

KEMUEL RABI

Marketing Strategist | Marketing Automation & Ads Specialist

Philippines | kemuel.rabi@gmail.com | (+63) 945 734 3302 | LinkedIn.com/in/kemuelrabi

EDUCATION

Leyte Normal University — Bachelor of Arts in English Language

Philippines | 2018 – 2023

EXPERIENCE

Metcalf & Company LLC — Marketing Assistant (Part-Time)

Dothan, Alabama | Remote | January 2025 – March 2026

Metcalf & Company LLC is a full-service CPA and legal firm dedicated to helping clients live and protect their best financial life. I supported the marketing department part-time in creating, automating, and optimizing digital campaigns while managing website redesign and integration projects to enhance lead generation and client engagement.

- Managed and optimized Go High Level (GHL) workflows, pipelines, and automations to streamline lead nurturing and client communication.
- Created, launched, and optimized LinkedIn and Facebook ad campaigns, improving lead quality and conversion performance.
- Redesigned and maintained the company website, enhancing layout, functionality, and user experience.
- Transferred landing pages and automation sequences from GHL to the company's website for improved integration and tracking.
- Tracked, analyzed, and reported campaign performance to guide strategic and budget decisions.
- Collaborated with leadership to align automation, advertising, and website initiatives with growth objectives.
- Contributed to achieving the firm's goal of 10–20 qualified pitches per week through automation-driven and ad-supported strategies.

Good Samaritan Solutions, LLC — Virtual Assistant / Social Media Manager

Oklahoma City, Oklahoma | Remote | July 2023 – December 2024

- Increased social media engagement by 30% through analytics-based content strategies.
- Developed and executed organic campaigns to boost awareness and strengthen community connections.
- Managed scheduling, publishing, and engagement across Facebook and Instagram.
- Supported lead generation and awareness initiatives using Go High Level (GHL).
- Contributed to branding and marketing of Purposely Sweet Treats & More, a business initiative supporting GSS tenants.

Virtual Staffing Solutions — Customer Service Representative

Philippines | August 2022 – January 2023

- Delivered high-quality support, achieving a 15% improvement in customer satisfaction.
- Handled inbound and outbound calls efficiently, reducing average response time.
- Collaborated with team members to streamline workflows and resolve customer issues.

PROJECTS

Alpha IT — Marketing Automation & Ads Project (Contract)

Remote | August 2025 – October 2025

- Built and optimized Go High Level (GHL) workflows for sales funnels and client communication.
- Created and managed Facebook and Google Ads, improving lead quality and conversion rates.
- Reduced cost-per-lead through A/B testing and audience refinement.
- Integrated automation workflows with ad campaigns for better conversion tracking.

Personal Brand Awareness Campaign for Local Entrepreneurs

Philippines | January 2024 – March 2024

- Designed and managed campaigns for local businesses using social media and automation tools.
- Increased brand engagement by 15–30% through optimized ad creatives and analytics review.
- Provided strategy training for sustainable online marketing growth.

SKILLS

Marketing Platforms & CRM: Go High Level (GHL), HubSpot, Zoho CRM, Google Analytics, Facebook Business Suite

Automation & Ads: GHL Workflows, Facebook Ads, Google Ads, LinkedIn Ads, Zapier

Web Design & Tools: WordPress, Wix, Elementor, Webflow, Figma (Basic)

Email & Content Marketing: Campaign Planning, Drip Sequences, Segmentation, Copywriting

Analytics & Optimization: Conversion Tracking, Funnel Analysis, A/B Testing, Tag Manager

Creative Tools: Canva, Adobe Creative Cloud, CMS Platforms

Project Management: Google Workspace, Trello, ClickUp, Calendly