

ARNEL MORGADO

Tagum City | 09662335904 | arnelmorgado1997@gmail.com

PROFESSIONAL SUMMARY

Results-oriented professional specializing in GoHighLevel web development, funnel design, and virtual support. I combine technical problem-solving with a strong background in customer service and administrative operations to streamline workflows, enhance user experience, and drive project success for growing businesses.

CORE SKILLS

Customer Service • Lead Generation • Data Entry • Online Research • Office 365 • Social Media Management • Sales • Web Development Support • CRM Management • Insurance Administration

WORK EXPERIENCE

Virtual Assistant and Web Developer | July 2025 Freelance

- Design website landing pages and funnels using GoHighLevel (GHL).
- Embed calendar booking links and optimize customer workflows.
- Edit text snippets, URLs, custom values, and checkout funnel products.
- Clone, review and maintain automation workflows.
- Adding and configuring live chat widgets on funnels.
- Executing precise brand matching (logos, colors, typography).
- Testing booking pipelines and workflow automation.
- Formatting and embedding videos and images.
- Optimizing website speed by balancing media loads.
- Writing AI-assisted on-page SEO (meta descriptions & keywords).
- Delivering immediate troubleshooting and solutions for client-facing issues via chat support.
- Executing requested site modifications and feature updates efficiently to ensure alignment with client requirements.

Sales Representative | IT Step Academy| May 2025 – July 2025

- Engaged potential leads utilizing CRM database and social media inquiries to drive enrollment
- Conduct high-impact sales presentation for IT courses
- Manage and process courses tuition transactions
- Oversee contract execution, ensuring accurate documentation
- Consult with clients to assess their needs
- Proposed creative ideas and strategies to help expand the business

Virtual Assistant and Data Entry Specialist | Auto Insurance | May 2024 – Apr 2025

- Managed auto insurance renewals and quote processing.
- Updated listings and completed renewal quote sheets.
- Requested loss runs via phone and email.
- Verified customer information and obtained signatures.

Virtual Assistant & Social Media Manager (Real Estate) | Sep 2023 – Apr 2024 (Part-Time)

- Generated leads through Google Search and Facebook Messenger.
- Created newsletters, brochures, and social media content using Canva.
- Scheduled content through Meta Business Suite (Facebook and Instagram).

EDUCATION

Bachelor of Science in Computer Engineering - AMA Computer College Davao | Undergraduate

Reference - Rhodora Echavez | 09931151004 | IT Step (HR Manager)