



Rona Marie De Jesus

Operations Coordinator · Executive Assistant ·
Virtual Assistant

Surveillance Specialist · Content Creator · GHL
Funnel Builder

CONTACT

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Philippines

EDUCATION

BS Information Technology

Universidad De Dagupan

(Formerly Colegio De Dagupan)

2009 – 2013

CORE SKILLS

- ◆ GoHighLevel (GHL)
- ◆ Funnel Building
- ◆ Workflow Automation
- ◆ CRM Optimization
- ◆ Surveillance & Ops
- ◆ Content Creation
- ◆ Executive / VA
- ◆ Database Management
- ◆ Compliance Reporting

TOOLS

Canva · Slack · ChatGPT

Gemini · Claude · FunnelGenie

Dallmeier SemSy · Synectics

Fidelio / Opera PMS

FRS · iTrack · Gallagher

LANGUAGES

Filipino — Native

English — Professional

WEBSITE

portfolio.rmgolevel.com

PROFESSIONAL PROFILE

Detail-oriented BS Information Technology graduate with 8+ years of high-stakes experience in surveillance and operations at Tier-1 organizations including City of Dreams Manila and Star Cruises. Now channeling that same precision into digital operations — building GoHighLevel funnels, automating workflows, optimizing CRMs, and producing high-quality content at scale across multiple platforms.

WORK EXPERIENCE

Freelance Digital Operations

GHL Funnel Builder & Content Creator

November 2025 – Present

- Built full GoHighLevel funnel for GlowTech — landing page, lead capture forms, CRM pipeline setup, and automated follow-up sequences (live at glowtech.rmgolevel.com).
- Configured and optimized GHL CRM pipelines to ensure every lead and client interaction is tracked, tagged, and followed up automatically.
- Designed and deployed workflow automations connecting lead capture, email/SMS nurture, and appointment booking inside GHL.
- Launched and scaled 3 content brands across Facebook, TikTok (@kiddo_tales), and YouTube (@hugogaming15).
- Produces 3–5 professionally branded short-form videos daily using a custom Canva-based workflow — from scripting through multi-platform scheduling.

City of Dreams Manila

Surveillance Officer

May 2022 – February 2026

- Monitored high-value gaming assets and transactions at a Tier-1 integrated resort, proactively detecting threats and reducing annual inventory shrinkage.
- Operated advanced VMS platforms (Dallmeier SemSy, Synectics) for real-time incident response; documented security breaches within strict regulatory timelines.
- Maintained 100% compliance with internal security governance using IT expertise to ensure reporting integrity across all surveillance operations.
- Conducted deep-dive financial audits and root cause analysis on irregularities, producing detailed incident reports for senior management.

Star Cruises / Dream Cruises

Surveillance Executive → Officer

March 2015 – December 2019

- Promoted to Surveillance Executive (2017–2019): monitored onboard gaming and ship-wide activities via CCTV to ensure safety, security, and policy compliance.
- Cross-referenced guest data and transactional records with CCTV footage using Fidelio PMS for thorough, evidence-based investigations.
- Managed and mentored surveillance teams, coordinated shift operations, and produced executive-level compliance summaries.
- Served as Surveillance Officer (2015–2017): managed surveillance systems, conducted scheduled audits, and investigated incidents.

PLDT Sales and Services

Retention Sales Agent

June 2014 – December 2014

- Managed high-volume outbound calls to secure client contract renewals, consistently meeting and exceeding monthly retention targets.
- Maintained 100% accuracy in client records within the company database; identified technical issues and escalated to support teams.

KEY ACHIEVEMENTS

- **GoHighLevel** — Delivered a complete funnel + CRM build (GlowTech) including landing page, pipeline, and automation sequences from scratch.
- **Surveillance Excellence** — Maintained a 100% compliance record across 8+ years at Tier-1 casino and cruise environments.
- **Content Scale** — Built and operates 3 active content brands producing up to 5 branded videos daily using a streamlined Canva workflow.
- **Career Progression** — Promoted from Surveillance Officer to Surveillance Executive at Star Cruises within 2 years based on performance.