

# DANIEL GALE

Philippines (Remote) | daniellacsongale@gmail.com | Open to Full-Time Remote Work

## PROFESSIONAL SUMMARY

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Digital marketing and social media professional with 2+ years managing content for remote clients, backed by hands-on web development and marketing automation experience. Works across the full path from content to conversion: short-form content on Instagram, TikTok and YouTube Shorts, landing pages and funnels, CRM workflows in GoHighLevel, and analytics used to decide what to change next. Comfortable sitting between the technical side and the business side, and explaining both to clients who are starting from zero without burying them in jargon. Uses AI tools daily as part of real client delivery, including content research and scripting, SEO and marketing research, documentation, and automating repetitive parts of the workflow. Looking for a remote client success role focused on coaching clients through content strategy, monetization, and the systems that support them.

## CORE SKILLS

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- Client Success and Account Management | Client Onboarding, Coaching and Training
- Content Strategy and Short-Form Video (Instagram, TikTok, YouTube Shorts)
- Content Monetization and Affiliate Marketing Fundamentals | Audience Building
- Sales Funnels, Landing Pages and Lead Generation | CRM Management and GoHighLevel Workflows
- Marketing Automation (Zapier, Make, APIs, Webhooks) | Paid Social and Search (Meta / Facebook Ads, Google Ads)
- SEO, Local SEO and Google Business Profile | Analytics and Performance Tracking (Google Analytics, Search Console)
- AI Tools for Content, Research and Workflow (ChatGPT, Claude) | High-Volume Client Management, SOPs and Follow-Up Systems
- Remote Collaboration, Clear Written Communication and Independent Problem Solving

## PROFESSIONAL EXPERIENCE

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### Social Media Manager

*Freelance / Client Engagements | Remote | 2024 – Present*

- Managed social media accounts for multiple clients at the same time, covering content planning, creation, scheduling, posting and community engagement across Instagram, TikTok and YouTube Shorts.
- Built short-form content around platform trends and each client's audience using Canva and CapCut, then adjusted formats, hooks and posting patterns based on how the content actually performed.
- Reviewed content performance and turned it into plain-language recommendations clients could act on, rather than raw metric dumps.
- Handled direct client communication from onboarding through ongoing updates, setting expectations on timelines and what results to reasonably expect.
- Kept competing client requirements, deadlines and next actions organized using Asana, Google Workspace, spreadsheets and repeatable SOPs and templates.

### Digital Marketer and Web Developer

*Freelance / Client Projects | Remote | 2023 – Present*

- Built and maintained client websites and landing pages using WordPress, Squarespace and custom HTML, CSS, JavaScript and PHP, including Stripe checkout and payment flows for clients selling online.
- Designed lead generation funnels and landing pages connected to CRM systems, so enquiries were captured, tagged and followed up instead of being lost.
- Set up and supported Meta / Facebook Ads and Google Ads campaigns to drive traffic and leads to those funnels.
- Delivered SEO and local SEO work including on-page optimization, Google Business Profile management, and Google Analytics and Search Console reporting used to recommend next steps.
- Translated technical requirements into language non-technical clients could follow, and documented what was built so it could be maintained later.

### Automation Specialist

*Freelance / Client Projects | Remote | 2025 – Present*

Built automated workflows in GoHighLevel, Zapier and Make covering lead routing, follow-up sequences, client onboarding and internal notifications.

- Connected platforms using APIs and webhooks where native integrations were not available or fell short.

- Set up and maintained CRM pipelines, tags and client status tracking so client progress and next actions were visible at a glance.
- Documented processes as SOPs and templates so recurring work could be repeated consistently or handed off.
- Used ChatGPT, Claude and Claude Code to speed up troubleshooting, technical development and documentation.

## DIGITAL MARKETING AND CONTENT SKILLS

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- **Short-Form Content:** Instagram, TikTok and YouTube Shorts content planning, creation, trends, posting, engagement and optimization, produced with Canva and CapCut.
- **Monetization:** Understanding of affiliate marketing, funnels, lead generation and online business systems that turn audience attention into revenue.
- **Funnels and Conversion:** Landing pages, lead capture, CRM follow-up workflows and Stripe payment flows.
- **Paid Media and SEO:** Meta / Facebook Ads and Google Ads campaign setup and support; on-page SEO, local SEO and Google Business Profile.
- **Analytics:** Google Analytics, Google Search Console and platform insights used to guide content and campaign decisions.

## AI AND TECHNOLOGY SKILLS

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- **AI Tools in Daily Work:** ChatGPT, Claude and Claude Code used for content research, content ideas, social captions, short-form video ideas and scripts, SEO and marketing research, client communication drafting, documentation and troubleshooting.
- **AI as a Business Tool:** Applied to improve repetitive processes and automate workflow steps, not simply to generate generic content.
- **Automation:** GoHighLevel workflows, Zapier, Make, APIs and webhooks.
- **Web Development:** WordPress, Squarespace, PHP, JavaScript, HTML, CSS, Git, Visual Studio Code.
- **Systems and Operations:** CRM management, Asana, Google Workspace, spreadsheets, SOP writing and documentation.

## EDUCATION

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### Self-Directed Professional Development

Ongoing independent study and applied client work in digital marketing, short-form content, SEO, funnels and CRM systems, marketing automation, web development and AI tools.

## TOOLS AND PLATFORMS

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- **CRM and Automation:** GoHighLevel, Zapier, Make, APIs, Webhooks
- **Social and Content:** Instagram, TikTok, YouTube Shorts, Canva, CapCut
- **Advertising, SEO and Analytics:** Meta / Facebook Ads, Google Ads, Google Business Profile, Google Search Console, Google Analytics
- **Web, Development and Payments:** WordPress, Squarespace, PHP, JavaScript, HTML, CSS, Git, Visual Studio Code, Stripe
- **AI:** ChatGPT, Claude, Claude Code
- **Productivity and Project Management:** Asana, Google Workspace, Spreadsheets