

ANDRIE KING OMAPAS

Digital Marketing & Content Specialist — Real Estate

Iloilo City, Philippines · kingsyomapas1234@gmail.com · +63 921 305 2973 · pipelineco.best

Hands-on digital marketer with 4+ years building and shipping campaigns for U.S. real estate agents, investors and coaching brands. I personally create the work — landing pages, email campaigns, short-form video, graphics, content calendars and CRM automations — and build the systems that keep it publishing on schedule. Measured on what went live, not what was planned.

SELECTED ACHIEVEMENTS

- Built and launched **therobertvillanueva.com** — structure, copy, graphics and lead capture — for a real estate coaching brand
- Cut and edited **12 short-form videos from a single podcast episode** with thumbnails and platform-specific captions
- Produced and shipped up to **70 social posts per month** across five platforms for a national coaching brand
- Automated lead follow-up in Follow Up Boss for a California realty team, cutting response time from **hours to under two minutes**
- Rebuilt an investor newsletter in Beehiiv from a static PDF into a structured email format
- Supported a GoHighLevel implementation that reduced manual scheduling time by **70%**

PROFESSIONAL EXPERIENCE

Social Media & Content Specialist — Freedom Management, Worcester, MA

Contract · Remote · Real estate investment & property management, \$100M+ AUM

- Built the content calendar and approval system spanning Instagram, Facebook, LinkedIn, YouTube and TikTok
- Cut 12 short-form videos from one podcast episode with custom thumbnails and per-platform captions
- Rebuilt the investor newsletter in Beehiiv, restructuring it from PDF into an email format modelled on a competitor benchmark
- Produced the full campaign for a monthly investor meetup — flyer, countdown series, panel materials and presentation deck
- Delivered brand identity concepts for a new business line; documented handover with folder structure and naming conventions

Content, Social Media & Automation VA — Robert Villanueva, Millionaires in Training

Dec 2022 – Jun 2026 · Remote · Real estate coaching

- Built and launched therobertvillanueva.com — site structure, copy, graphics and lead capture
- Owned content execution across platforms at up to 70 posts per month — testimonials, training promos, LinkedIn posts, captions
- Designed and sent monthly Mailchimp newsletters with training calendars, event graphics and video features
- Edited short-form video for Reels, Shorts and YouTube using CapCut and Captions AI
- Supported podcast and live show production: guest outreach, scheduling, promotional clips from episodes
- Ran live Zoom and Skool webinars end to end; supported GoHighLevel setup covering chatbot content, appointment workflows and SMS/email reminders

Social Media & Content VA — Lisette Sabrina, Central California Realtor

Mar 2024 – Apr 2026 · Remote

- Planned and published Instagram content — listings, Stories and Reels — with AI-assisted captions
- Designed and sent buyer and seller newsletters via Mailchimp between listing cycles
- Optimised hashtags and local targeting to grow reach within the Central California market

Paid Ads Team Member — Online Biz Builders (OBB)

2026 · Remote · Home care franchise marketing agency

- Part of the team managing Meta Ads across 37 home care franchise accounts at roughly \$112K/month spend
- Campaign builds, Meta Pixel and Conversions API tracking, lead-form setup and weekly client reporting; strategy and budget ownership sat with the team lead
- Produced AI-assisted video ad creative for franchise clients

Brand & Social VA — Brandon Lehman, West Hive Capital

Mar 2025 – Apr 2025 · Remote · Commercial real estate, Newport Beach CA

- Built email campaigns in Brevo for acquisitions and leasing outreach, on brand guidelines, with performance reporting
- Drove brand visibility through localised storytelling campaigns and Instagram strategy

Freelance Marketing Automation — Real Visalia California Realty

2024 – 2025 · Remote

- Built Follow Up Boss automations: auto-text follow-up, missed-call text-back and lead routing
- Ran buyer and seller Meta lead campaigns with listing-led creative and Visalia-area targeting

Freelance Meta Ads — Local Businesses

2022 – 2026 · Beauty, automotive, property and coaching clients

- Personally managed small-budget lead-generation and booking campaigns for a beauty lounge, auto garage, makeup artist, Philippine property developer and coaching business

TOOLS

Web & Landing Pages	GoHighLevel, Framer, Figma, WordPress
Email	Mailchimp, Brevo, Beehiiv
Video & Design	CapCut, Premiere, Captions AI, Opus, Canva Pro, Recraft
Ads & Analytics	Meta Ads Manager, Events Manager, Google Ads, Google Analytics, Looker Studio
CRM & Automation	Follow Up Boss, GoHighLevel, ManyChat, Zapier
Social & PM	Metricool, Buffer, Later, Meta Business Suite, ClickUp, Trello, Asana, Notion

EDUCATION & CERTIFICATIONS

BSc Electrical Engineering — Iloilo Science and Technology University, 2015–2020
Licensed Electrical Engineer · Meta Social Media Marketing Certification
Languages: English, Filipino