

# Shekinah Gapas

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## EXPERIENCE

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### GHL Specialist

April 2026

*Freelancing*

*Remote*

- Designed and implemented automated CRM workflows and lead capture funnels using GoHighLevel to streamline business operations.
- Managed calendar booking systems and automated follow-up sequences to increase client show-up rates and engagement.
- Configured custom triggers and integrations to ensure seamless data flow between marketing tools and sales pipelines.

### Video Editor

2025 – Current

*Freelancing*

*Remote*

- Leverages Adobe Photoshop, After Effects, and Lightroom to elevate visual storytelling and motion design quality.
- Adapts quickly to diverse client preferences and emerging digital trends to produce engaging social media content.
- Maintains a high standard of technical precision in color grading, audio syncing, and pacing for varied content formats.

### Financial Advisor

August 2023 – May 2025

*Sienet Communications Services*

*Mandaluyong City*

- Assisted in tax auditing and financial document reviews to ensure 100% accuracy and regulatory compliance.
- Developed a deep understanding of corporate operational processes and high-level reporting workflows.
- Analyzed financial data to identify discrepancies and provided actionable insights for organizational efficiency.

## EDUCATION

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### Golden Faith Academy

Taytay, Rizal

*STEM With Honors, Department Award*

*April 2026*

## RECENT PROJECTS

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### Viewprint Academy: Monday.com Automation | *Automation*

2026

- Built structured project management boards and automated task assignments to improve team productivity.
- Integrated third-party applications to centralize data management and reduce manual entry errors.
- Optimized workflow transitions to ensure real-time tracking of project milestones and deliverables.

### GHL Calendar Booking & Automation | *CRM Automation*

2026

- Engineered a complete booking system with automated reminders and tag-based segmentation for targeted marketing.
- Created multi-step verification workflows to qualify leads before they successfully book a consultation.
- Mapped out customer journey automations that triggered specific follow-up content based on user interaction.

### Exelix Video Editor Portfolio | *Creative Suite*

2025

- Curated a professional portfolio showcasing advanced motion graphics and high-retention video editing styles.
- Demonstrated proficiency in multi-cam editing and complex visual effects for diverse industry niches.
- Optimized video file formats and delivery methods for maximum performance across various social media algorithms.

## SKILLS & INTERESTS

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**Technical (GHL & Automation):** GoHighLevel (CRM Management, Automated Workflows, Funnel/Website Design, Calendar Setup), Microsoft 365 (Advanced Excel for Auditing, PowerPoint, Word, Outlook), Google Workspace (Sheets, Docs, Drive Architecture, Forms)

**Technical (Creative):** Adobe After Effects, Photoshop, Lightroom, Premiere Pro, CapCut

**Analytical:** Financial Analysis, Auditing, Data Reporting, Critical Problem Solving

**Languages:** Tagalog (Native), English (Professional Working Proficiency)

**Interests:** Motion Graphics, Entrepreneurship, High-Ticket Digital Marketing, Gaming, and Sports