Sharmaine Tan

Minglanilla, Cebu, Philippines

PROFILE

Operations Manager and Executive Virtual Assistant experienced in GoHighLevel (GHL), CRM management, workflow automation, funnel building, project coordination, and administrative support. Skilled in building systems that streamline operations, improve lead follow-up, and keep projects and teams on schedule.

SKILLS

Administrative & Executive Support
Calendar & email management, data entry, reporting, project coordination

CRM & Automation
GoHighLevel (GHL), HubSpot, MyCase, Lawmatics; workflow automation, pipelines & optimization

Marketing & Lead Generation
Lead prospecting, outreach, social media management (LinkedIn, Instagram)

Funnels & Systems
Funnel & landing page building, forms, calendars, CRM organization

PROFESSIONAL EXPERIENCE

Operations Manager & Funnel Lead, *Tax Star Pro*
06/2026 – Present
Louisiana, USA

- Manage day-to-day operations and coordinate projects to keep tasks on schedule
- Build and manage funnels, landing pages, forms, and calendars in GoHighLevel (GHL)
- Create and maintain CRM workflows, automations, pipelines, and lead follow-up systems
- Organize GHL courses, training resources, and community content; support Service Bureau and ERO onboarding and backend setup

Executive Assistant, *Smith Law Group, LLC*
07/2025 – 06/2026
North Carolina, USA

- Managed MyCase CRM for case tracking, client communication, and task organization
- Built and optimized workflows in Lawmatics to improve operational efficiency
- Provided executive and administrative support to attorney and legal staff

General Virtual Assistant, *Business Admin Pro*
01/2025 – 07/2026
Cebu, Philippines

- Managed GoHighLevel (GHL) including workflow automation, funnel and form building, and CRM organization
- Created and published AI-assisted blog content on LinkedIn, WordPress, and BigCommerce
- Performed lead generation, reporting, and administrative support tasks using HubSpot
- Managed calendars, data entry, invoices, and operational admin tasks

Instagram Growth Specialist | Lead Generation Specialist, *Short Form Strategies*
02/2024 – 07/2025
Florida, U.S.A

- Executed organic growth strategies through audience engagement (comments, DMs, outreach)
- Built partnerships and increased visibility through targeted engagement and collaborations

Lead Generation Specialist, *Anyco Pty Ltd*
03/2023 – 09/2024
Australia

- Identified and qualified prospects, sent proposals, and followed up to drive conversions
- Researched, tracked, and qualified leads while maintaining accurate databases

EDUCATION

Bachelor of Science in Travel Management, *Cebu Technological University*
2013 – 2017
Cebu, Philippines