



MARC JOSEPH VILLALUNA

EXECUTIVE VIRTUAL ASSISTANT,
MEDIA BUYER,
FULL STACK DEVELOPER &
DIGITAL MARKETING MANAGER

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Strategist with 8 years of diverse experience across digital marketing, web development, AI automation, and performance-driven campaign execution. Proven expertise in building conversion-optimized sales funnels, designing SEO-ready websites, and deploying AI-powered workflows to streamline business operations and lead nurturing.

Extensive background in real estate marketing as a Virtual Assistant (VA), Cold Caller, and Account Manager, with additional experience in the travel industry as an Administrative VA and Appointment Setter. Skilled in implementing data-backed paid ad strategies, lead generation systems, and client relationship management tools that drive consistent revenue growth.

Passionate about transforming businesses through smart automation, full-funnel frameworks, and scalable marketing systems that convert.

WORK EXPERIENCE

WEBSITE DESIGNER / DEVELOPER & SEO OPTIMIZATION SPECIALIST

FREELANCE

ONE TIME SET-UP / PER PROJECT

- Successfully designed, developed, and launched 8+ business websites across industries such as real estate, coaching, virtual assistance, cleaning services, and digital marketing.
- Delivered one-time setup projects that included:
 - Full website design and development (desktop + mobile)
 - SEO-friendly site structure and metadata setup
 - Speed optimization and mobile responsiveness
 - Initial on-page SEO, schema markup, and sitemap submission
 - Integrated conversion-focused design, CTA placement, and contact forms to drive inquiries and appointments.
- Set up Google Analytics, Google Search Console, and basic tracking pixels for Meta and Google Ads.
- Performed keyword research and implemented SEO best practices to rank for niche terms and local intent searches.
- Ensured full compliance with core web vitals and accessibility standards.
- Built websites using WordPress, Elementor, Brizy, and GoHighLevel Funnels; ensured cross-browser compatibility and responsive design.
- Notable Website Projects:
 - createandreachva.com – VA services agency website with booking integration and testimonials section
 - stevenjgonzales.com – Speaker & coach website with calendar automation and blog setup
 - timlacroix.com – Real estate & mortgage site with landing pages and SEO-friendly blog framework
 - dataharbor.digital – Digital marketing agency website with funnels, contact forms, and service breakdown
 - victaurs.com – AI startup with a sleek single-page design and lead generation CTA
 - greenductcleaners.com – Local service business with quote form, gallery, and Google Maps embed
 - tracimbo.com & tracimbo.ca – Bilingual site setup for a Canadian product, optimized for local SEO

FUNNEL OPTIMIZATION & CONVERSION COPYWRITING SPECIALIST

FREELANCE

ONE TIME SET-UP / PER PROJECT

- Audited and rebuilt underperforming funnels with new copy, optimized form structures, and mobile design refinements—leading to 3x increase in opt-ins.
- Implemented quiz-style funnels for service-based businesses using Interact, Outgrow, and Typeform, leading to higher engagement and qualified lead data.
- Developed high-converting offers using copywriting frameworks like AIDA, PAS, and FAB, supported by AI tools like ChatGPT and Jasper.ai.
- Collaborated with creative teams to align funnel design with brand identity, ensuring seamless UX and visual flow.

REAL ESTATE FUNNEL EXPERT & AUTOMATION DESIGNER

FREELANCE

ONE TIME SET-UP / PER PROJECT

- Created hyperlocal real estate funnels targeting Calgary, Ottawa, Toronto, and Vancouver audiences—delivering 800–1,500 leads/month for agents and brokerages.
- Developed niche-focused funnel flows:
- "Find Out What Your Home is Worth" landing pages
- "Get Pre-Approved Now" lead magnets with auto-qualification
- "New Listings Alerts" with SMS + email follow-ups
- Integrated Google Ads and Facebook Pixel events with GHL custom conversions to improve retargeting accuracy and CPL tracking.
- Designed upsell funnels for mortgage brokers and property investment teams using Kartra and ThriveCart.

FULL-FUNNEL STRATEGIST & DIGITAL CAMPAIGN ARCHITECT

FREELANCE

ONE TIME SET-UP / PER PROJECT

- Strategized, built, and optimized 40+ sales funnels for real estate, coaches, e-commerce, wellness, and SaaS clients, delivering qualified leads and scalable revenue growth.
- Specialized in lead magnet funnels, webinar funnels, tripwire offers, VSL (video sales letter) funnels, and application funnels.
- Delivered 2–5x ROAS for client campaigns by syncing ads with funnel pages and follow-up automations using ClickFunnels, Systeme.io, and GoHighLevel.
- Set up behavior-based automation sequences:
- Open/click email triggers
- Missed call follow-up with SMS/email
- Abandoned funnel reactivation using retargeting + email
- Connected Facebook Lead Forms to custom funnel flows using Zapier and Make (Integromat).
- Used Google Optimize and A/B split testing to improve landing page performance—resulting in 20–60% uplift in lead capture.

SALES FUNNEL BUILDER & CONVERSION OPTIMIZATION SPECIALIST

FREELANCE

ONE TIME SET-UP / PER PROJECT

- Built high-converting funnels for real estate agents, mortgage brokers, and service-based businesses using GoHighLevel, ClickFunnels, Leadpages, and Systeme.io.
- Designed full-funnel architecture from ad click to booked call, including:
- Landing Pages, Lead Magnet Opt-ins, Thank You Pages, Automated Email & SMS Nurture Sequences
- Booking Pages, Upsell/Downsell Offers
- Increased average lead-to-booking conversion rates by 25–40% through continuous A/B testing of headlines, CTAs, and forms.
- Created automated pipelines for lead routing, tagging, and follow-up using GoHighLevel workflows, Zapier, and Calendly.
- Developed funnel flows for: Free Home Valuation, First-Time Buyer Guides, Seller Reports,
- Mortgage Pre-Approval Offers, Open House Signups, Webinar Registrations
- Integrated Facebook Lead Ads, Google Ads, and LinkedIn Campaigns directly into funnels with automated nurture journeys.
- Built visual funnel maps using Funnelytics and Whimsical to present strategies and optimize user flow.
- Designed mobile-first, fast-loading pages with clear calls-to-action and consistent branding.
- Used Hotjar, Google Analytics, and Looker Studio to track performance and identify drop-off points in the funnel.

AI AUTOMATION SPECIALIST

FREELANCE

ONE TIME SET-UP / PER PROJECT

- Designed and launched smart chatbot systems using ManyChat, Chatfuel, and Tidio AI, integrated with Meta Ads and Google My Business messaging.
- Built real-time conversation flows that pre-qualified real estate leads, answered common objections, and booked appointments—reducing sales team workload by 40%.
- Integrated chatbots with CRMs (GoHighLevel, Pipedrive, Salesforce) and email tools (Mailchimp, ActiveCampaign) for seamless lead nurturing.
- Customized chat logic using GPT-3/4 API, delivering nuanced conversational experiences for different buyer personas (first-time buyer, investor, downsizer).
- Trained VA teams on managing AI chat tools, monitoring interactions, and editing prompt flows for improved conversion.

AI AUTOMATION SPECIALIST

FREELANCE

ONE TIME SET-UP / PER PROJECT

- Developed advanced client onboarding automations combining Typeform, Zapier, Airtable, and GoHighLevel, streamlining intake for real estate brokers, marketing agencies, and course creators.
- Engineered personalized AI follow-up sequences using OpenAI GPT-4 to send custom responses via SMS, email, and chatbot—achieving 60%+ open rates and 35% reply rates.
- Created a Smart CRM tagging and pipeline system using GoHighLevel, dynamically segmenting leads by behavior, source, and urgency.
- Designed "AI Sales Assistant" that recommended next steps for leads based on conversation sentiment, funnel actions, and budget indicators.
- Implemented AI-powered lead scoring with Make (Integromat) + Google Sheets + ChatGPT to prioritize high-quality leads and reduce manual triaging.
- Used Pabbly Connect and Webhook automations to connect lead forms from Facebook, Google, and websites into a centralized CRM with instant feedback loops.

MEDIA BUYER | REAL ESTATE & DIGITAL CAMPAIGNS SPECIALIST

FREELANCE

NOVEMBER 2024 - JANUARY 2025

- Managed paid advertising campaigns for over 50 real estate professionals, generating qualified leads via Meta and Google Ads.
- Developed full-funnel marketing strategies using GoHighLevel, ClickFunnels, and Zapier, leading to 30-50% lower CPL (cost per lead).
- Created high-converting landing pages and ad creatives tailored to buyers, sellers, and investors.
- Delivered over 1M+ impressions and increased lead volume by up to 300% within 3 months for select campaigns.
- Performed A/B testing, retargeting, and real-time optimization, cutting wasted spend and improving conversion rates.
- Led branding and visual storytelling through Canva, Adobe Express, and video ads for Instagram and Facebook.

SALES & DIGITAL MARKETING DIRECTOR

ONESKY JARO MANUFACTURING INC.

SEPTEMBER 2023 - OCTOBER 2024

- Led and managed the sales and digital marketing department, achieving significant revenue growth.
- Developed and executed comprehensive digital marketing strategies to enhance brand visibility.
- Analyzed market trends and consumer behavior to optimize marketing efforts.
- Built and maintained relationships with key stakeholders to expand business opportunities.
- Managed a team of professionals, providing leadership and strategic direction

SALES & MARKETING MANAGER

DOTCOM.COM

MARCH 2021 - JULY 2022

- Assisted in developing and executing sales and marketing plans.
- Managed online marketing efforts, including content creation and email campaigns.
- Engaged with potential clients to drive product interest and sales.
- Conducted market research to identify potential business opportunities

MEDIA BUYER & DIGITAL AD STRATEGIST

FREELANCE / SCALEUP WORKS

JANUARY 2025 - MARCH 2025

- Developed and managed Meta and Google Ads campaigns for high-performing real estate brokers and agencies across Canada.
- Reduced client cost-per-lead (CPL) by 40% through precision audience targeting, retargeting, and daily optimization.
- Conducted A/B testing on ad creatives, copy, and landing pages using GoHighLevel and Google Optimize.
- Generated over 15,000 real estate leads over 3 years with consistent 3-5x ROI on ad spend.
- Created automated lead follow-up systems using email and SMS via Zapier and GHL.
- Oversaw ad spend budgets of up to \$25,000/month and optimized for CPL, CTR, and conversion rate.

SALES & MARKETING MANAGER

VISA TO AMERICA

JULY 2022 - JULY 2023

- Spearheaded marketing campaigns that increased client acquisition and retention.
- Designed and implemented sales strategies to drive business growth.
- Utilized digital marketing techniques such as SEO, PPC, and social media marketing.
- Monitored market competition and adjusted strategies accordingly.
- Trained and mentored sales and marketing personnel for optimal performance.

SALES & MARKETING ASSOCIATE

DATAHARBOR

FEBRUARY 2020 - JANUARY 2021

- Supported marketing initiatives and sales activities to drive company growth.
- Assisted in managing digital marketing channels, including social media and website content.
- Conducted customer outreach and engagement to improve brand loyalty.
- Collaborated with cross-functional teams to align marketing and sales goals

ACQUISITION MANAGER

CARMEN HOME | SPOKANE, WA
SEPTMEBER 2019 - FEBRUARY 2020

- Conducted property research, market analysis, and financial modeling to assess potential acquisitions.
- Negotiated purchase agreements and contracts, ensuring favorable terms for the company.
- Built strong relationships with property owners, brokers, and investors to source off-market deals.
- Managed due diligence, risk assessment, and closing processes for all acquisitions.

ACQUISITION MANAGER

COUGHLAN REALTY | ONTARIO, CANADA

SEPTMEBER 2019 - FEBRUARY 2020

- Conducted property valuations and investment analyses to support purchasing decisions.
- Worked closely with legal teams to ensure compliance with local real estate regulations.
- Utilized CRM tools to track leads, monitor acquisitions, and streamline the buying process.
- Colaborated with cross-functional teams, including finance, marketing, and operations, to optimize property acquisitions.

APPOINTMENT SETTER

TRAFALGAR TOURS

JUNE 2017 - JULY2018

- Assisted clients with flight, hotel, and transportation bookings using online reservation systems.
- Managed and processed visa applications and travel documentation. Provided customer support via email, chat, and phone, ensuring prompt resolution of inquiries.
- Utilized online booking systems such as Amadeus, Sabre, and Expedia Partner Central.
- Created personalized travel itineraries based on client preferences and budgets.
- Handled administrative tasks including calendar management, email filtering, and data entry.
- Managed social media marketing campaigns to promote travel deals and services.

ACQUISITION MANAGER

CLIFF MARTIN REALTOR | KENNEWICK, WA
FEBRUARY 2019 - SEPTEMBER 2019

- Supported marketing initiatives and sales activities to drive company growth.
- Assisted in managing digital marketing channels, including social media and website content.
- Conducted customer outreach and engagement to improve brand loyalty.
- Collaborated with cross-functional teams to align marketing and sales goals

EXECUTIVE ASSISTANT

COLETE TRAVEL AGENCY

JULY 2018 - AUGUST 2019

- Created personalized travel itineraries based on client preferences and budgets.
- Handled administrative tasks including calendar management, email filtering, and data entry.
- Managed social media marketing campaigns to promote travel deals and services.

CORE SKILLS

- Digital Marketing Strategy & Execution
- Google Ads & Meta Ads
- Graphic Design, Reels & Video Editing
- Paid Media & Social Media Marketing
- SEO & Content Marketing
- Lead Generation & Conversion Optimization
- CRM Management & Client Relations
- Cold Calling & Sales Support
- Appointment Setting & Administrative Assistance
- Market Research & Data Analysis

TOOLS & TECHNOLOGIES

- Google Ads, Facebook Ads Manager, LinkedIn Ads
- Zapier, Make, GoHigh Level
- HubSpot, Salesforce, Zoho CRM, Monday.com
- WordPress, Shopify, Wix, Hostinger, Elementor
- Canva, Adobe Creative Suite
- Google Analytics, SEMrush, Ahrefs, Facebook Events Manager, Hashtagify
- Slack, Asana, Trello
- ChatGPT, Jasper.ai, OpenAI API, Notion AI