

ROMMEL JOHN SEVILLA

MARKETING & WEB SUPPORT SPECIALIST

About Me

GoHighLevel Virtual Assistant with hands-on experience in CRM management, funnels, workflows, email marketing, and lead management. Experienced in digital marketing, social media management, and WordPress and Shopify website management.

Education

- BS in Computer Engineering
  St. Peter's College, Iligan City — SY 2014–2021
- Training & Certifications
  - Web Development – Village88, April 2022
  - Pinoy SEO Bootcamp – Pinoy SEO, May 2023
  - Go High Level – Donyare, March 2026

Professional Skills

- GoHighLevel CRM
- Marketing Automation
- Lead Generation
- Email Marketing
- Social Media Management

Language

- Bisaya – 4/5
- Tagalog – 3/5
- English – 4/5

Citizenship

- Filipino

WORK EXPERIENCE

Digital Marketing Specialist – 08/2023 to 02/2026
Doneverse (Remote – Davao, Philippines)
Industry: Digital Marketing

- Managed social media content creation, scheduling, and engagement across multiple platforms.
- Performed on-page SEO optimization, keyword research, and basic technical SEO
- Updated and maintained WordPress and Shopify websites, including content and product updates.
- Designed marketing graphics using Canva and edited short-form, long form videos using CapCut and Biteable.
- Assisted with email marketing campaigns and other digital marketing tasks.
- Collaborated with the team to support website, content, and marketing projects.

Software QA Engineer – 06/2022 to 12/2022
MetroMart, Makati, Metro Manila, Philippines
Industry: E-Commerce

- Conducted manual testing for web and mobile applications, identifying defects and tracking issues using Jira.
- Executed regression, smoke, and exploratory testing to ensure software quality, functionality, and reliability.
- Created detailed test cases and test scenarios while collaborating with developers in an Agile development environment.

2D Image Labeler – 09/2021 to 12/2021
Freelance / Remote (Philippines) | Industry: AI & Data Annotation | Platform: Remotasks

- Annotated images using 2D bounding boxes following strict project guidelines to ensure high data accuracy.
- Consistently met daily quotas and deadlines while working independently on machine learning training datasets.

TOOLS AND PROFICIENCY

- Basic GoHighLevel (CRM, Pipelines, Funnels, Email Marketing, Workflows, Calendar Booking) ★★★★☆
- WordPress (Elementor), Shopify, Mangools, Google Keyword Planner, Yoast SEO, Screaming Frog, Google Analytics, Google Search Console, PageSpeed Insights, SEO Audit, Directory Submissions ★★★★☆
- Manual Testing, Selenium (Basic Python), JIRA, Postman and Basic Web Development (HTML5. CSS3, JavaScript, PHP and MYSQL) ★★★☆☆
- Canva, Adobe Photoshop, CapCut, Google Workspace Trello, Jira, Premiere Pro, After Effects ★★★★☆

LINKS

- GoHighLevel: Portoflio
- Social Media Management: Long Form Videos, Short Form Videos, Graphics Design
- Websites: La Masion Nesbitt, Smoothies Go, Sylvie Method, T-10 Construction, TribeLynk
- SEO: Projects
- Front-End Projects: Hotel, Footwear, Bootstrap, Game Development, E-Commerce, Web Design, Shop
- Back-End Projects: Quiz, Form, Money Button, Coupons
- Software QA: Manual & Automation Testing Projects