



JOANA PAULA ACUÑA

Social Media Manager with GoHighLevel Experience

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About Me

Creative Social Media Manager dedicated to helping business owners maintain an active, beautiful, and consistent online presence. I handle the full content creation process from scratch—including social media strategy, custom graphic design, and short-form video editing. I also bring background experience with platforms like GoHighLevel, allowing me to easily connect your social media traffic to simple landing pages, auto-replies, and booking calendars.

Skills

Social Media & Content Creation

- Strategic Content Planning & Data-Driven Calendars
- High-Engagement Graphic Design (Instagram Carousels, Brand Aesthetics)
- Short-Form Video Editing & Repurposing (Reels, TikToks, Shorts)
- Content Scheduling & Platform Management
- Blog & Newsletter Management

Technical & Automation Familiarity (GoHighLevel)

- Custom Funnel & Responsive Landing Page Design
- Smart Marketing Automation (Comment-to-DM, Lead Notifications, Workflows)

Soft Skills

- Good Communication
- Attention to Detail

Education

Bachelor of Secondary Education
Father Saturnino Urios University
2014–2017

Work Experience

Social Media Manager & Funnel Specialist

2022 – 2025 | Continuum CFO Group

- Planned, created, and scheduled monthly social media content calendars and branded graphics.
- Repurposed long-form videos into engaging short-form reels and shorts to grow cross-platform visibility.
- Promoted online webinars through strategic social posts to drive organic traffic.
- Set up simple comment-to-DM link automations and basic web pages in GoHighLevel to capture social leads.
- Managed monthly email newsletters and regular blog uploads.
- Designed landing pages for webinars.

Social Media Virtual Assistant

2025 – 2026 | Strategic Mortgage

- Designed custom marketing graphics and videos for active social media channels.
- Edited long-form podcast episodes and strategically turned them into punchy, high-engagement clips optimized for social media posting.
- Managed the daily content publishing calendar to ensure consistent brand posting.

Social Media & Tech Support (Project-Based)

2025 – 2026 | InVision Digital Solutions

- Assisted with social media marketing funnels by designing clean, simple landing pages.
- Connected social profiles to scheduling calendars and automated booking confirmation workflows.
- Handled routine backend account updates, domain links, and platform integrations.

Social Media Assistant (Part-Time)

2020 – 2022 | 1000 Houses & Ingenutec

- Created monthly content plans and managed aesthetic layouts across multiple social accounts.
- Produced engaging visuals, graphics, and short video clips.
- Scheduled daily posts and published formatted articles directly to company websites.

References

Ina Masten
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