

YOUR RELIABLE VIRTUAL ASSISTANT

**Macoy
Villaluna**

Efficient / Organized / Professional



Introduction

Hi! I'm...

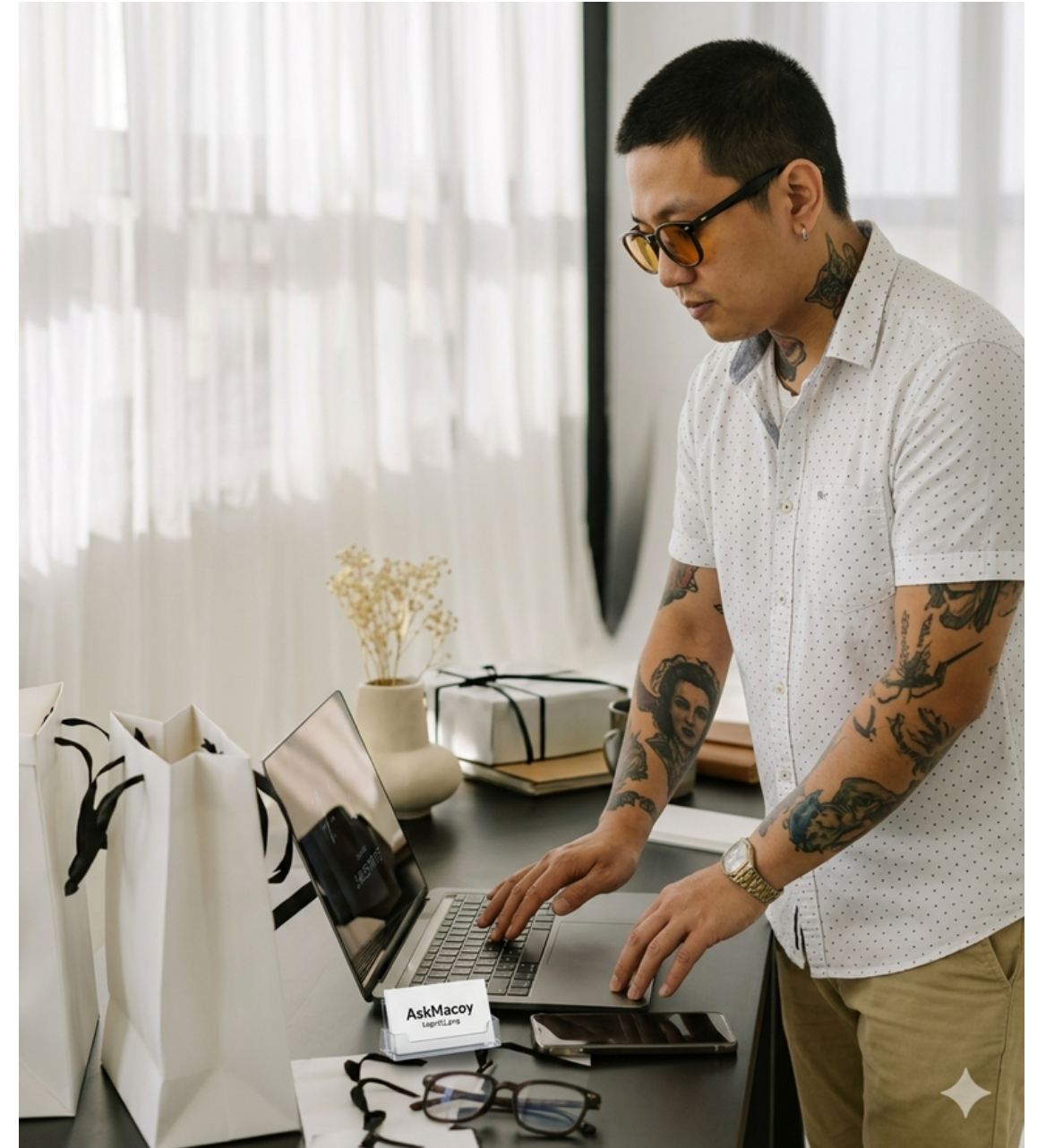
Macoy Villaluna,

I am a dedicated Digital Marketing and Web Development Specialist with over 6 years of experience helping entrepreneurs, agencies, and businesses worldwide scale their operations. Utilizing powerful tools like GoHighLevel, I provide strategic support in CRM automation, workflow management, high-converting website development, and targeted Meta, Google, and SEO campaigns. Specializing in high-growth industries like Real Estate, Mortgage, Cleaning Services, and E-commerce, my goal is to handle your technical and marketing heavy lifting so you can focus on building your empire. I deliver reliable, data-driven, and scalable solutions that make your business more efficient and highly profitable.



Services Offered

- ✓ **SEO (on & off page & Technical)**
- ✓ **Ads Campaign**
- ✓ **Social Media Support**
- ✓ **Custom Web Development**
- ✓ **AI Automation Development**



Why Hire me?

- ✓ **Save Valuable Time**
- ✓ **Stay Organized**
- ✓ **Focus On Core Business Tasks**
- ✓ **Improve Productivity**



Skills & Tools

Design, Content & Collaboration

- **Canva:** For social media graphics, branding elements, and ad creatives.
- **Adobe Creative Suite:** For advanced graphic design, photo editing, and video assets.
- **Figma:** For UI/UX wireframing, structural web layouts, and interactive design prototypes.
- **Loom:** For asynchronous communication, video audits, and step-by-step client walkthroughs.

Web Development & E-Commerce Builders

- **WordPress:** For full-stack, customized web development and content management.
- **Wix:** For building and modifying clean, user-friendly business and booking websites (like U Park To Fly).
- **Shopify:** For setting up, designing, and optimizing e-commerce storefronts.
- **Lovable.dev:** An AI-powered full-stack platform used for rapid web and app development prototyping.
- **Hostinger:** For web hosting management, deployment, and domain/account migrations.

CRM, Marketing Automation & Technical Ops

- **GoHighLevel (GHL):** Your core platform for advanced CRM management, workflow automation, pipeline tracking, and virtual assistant operations.
- **Google Analytics 4 (GA4):** For tracking web traffic, measuring marketing effectiveness, and analyzing user behavior.
- **Meta Ads Manager & Google Ads:** For launching, tracking, and optimizing paid lead-generation and conversion campaigns.
- **Gemini API & Google Sheets:** Integrated together for automated content generation and script/data processing pipelines.
- **Data Scraping Tools:** Utilized for market research and lead generation list-building.

Finances & Project Operations

- **Wise & Payoneer:** For handling international client payments, multicurrency transfers, and business withdrawals.
- **Maya:** For local online transactions and processing partial project payments.
- **Microsoft 365 & Dropbox:** For cloud-based file management, documentation, and collaborative office storage solutions.

Packages / Rates

STARTER PACKAGE	GROWTH PACKAGE	CUSTOM PACKAGE
\$150/WEEK	\$280/WEEK	STARTING AT \$20/HR
10 hours per week	20 hours per week	Flexible hours tailored to your needs
Perfect for basic tech maintenance, minor web updates, and foundational design support.	Balanced support for managing multi-channel lead generation, web builds, and CRM automation.	Choose hourly or project-based support
Great for solo entrepreneurs needing light management of Canva graphics, simple WordPress/Wix edits, and monthly file backups.	Ideal for growing businesses requiring active GoHighLevel setup, Meta/Google Ads optimization, and regular Loom walkthrough updates.	Best for unique tasks & specialized projects like full-scale website migrations, custom AI data pipelines, or full CRM onboarding.

Web Development Rates

ESSENTIAL WEB LAUNCH	PRO GROWTH BUILD	CUSTOM FULL-STACK
\$450 / PROJECT	\$950 / PROJECT	STARTING AT \$1,500
Single Platform Build	Multi-Page / E-Commerce	Advanced Web Applications
Perfect for straightforward, clean landing pages or standard business sites needing a quick, professional launch.	Comprehensive development for fully operational lead generation or scaling e-commerce storefronts.	Bespoke, highly scalable technical builds featuring AI integrations or custom digital architectures.
Includes: Custom setup on Wix or WordPress, mobile optimization, basic asset layout using Canva, and seamless deployment on Hostinger.	Includes: Complete Shopify or dynamic WordPress build, interactive UI/UX wireframing in Figma, payment integration (Wise/Payoneer/Maya), and full GA4 tracking setup.	Includes: Rapid app prototyping using Lovable.dev, custom backend pipelines (Gemini API + Google Sheets), full database migrations, and dedicated post-launch technical support.

Ads Campaign Rates

FOUNDATIONAL ADS	GROWTH LEAD GEN	OMNICHANNEL SCALE
\$300 / MONTH	\$550 / MONTH	STARTING AT \$900 / MONTH
Single Platform Focus	Multi-Platform Performance	Full-Funnel Growth Architecture
Perfect for small businesses looking to establish a steady, baseline stream of inbound leads on a single platform.	Best for scaling brands ready to capture high-intent search traffic and scale cold audiences simultaneously.	Dedicated to market leaders requiring high-volume data pipelines, deep automation, and multi-channel scaling.
Includes: • Setup & management of Meta Ads or Google Ads • Standard ad creative production using Canva • Audience targeting & setup • GA4 basic conversion tracking • Monthly Loom video performance update	Includes: • Dual platform management (Meta + Google Ads) • Advanced creative design via Adobe Creative Suite • Full custom landing page build (Wix/WordPress) • Deep-dive GA4 pixel & funnel tracking • Bi-weekly Loom video strategy audits	Includes: • Omnichannel advertising campaigns • GoHighLevel CRM automation integration • AI-assisted lead management workflows • Competitor analysis & B2B list building • Dedicated Slack and priority reporting

Work Samples



- Setting up data-driven frameworks and tracking systems using GA4 to analyze traffic and optimize marketing effectiveness.



- Designing engaging social media content strategies, post calendars, and asset layouts that scale brand presence.



- Engineering tailored automation architectures and technical web solutions designed to maximize lead conversion and business growth.

Social Media Tech Agency

Why Data Scraping Matters for Your Business?
Check the caption 📌



Contact Us ➔

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- Custom Website Designs
- Mobile Optimization
- SEO-Ready Websites
- E-commerce Solutions



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Social Media Construction

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HOW IT WORKS

2 DAYS TO GO
SEE YOU THERE

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- Project Management

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Social Media Visa Application



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- LINE COOK
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(At least 1 year experience related to your i
course)
- Associate graduate (2 years) is accepted
(At least 1 year or more experience industr
- Fresh Graduate (not more than 12 months)
- If graduated with different course, at leas
working experience under Hospitality/Tour
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Social Media Real Estate

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MIKE BURTON
Home Team

TIM LACROIX

RE/MAX
REALTY
Professionals



Living Room

Bedroom

Kitchen

ACTIVE LISTING

Work with TIM LACROIX for expert negotiation

In Canada, home isn't just where you live — it's where your future grows.

Tim Lacroix



beautifully maintained home is ideal for growing families or anyone seeking the best of SE Calgary living.
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MIKE BURTON
Home Team

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Bedroom

Bathroom

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Social Media E-commerce



Social Media Coach

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THE FUTURE OF PERSONAL TRANSFORMATION

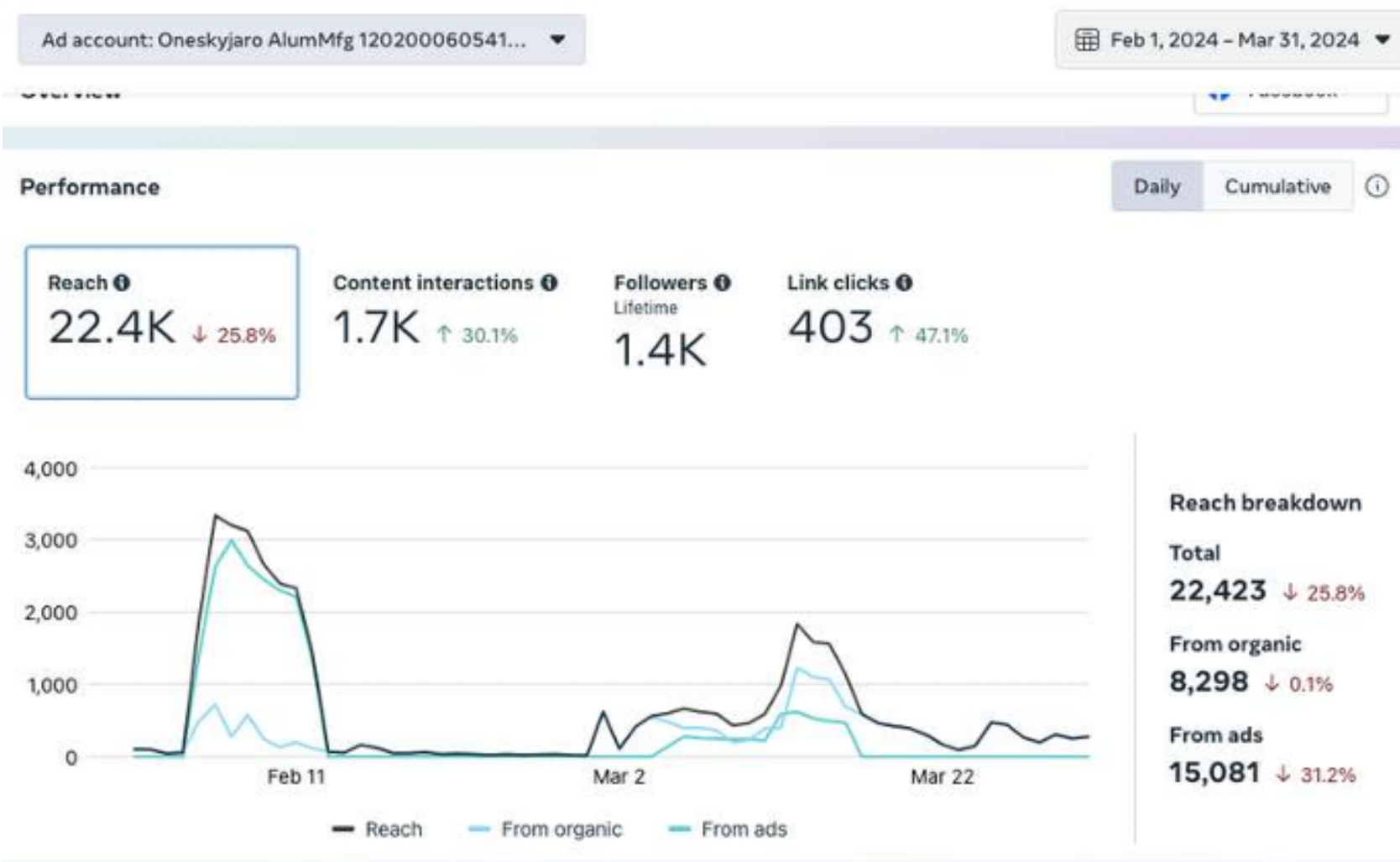
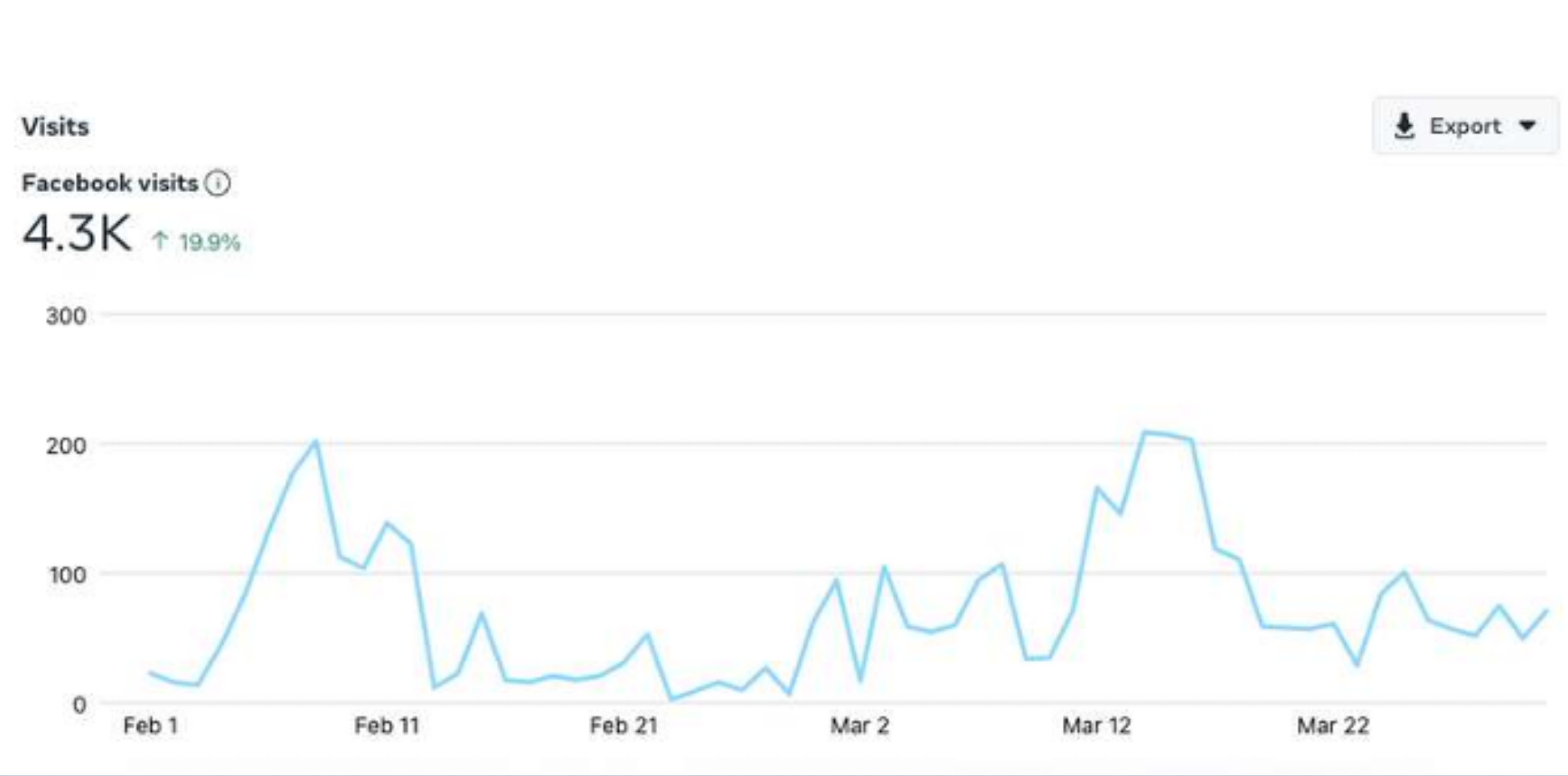
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Ads Campaign Construction



Ads Campaign Construction

Goals

Facebook

Grow Facebook Page likes

44%

24/55

Mar 25 - Apr 22

Tips

Encourage people to like your Page

Create an ad highlighting your Page so people can learn more about your business.

Advertise

Messaging

See more about your messaging performance

Messaging conversations started

107

↑ 52.9%

New contacts

94

↑ 42.4%

Approximate earnings

₱0.00

0%

Orders created

0

0%

Response rate

76%

Facebook followers

1.4K

Similar to others

Typically: 1.8K

Follows

43

Similar to others

Typically: 24

Content interactions

855

Higher than others

Typically: 271

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post

Facebook post

Your Video

Jan 29, 2024, 9:52 PM

This post's reach (1,943) is 1,162% higher than your median post reach (154) on Facebook.

Highest reactions on a post

Facebook post

Your Video

Jan 29, 2024, 9:52 PM

This post received 567% more reactions (60 reactions) than your median post (9 reactions) on Facebook.

Highest comments on a post

Facebook post

Happy Birthday, Sir Jo De Vera From Onesky Jaro...

Mar 25, 2024, 7:48 PM

This post received 1,700% more comments (18 comments) than your median post (1 comment) on Facebook.

Mar 30

Apr 9

Apr 19

Current value

Goal

Ads Campaign Real Estate

Views



Views ⓘ

5.3K ↑ 557.2%



From followers ⓘ 59% ↓ 19.2%

From non-followers ⓘ 41% ↑ 51.9%

Reach



Facebook reach ⓘ

1K ↑ 4.1%



From followers ⓘ 339 ↑ 175.6%

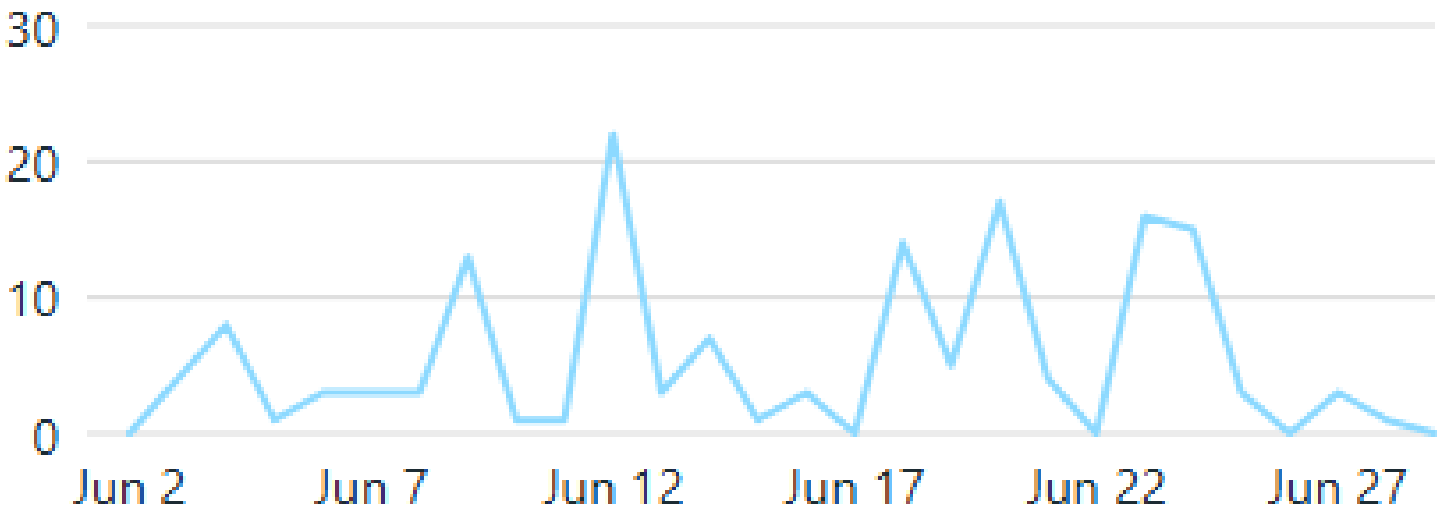
From non-followers ⓘ 706 ↓ 18.3%

Ads Campaign Real Estate

Content interactions ⓘ

📄 Export ▼

151 ↑ 1.8K%

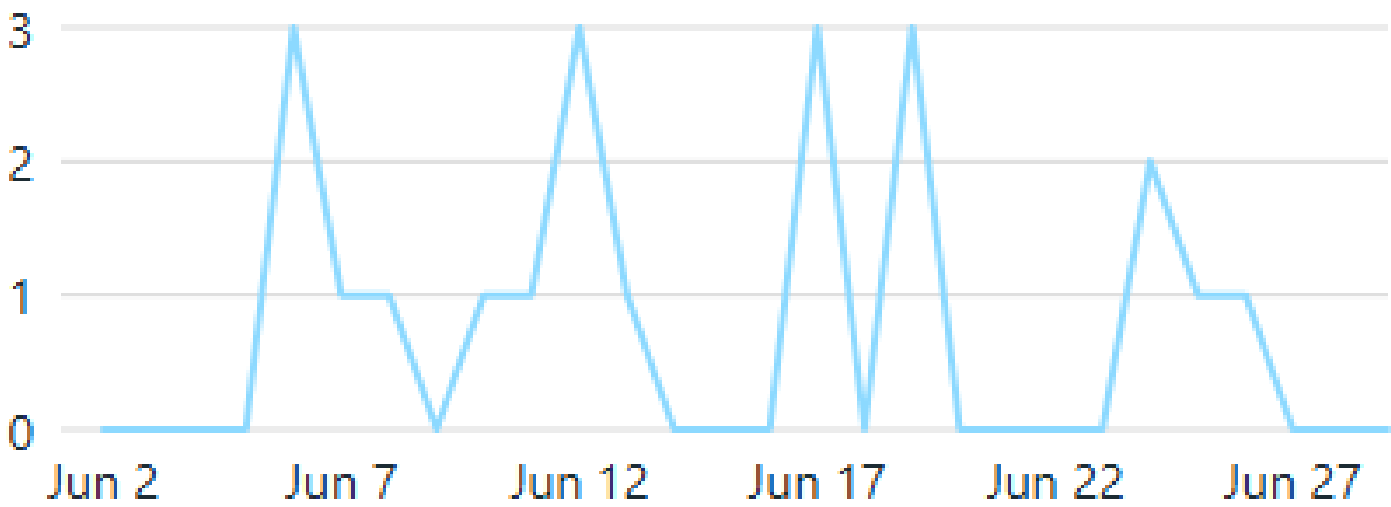


— Content interactions

Link clicks ⓘ

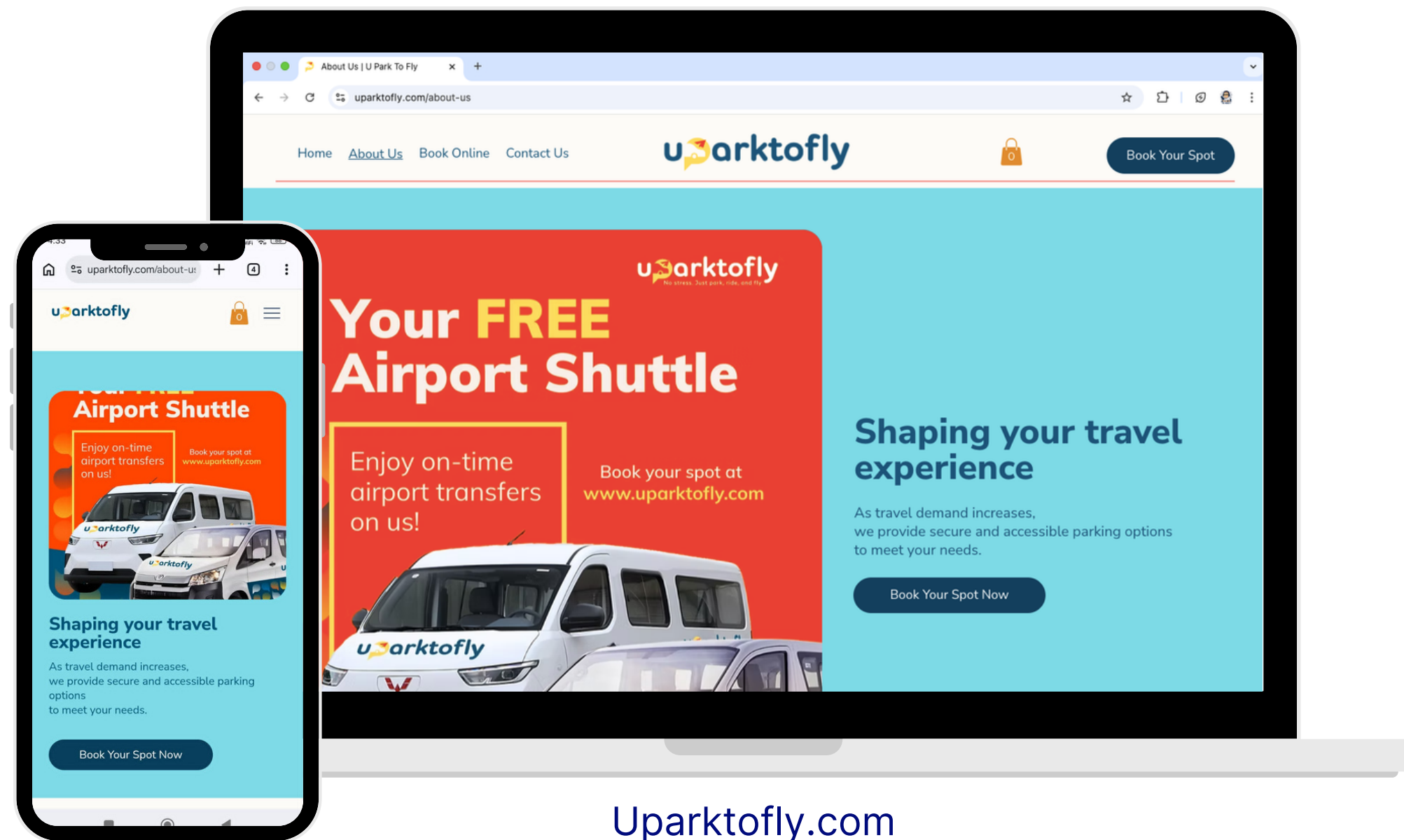
📄 Export ▼

21 ↑ 100%

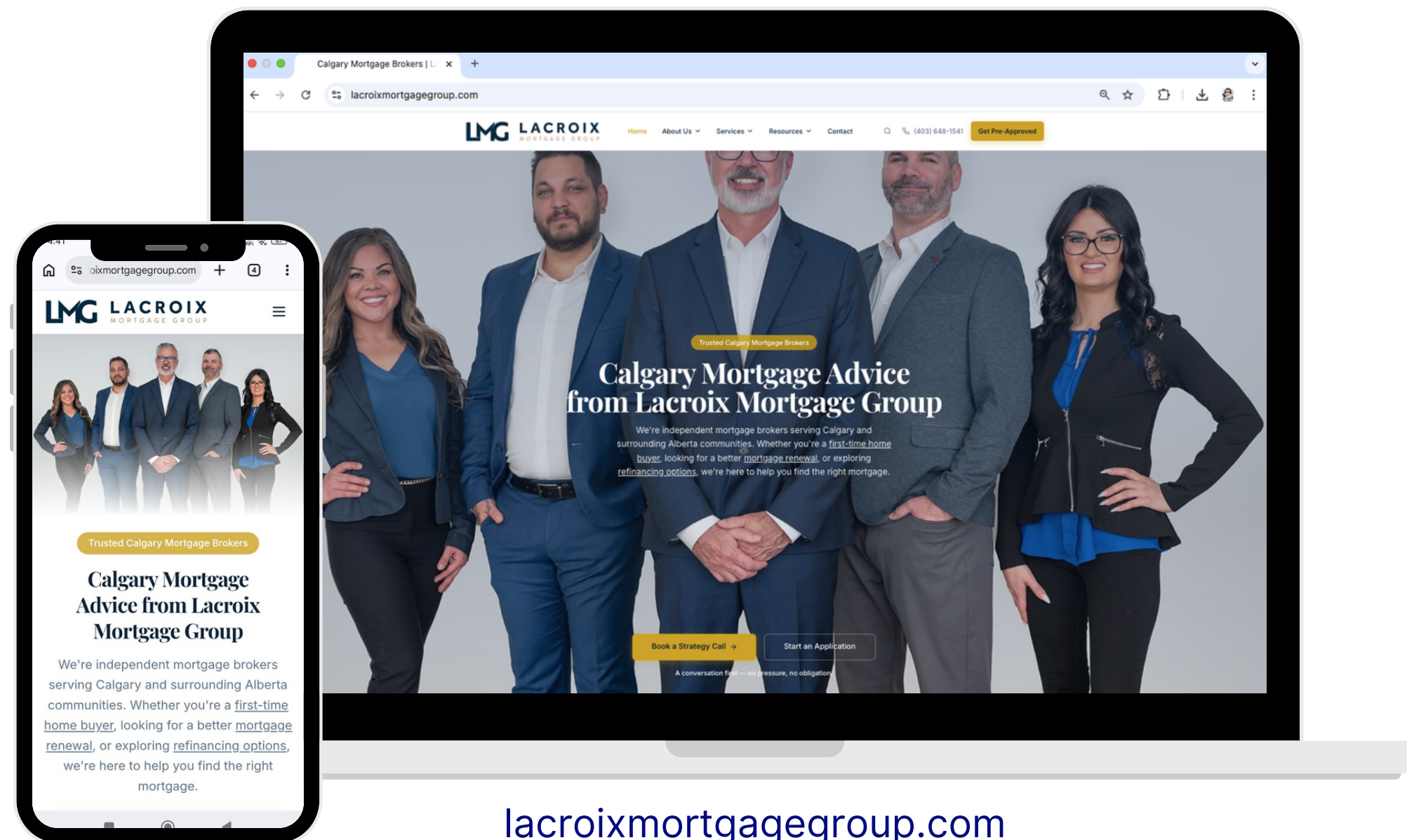


— Facebook link clicks

Web Development Parking Space

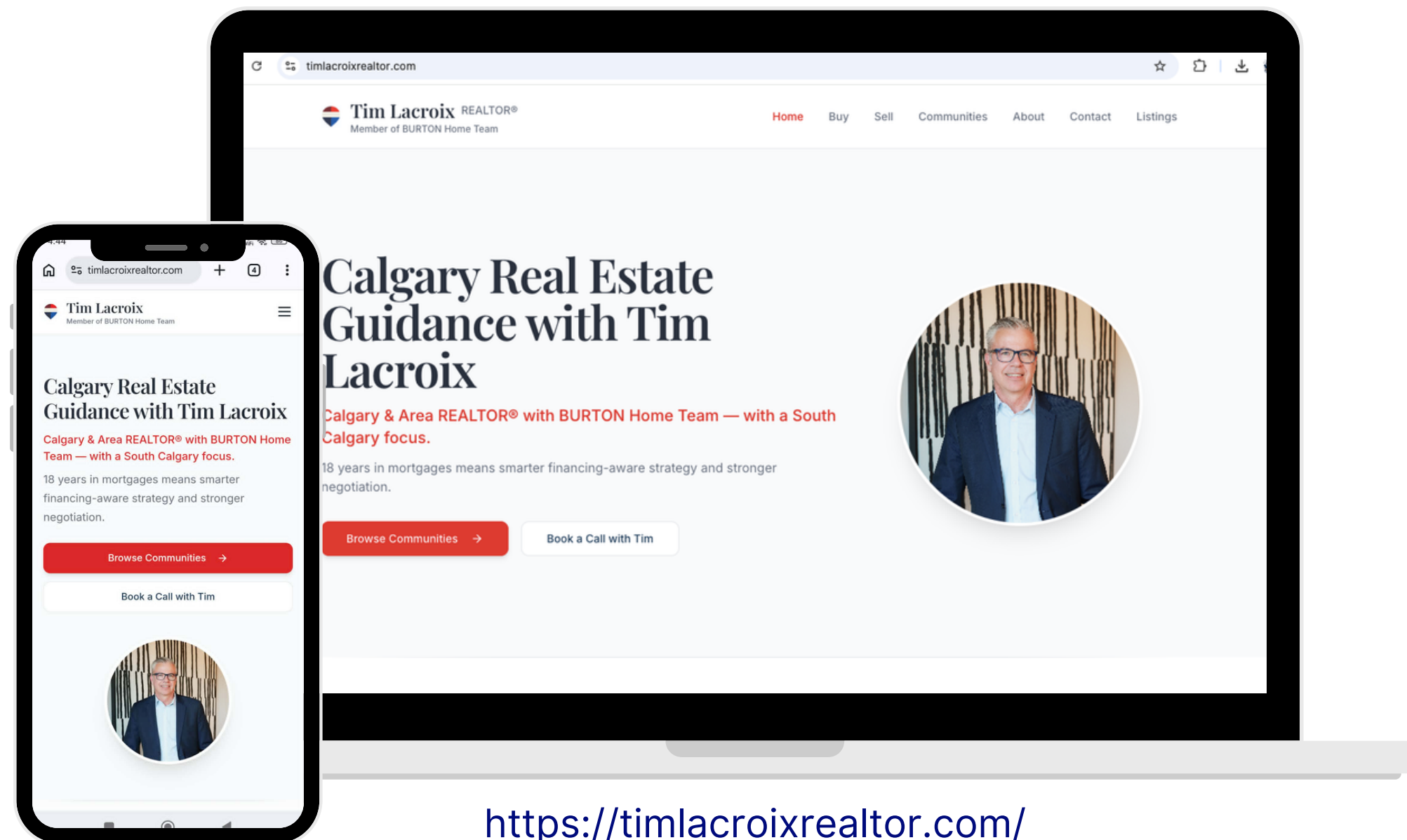


Web Development Mortgage



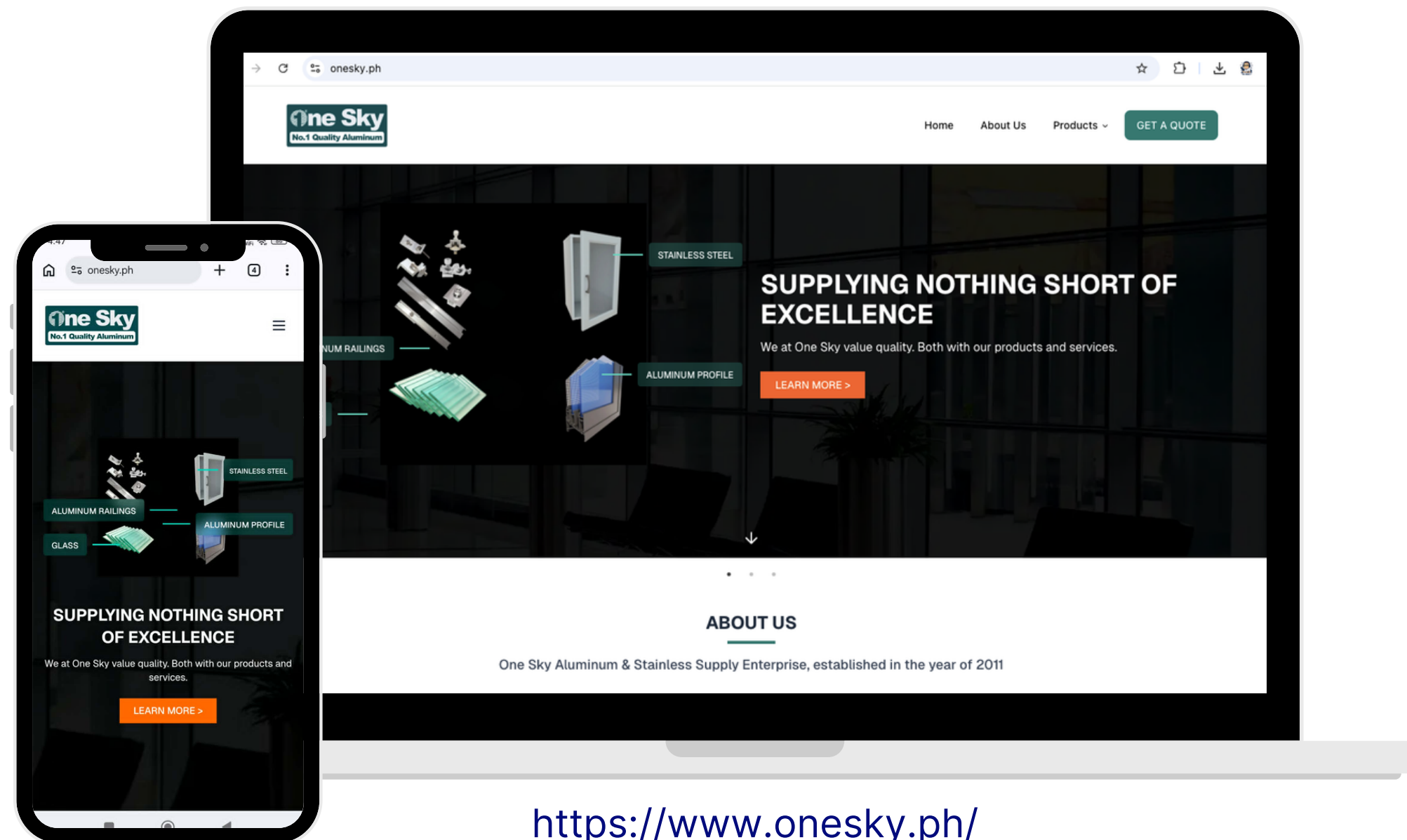
lacroixmortgagegroup.com

Web Development Real Estate



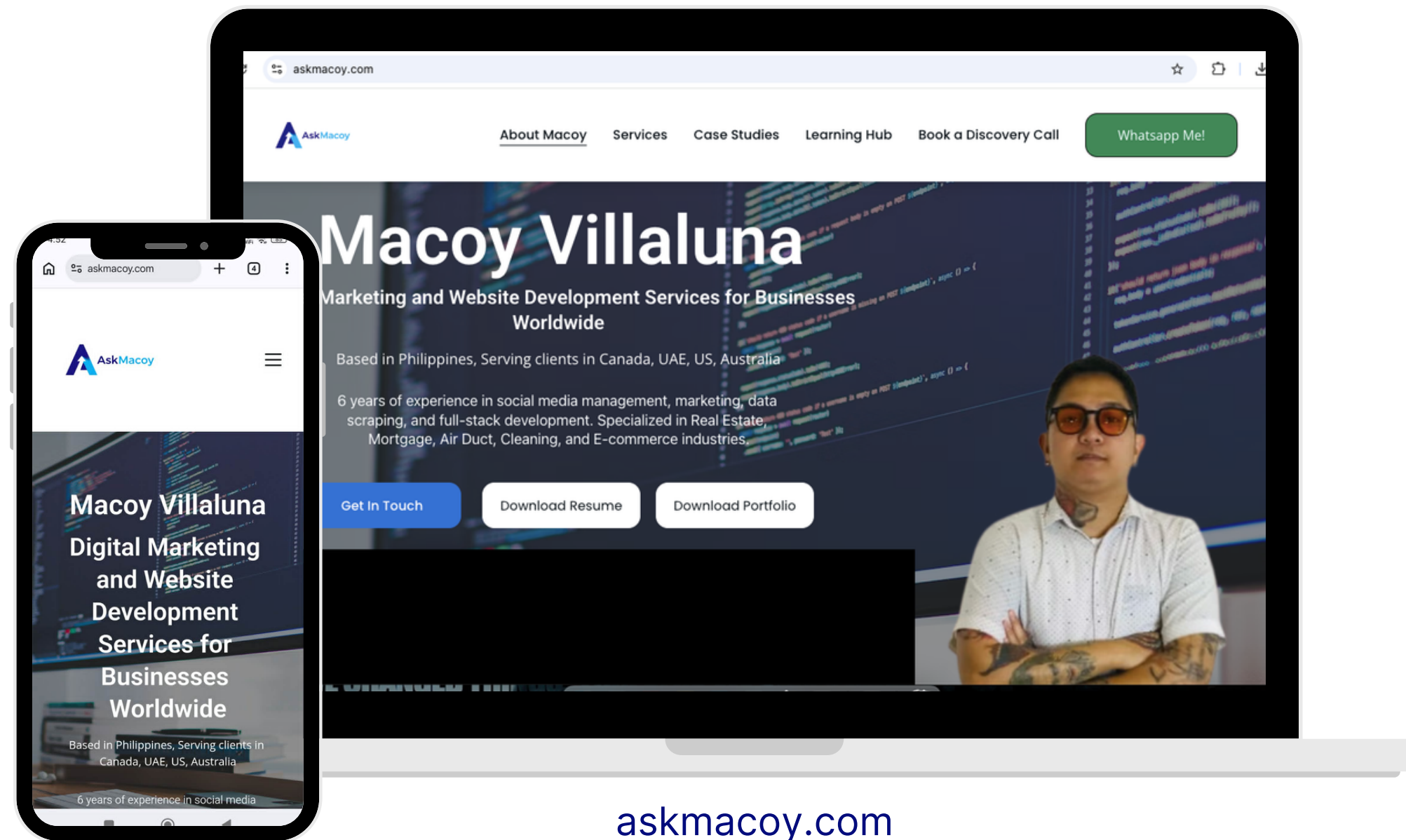
<https://timlacroixrealtor.com/>

Web Development Construction E-commerce

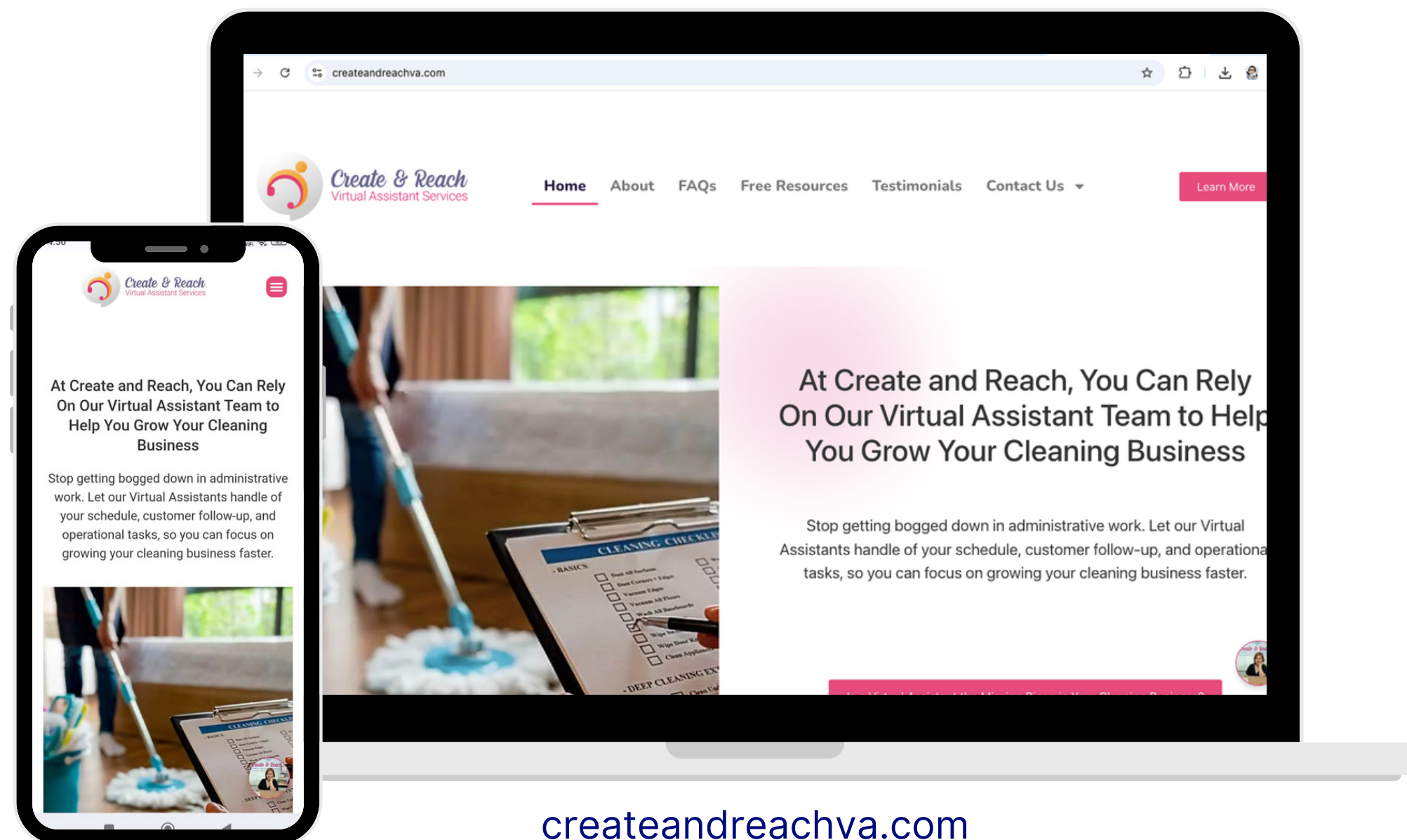


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Web Development Portfolio



Web Development Agency



createandreachva.com

How We Work Together

1

Discovery Call

- A quick call to understand your needs, goals, and business priorities.

2

Task Agreement & Onboarding

- We agree on tasks, timelines, and tools to ensure a smooth start.

3

Daily/Weekly Updates

- Regular check-ins to keep you informed and aligned on progress.

4

Smooth & Organized Workflow

- Tasks are handled efficiently with clear communication and structure.

Let's Connect!

Thank you for stopping by my portfolio. I'd love to help you save time and focus on what truly matters. Let's work together and make things happen!

📞 **+63 956 943 2319**

✉️ **askmacoy@gmail.com**

🌐 **askmacoy.com**

