trending products in Amazon
 - o Research market trends

MELISSA CURTISS | WEBMARKETING PARTNERS

Role: Virtual Assistant / SEO specialist

Period: April 2011 - Feb 2012

Tasks:

- Monitor Blogs and Comments:
 - www.kettlebellsforsaleblog.com
 - www.usedcatamaran.org
- Internet Research
- Creating Craigslist/ Backpage Ads using Paint and Photoshop and uploading the ads in Photobucket to create a clickable link
 - <http://s1193.photobucket.com/albums/aa342/sherylcataluna/>
- Lead Generation through Craigslist and Backpage
- Search Engine Optimization - Link Building, Article spinning using Best Spinner Create/ Edit Videos using Windows Movie Maker
- Create Movie slides using Powerpoint



EXPERIENCES

LIAM MCIVOR MARTIN, VTAMETHOD | TIMEDOCTOR

Role: Digital Marketing | Project Management

Period: March 2010 – Jan 2012

Tasks:

- Setting up Feeder Sites using Wordpress
 - Translating Documents from English to Filipino
 - Project Management/Customer Service of client's business site
- www.offlineproductionline.com
- Lead Generation through Craigslist, Youtube, Facebook, Twitter and other related sites Email Marketing
 - Setting up Autoresponder through Aweber
 - Setting up 1shoppingcart, CRM.
 - Internet Research
 - Creates Documentation/Manual on Step by Step procedure on building a website and Optimization
 - Manage Virtual Employees and act as Company HR – recruit and find resumes online for his client's looking for Virtual Assistant
- > www.getperfectprocess.com

AFFILIATED COMPUTER SERVICES (XEROX), MAKATI PHILIPPINES

Role: Customer Retention Specialist

Period: April 2007 – Feb 2008

Tasks:

- Providing support
- Retaining members when they want to cancel
- Answering member queries



REFERENCES

Previous Clients:

Johnny Fernandez
johnny@johnnyandlara.com
<https://johnnyandlara.com>

Matthew Unwin
matt@hcdlaw.com.au
<https://www.hcdlaw.com.au>

Melissa Curtiss
mjcurtisse@gmail.com
<https://webmarketingpartners.com/>

Christian Jorn
christiane@appsoftdevelopment.com
<https://www.appsoftdevelopment.com>

WORKING ENVIRONMENT

Computer set up:

iMac OS Ventura 13.5

Backup:
Macbook Air OS Ventura 13.5
Apple M2 8gb

Internet connection:
PLDT Fiber up to 400mbps

