



GERALD G. CALOLANG

Technical Virtual Assistant
GoHighLevel Specialist

- Marketing Automation & Workflow Development
- Sales Funnel & Landing Page Creation
- Email Marketing Automation
- Calendar & Appointment Booking Systems
- Third-Party Integrations (Zapier/Make/APIs)

Better Workflows, Better Business

objective

To leverage deep expertise in GoHighLevel (GHL) and technical virtual assistance to help businesses automate their operations, streamline client communication, and scale their sales pipelines. I aim to provide precise, results-driven support across CRM configuration, funnel building, automation workflows, and campaign management, empowering entrepreneurs and agencies to focus on growth while I handle the backend systems that drive it.

mission

My mission is to deliver technically precise, client-centered virtual support that transforms complex workflows into seamless automated systems. Using GoHighLevel as my primary platform, I am committed to building and maintaining CRMs, automated follow-up sequences, pipelines, landing pages, appointment funnels, and campaign systems that drive measurable business results. Through consistent communication, proactive problem-solving, and meticulous attention to detail, I aim to become a trusted long term partner in my clients' digital growth.

goal

My goal is to become a recognized GoHighLevel Specialist and Technical VA known for delivering high-impact automation builds, reliable CRM management, and efficient funnel systems. I aim to continually deepen my mastery of GHL sub-accounts, SaaS mode, white-labeling, and API integrations while expanding my expertise across complementary tools such as n8n, Zapier, Make, and other automation platforms. By delivering consistent value and strategic technical support, I intend to contribute directly to my clients' revenue growth and operational efficiency.

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Virtual Assistant / Freelance Work Experience

December 2025 - May 2026

Technical Virtual Assistant

Access Solutions

(Virtual Assistant Agency)



Access Solutions is a Virtual Assistant agency dedicated to connecting businesses with highly skilled virtual professionals who match their operational needs. Serving as a bridge between clients and the right Virtual Assistants, the agency helps organizations build efficient remote teams by providing reliable talent, streamlined processes, and ongoing support to ensure successful business outcomes.

As a Technical Virtual Assistant, I was responsible for ensuring that business systems and processes functioned effectively across both front-end and back-end operations. My role involved monitoring workflows, troubleshooting technical issues, managing platform configurations, maintaining data accuracy, and supporting the seamless operation of various digital tools and systems. I worked closely with team members to ensure that automations, integrations, and day-to-day processes performed as intended.

Beyond my core responsibilities, I was given opportunities to contribute to process improvement initiatives by identifying inefficiencies and recommending solutions. I regularly provided suggestions for enhancing workflows, developing Standard Operating Procedures (SOPs), and optimizing system processes to improve productivity, consistency, and overall operational efficiency. These contributions helped support continuous improvement efforts and strengthened the agency's service delivery framework.

July 2025 - November 2025

GoHighLevel Specialist

Affinage Professional

(Hair and Beauty Products)



Affinage Professional is a leading hair and beauty brand specializing in professional hair coloring products and salon solutions. The company serves beauty professionals and salons by providing high-quality products, education, and support designed to help stylists achieve exceptional results while growing their businesses.

As a GoHighLevel Specialist, I manage and maintain the company's backend systems to ensure seamless business operations. My responsibilities include overseeing CRM management, automations, workflows, pipelines, integrations, dashboards, and other platform functionalities. I ensure that all systems, processes, and automations operate efficiently, supporting both internal operations and customer-facing activities while maintaining data accuracy and system reliability.

In addition to my technical responsibilities, I actively participate in discussions regarding system performance and business optimization. I regularly monitor and report dashboard metrics, provide insights on operational efficiency, and recommend improvements to existing workflows and processes. I am also entrusted with suggesting system enhancements, developing more effective procedures, and identifying opportunities to leverage automation and platform capabilities to improve overall business performance.

Professional Work Experience

December 2024 – October 2025

Internal Auditor

Ruby Star Enterprises



Ruby Star Enterprises is a fast-growing trading and printing company based in Tacloban City, proudly known as a “ONE STOP PRINT SHOPPE.” It specializes in commercial goods distribution and high-quality printing services, offering comprehensive solutions that support both private and public sector clients across various industries in the region.

As an Internal Auditor, I was responsible for ensuring the company’s financial compliance, accuracy, and operational integrity. My duties included auditing transactions, verifying records, and maintaining transparent documentation to support management decisions, guaranteeing that all financial activities aligned with established accounting standards and company policies.

In addition to auditing tasks, I handled ad-hoc assignments such as preparing bidding documents and analyzing the most competitive yet profitable prices for project bids. I ensured all documents complied with procurement requirements, enabling the company to secure major projects while maintaining ethical standards and achieving optimal financial outcomes.

August 2024 – November 2024

Accounting Staff

Ruby Star Enterprises



As an Accounting Staff, I maintained accurate financial records, prepared journal entries, processed payables and receivables, and assisted in month-end closings to ensure transparency and support effective financial decision-making.

My ad-hoc tasks included auditing liquidation reports, preparing purchase orders, assisting in payroll, and verifying supplier invoices—enhancing my precision and internal control skills. My strong performance led to my promotion as Internal Auditor under a new contract.

November 2023 – June 2024

Marketing Specialist

Prime Korean Language and Review Center



Prime Korean Language and Review Center is a fast-growing educational institution based in Naval, Biliran, specializing in Korean language training and EPS-TOPIK exam preparation. The center provides high-quality instruction, career guidance, and cultural orientation to help Filipinos pursue employment opportunities in South Korea through professional and affordable language education.

From November 2023 to June 2024, I served as a Marketing Specialist, responsible for managing the center’s social media accounts, creating engaging content, and handling customer inquiries. I provided prompt and professional responses to messages, built positive client relationships, and maintained the organization’s strong online presence to attract and retain enrollees.

My ad-hoc responsibilities included hosting grand seminars, conducting orientations for new students, and occasionally drafting financial reports. These additional tasks enhanced my communication, event management, and analytical skills while contributing to the center’s continued growth and operational efficiency.

TOOLS

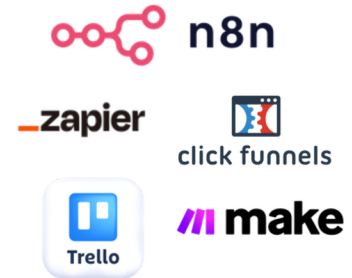
GoHighLevel & CRM Platforms

- GoHighLevel (GHL) - CRM, Funnels, Automation
- GHL Sub-Account Management
- GHL SaaS Mode & White-Labeling
- HubSpot CRM
- Zoho CRM
- Checkout Champ
- Double HQ (Keeper)



Automation & Integration Tools

- n8n - Multi-step workflow automation
- Make (Integromat) - Advanced automation flows
- GHL Workflow Builder - Triggers, actions, conditions
- GHL Campaign Builder - Email & SMS drip campaigns
- ClickFunnels, Zapier
- Trello (automation via Butler)



Communication & Collaboration Tools

- Email Management: Gmail, Outlook
- GHL Two-Way SMS & Email Communication
- Slack, Microsoft Teams, Discord, WhatsApp
- Zoom, Google Meet
- Google Drive, Dropbox, OneDrive



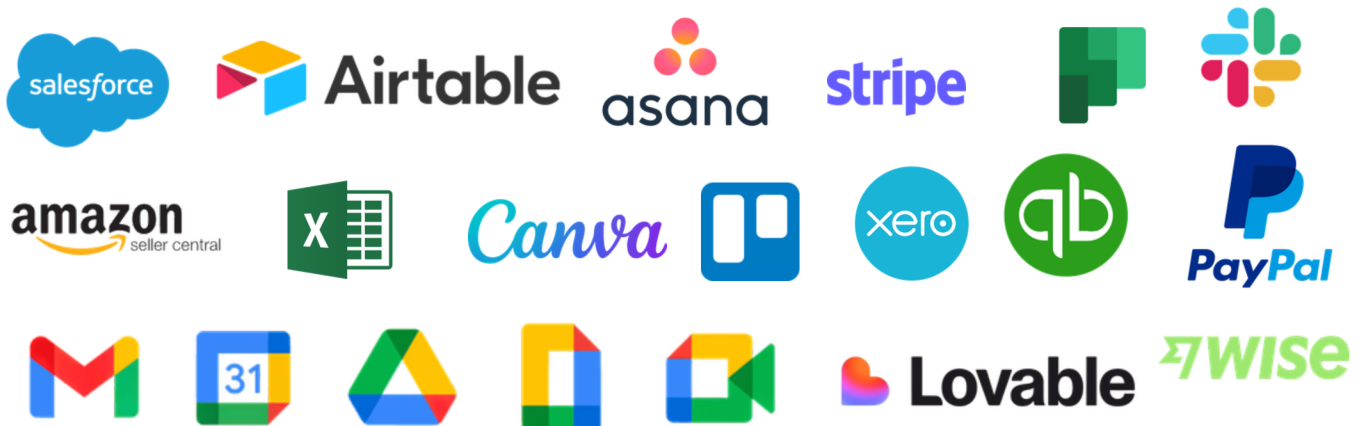
Project & Task Management

- ClickUp
- Notion (task/project tracking)
- Trello
- Microsoft Planner
- Asana

Funnel & Landing Page Tools

- GHL Funnel Builder
- GHL Website Builder
- ClickFunnels
- Calendly & GHL Calendar

other tools



Education and Trainings

education

Bachelor of Science in Business Administration

Major in Financial Management

Biliran Province State University (BiPSU)

Naval, Biliran, Philippines

August 2020 - May 2024



I earned my Bachelor of Science in Business Administration major in Financial Management from Biliran Province State University (BiPSU), where I developed strong skills in accounting, financial analysis, auditing, and business strategy. The program strengthened my analytical thinking, decision-making, and attention to detail, while also building a systems-oriented mindset that allows me to understand and work effectively with structured processes, workflows, and data-driven operations.

trainings and seminars

- **GoHighLevel Advanced Mastery Training (April 2025)** - Completed advanced GHL training covering SaaS mode configuration, white-label setup, sub-account management, and advanced workflow automations including conditional branching, webhook triggers, and API integrations for multi-client agency environments.
- **GHL Funnel Building & Landing Page Optimization Workshop (April 2025)** - Hands-on training in building high-converting sales funnels, appointment booking pages, opt-in forms, and order bumps using GoHighLevel's native funnel and website builder tools.
- **CRM Systems and Automation Fundamentals (March 2025)** - Studied CRM pipeline design, lead management best practices, contact segmentation, and automated follow-up systems across HubSpot, Zoho CRM, and GoHighLevel platforms.
- **Technical Virtual Assistant Certification Course (March 2025)** - Completed a comprehensive TVA certification covering tech stack management, SOP documentation, client systems support, automation setup, and remote technical troubleshooting for digital businesses.
- **Zapier and Make (Integromat) Automation Workshop (February 2025)** - Gained advanced skills in building multi-step Zaps and Make scenarios to automate data flow between apps including GHL, Google Sheets, Calendly, Stripe, and email platforms.
- **Email Marketing and SMS Campaign Strategy (February 2025)** - Learned campaign structure, subject line optimization, segmentation strategies, A/B testing, and compliance best practices for outbound email and SMS marketing using GHL and Mailchimp.
- **Project and Task Management Training (February 2025)** - Strengthened project tracking and task prioritization using tools such as ClickUp, Trello, and Asana, improving workflow coordination, deadline management, and accountability systems.
- **Social Media and Digital Marketing Foundations Workshop (February 2025)** - Learned content planning, scheduling systems, engagement analytics, and basic digital marketing strategies to support brand growth and online visibility.
- **Customer Service and Professional Communication Training (January 2025)** - Improved communication etiquette, inquiry handling, and CRM-supported customer interactions to maintain professionalism and client satisfaction.
- **Virtual Collaboration Tools and Remote Operations Training (January 2025)** - Learned tools such as Zoom, Slack, Google Workspace, and ClickUp for seamless team coordination and project collaboration in virtual environments.

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