Paul Cale

Caraga, Philippines
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WORK EXPERIENCE

Freelance Digital Marketer & Automation Expert — **Remote**
Meta Ads Expert, Creative Strategist & Funnel/Automation Builder — *January 2020 – Present*

- Planned and executed performance-driven Meta Ads campaigns across B2C and B2B industries including personal injury law firms, mortgage brokers, financial advisors, home improvement and real estate businesses, SaaS companies, and personal and financial coaches, increasing client inquiries by up to 3x in key campaigns.
- Designed and implemented automated CRM and funnel systems using GoHighLevel, Make.com, Zapier, and related tools to streamline lead capture, qualification, nurturing, demo bookings, and appointment scheduling.
- Executed full-funnel strategy from cold traffic acquisition to CRM architecture and automation, reducing manual follow-ups and response delays by 60–70%, improving lead response speed and conversion consistency.
- Implemented tracking systems including pixel setup, Meta Conversion API and CRM-based attribution to improve campaign data accuracy and performance optimization.
- Developed performance dashboards and analytics reports to measure ROI, monitor cost per lead, track pipeline movement, and guide ongoing system improvements across multiple industries.

CLIENT EXPERIENCED

B2C (Business to Consumer)
Meta Ads Specialist & GoHighLevel Expert

- Managed Meta Ads lead generation campaigns for personal injury law firms, mortgage brokers, financial advisors, home improvement companies, real estate businesses, and local service-based businesses.
- Increased client inquiries by up to 3x through structured funnel strategy, audience segmentation, creative testing, and conversion-focused landing page optimization.
- Architected CRM systems in GoHighLevel including pipelines, workflows, automation, surveys, forms, calendars, campaigns, and third-party integrations to improve lead conversion and follow-up efficiency.

B2B (Business to Business)
Meta Ads Specialist & GoHighLevel Expert

- Managed Meta Ads campaigns for SaaS companies, personal coaches, and financial coaches targeting founders, business owners, and decision-makers.
- Built funnels and automated CRM workflows to drive demo bookings, strategy calls, and high-ticket program enrollments while supporting structured sales pipelines.
- Implemented reporting dashboards and attribution tracking systems to measure ROI, optimize acquisition cost, and improve sales follow-up consistency.

EDUCATION

Northern Eastern Mindanao State University — **Caraga, Philippines**
Bachelor of Science in Computer Engineering - April 2018

Self-Taught Education
Meta Ads | *CRM Automation* | *Digital Marketing* | *Funnel Building* | *Conversion Tracking*

SKILLS & INTERESTS

Skills: Ads Management (Meta Ads, Google Ads) | **CRM & Automation** (GoHighLevel, Make.com, Zapier, CallRail, API Integration) | **Lead Generation** (Cold Email, Funnels, Copywriting) | **Other Tools** (Canva, ClickUp, Google Workspace, GTM, Stape, ChatGPT, CapCut, Notion)

Interests: Social Media Marketing, Lead Generation, SaaS, AI Tools, Strategy & Operations, Funnel Strategy, Creative Strategy, Analytics, Console Games

PORTFOLIO: paulcale.com