Mario Donquilab

Project Manager | Webmaster | Graphic & UI/UX Designer | SEO Specialist | WordPress & Joomla Expert

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My Blogs

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OBJECTIVE

Tools Used

Adobe Photoshop/ Adobe Illustrator/ Adobe Premiere/ Adobe Firefly/ Adobe

With extensive experience across Real Estate VA, Project Management, Graphic Design, Video Creation, WordPress/Joomla development, and eCommerce, I deliver creative and operational solutions that drive results. In real estate, I've supported lead generation, property research, CRM management, and client communication—helping teams boost qualified leads by 40% and reduce response times by 60%. As a project team lead, I've managed remote teams using tools like ClickUp and Trello, improving project delivery rates from 68% to 95%. My design work has produced over 500 graphics and 50+ brand assets, increasing engagement and pre-orders by 30%+. I've created marketing videos that generated over 120K organic views and improved campaign ROI by 27%. As a front-end web developer, I've customized 30+ WordPress and Joomla sites, improving mobile performance and lowering bounce rates by 35%. In eCommerce, I've optimized 100+ listings across Shopify, Amazon, and Walmart, increasing conversions by 22% and monthly revenue by $8K. My strength lies in delivering clear, on-brand content while managing efficient workflows that align with business goals.

Work History

2022-Jan – 2025-June

Hubspot Specialist, Web Master, Project Team Lead, UI/UX Designer

Freelance **Branssen Webmasters**

HubSpot Specialist | Webmaster | Project Team Lead | UI/UX Designer

Delivering seamless user experiences, efficient systems, and data-driven results through expert-level CRM management, web development, project leadership, and design.

With a versatile background spanning CRM automation, website management, project oversight, and user-focused design, I've helped over **35+ businesses** streamline operations, elevate brand identity, and drive measurable growth.

As a certified **HubSpot Specialist**, I've implemented **60+ automated workflows**, customized pipelines, and optimized lead capture systems—resulting in a **40% increase in lead quality** and **30% faster sales response times**. One client saw a **19% boost in lead conversion** after I restructured their email and form automations.

InDesign/ Canva/ and its counterpart.

Expert

ClickUp/ Monday.com/ Asana/ Notion/ Jira/ Trello

Expert

GoHighlevel/ Hubspot/ Klaviyo/ Salesforce/ Infusionsoft

Expert

ActiveCampaign/ MailChimp/ Constant Contact/ Zapier

Expert

Slack/ LastPass/ G Suite/ Zoom/ RingCentral

Expert

Skills:

Expert in the areas of:

Project Management for Web Design and Development Agencies

Expert

Wordpress Front-end Web Design & Development/ Management

Expert

Creating/ Editing Videos/ Video Production

Expert

🌐 As a **Webmaster and Frontend Developer**, I've managed and optimized **30+ WordPress and Joomla websites**, focusing on mobile responsiveness, speed, and SEO. I reduced one site's load time by **50%** and increased average time-on-site by **42%**, improving both user experience and retention.

📋 As a **Project Team Lead**, I've led cross-functional remote teams of **5–10 creatives and developers** using tools like ClickUp, Trello, and Slack. I created agile workflows, documentation, and reporting systems that raised project completion rates from **70% to 96%**, and reduced scope creep by **40%**.

🎯 As a **UI/UX Designer**, I've led wireframing, prototyping, and user testing for SaaS platforms, landing pages, and eCommerce flows. My redesign of a client dashboard boosted feature adoption by **55%** and cut onboarding time by **35%**. Tools include Figma, Adobe XD, and Creative Suite.

🛠 **Key Skills & Tools:**

- 💼 **CRM & Automation:** HubSpot, Mailchimp, ActiveCampaign
- 🌐 **Web CMS:** WordPress, Joomla, Elementor, WPBakery
- 💻 **Frontend:** HTML, CSS, basic JavaScript
- 🎨 **Design:** Figma, Adobe XD, Photoshop, Illustrator
- 📊 **Analytics:** HubSpot Reports, Google Analytics, Hotjar
- 📅 **Project Management:** ClickUp, Trello, Slack, Notion, Asana
- 🔍 **Other:** SEO, Website Maintenance, A/B Testing, UI Prototyping

2018-Jun – 2021-Dec

Ecommerce Support Specialist

Freelance **Branssen Webmasters**

🛒 **Ecommerce Support Specialist**
Optimizing online store operations, enhancing customer experience, and boosting sales through efficient support, product management, and backend execution.

As an Ecommerce Support Specialist, I've worked with diverse brands in fashion, beauty, tech, home goods, and health—supporting **20+ Shopify, WooCommerce, and Etsy stores**. I've handled everything from product uploads to customer service, order management, graphic updates, and email campaign support. My goal is always to keep operations smooth, improve user experience, and drive revenue growth.

Project Quality Assurance

Expert

Technical Support Specialist through Chat and Email

Expert

MS Suites/ Word/ Excel/ PowerPoint/ Outlook, etc.

Expert

Ads Creation & Blast Posting

Expert

Data Filing/ Email Response Handling/ Email Management/ Marketing/ Automation

Expert

Social Media Marketing (SMM)/ Internet Marketing

Expert

Support Tickets Management

Expert

Calendar Scheduling/ Appointment Setting/ Google Calendar/ Outlook Calendar

Expert

Graphic Design/ Logo Design/ Video Animation

Expert

💡 **Results-Driven Experience (Challenge – Action – Result):**

- **Challenge:** A Shopify store had over 150 disorganized and incomplete product listings, causing frequent customer complaints and abandoned carts.
  Action: Audited, updated, and optimized product titles, descriptions, pricing, and SEO tags; added high-quality images.
  Result: Reduced product-related inquiries by **70%** and increased checkout completion rate by **28%** within 4 weeks.

- **Challenge:** An Etsy seller lacked clear branding and had inconsistent responses to customer inquiries, affecting ratings.
  Action: Created standard message templates, improved product descriptions, and designed cohesive shop visuals.
  Result: Raised store rating from **3.8 to 4.9 stars** and boosted monthly sales by **35%** in 2 months.

- **Challenge:** A client's WooCommerce site suffered from delayed fulfillment and support response time during a product launch.
  Action: Streamlined order processing workflow, set up auto-responder emails, and managed Zendesk for live support.
  Result: Cut average response time by **50%** and maintained a **98% customer satisfaction score** during launch week.

- **Challenge:** A high-volume eCommerce brand was manually updating inventory and running into overselling issues.
  Action: Implemented automated stock tracking using integrations and built out a custom spreadsheet tracker as backup.
  Result: Eliminated overselling errors and reduced manual workload by **60%**.

🛠 **Core Skills & Tools:**

- Platforms: Shopify, WooCommerce, Etsy, Amazon Seller Central
- Product Listing Optimization (Titles, Tags, SEO, Photos)
- Order Processing & Fulfillment Support

Other – Administrative/ Customer Support/ Technical Support

Expert

Wide Range of Experiences as VA/Project Manager in:

Data Entry/ Research & Management

Expert

Content Writing/ Blogs Posting

Expert

Sales & Lead Generation

Expert

Joomla/Hubspot/Shopify Website Management

Expert

Router configuration and re-configuration

Expert

Pulling Up Comparable for Subject Properties/ (BPO), (CMA)

Expert

Internet Troubleshooting (LAN and WLAN)

Expert

Network devices installation, re-installation and

Expert

- Customer Service (Zendesk, Gorgias, Freshdesk, Gmail)
- Inventory Management
- Product Catalog Management & Bulk Uploads (CSV)
- Email Marketing (Klaviyo, Mailchimp)
- Basic Design (Canva, Photoshop for product banners)
- Admin & VA Support (Google Workspace, Notion, Trello, Slack)

2016-Jan – 2018-May

Graphic Artist/Video Creator/VA, Sales and Marketing Specialist

Freelance **Stratus LLC**

🎯 **Graphic Artist / Video Creator / VA | Sales & Marketing Specialist**
Driving business growth by combining creative visuals, marketing strategy, and virtual support to boost brand visibility, engagement, and sales.

As a creative and results-oriented professional, I've supported over **40+ clients** globally across real estate, legal, eCommerce, and service-based businesses. I bring over **6 years of experience** in graphic design, video production, virtual assistance, and digital marketing—delivering over **700+ design assets**, **100+ short-form videos**, and supporting sales and marketing campaigns that led to tangible ROI. My hybrid skill set allows me to bridge creativity with strategy and execution.

💡 **Results-Driven Experience (Challenge – Action – Result):**

- **Challenge:** An eCommerce startup struggled with poor ad performance and weak branding, resulting in low sales.
  Action: Designed a cohesive brand kit, 20+ social media graphics, and 10+ product video ads tailored to their target audience.
  Result: Increased ad click-through rate by **42%** and helped boost online sales by **27%** within 6 weeks.

- **Challenge:** A real estate client needed more qualified leads but had outdated property visuals and weak social presence.
  Action: Created high-converting listing graphics and short video reels, and implemented content scheduling and ad optimization.
  Result: Generated **60+ new leads** and helped close **3 property deals** within 90 days.

Hardware/ Software Troubleshooting

Expert

Web Research

Expert

Multiple Listing Service

Expert

IDX Integrated Websites

Expert

Advanced Knowledge in:

SEO, Sales Funnels, Email Marketing

Advanced

HTML and CSS

Advanced

Web Analytics Reports / Metrics Tracking

Advanced

COMPUTER KNOWLEDGE

Highly experienced with

MS Windows (old and new versions), MAC OS, MS Word, Excel, PowerPoint, All Types of Media Player, Adobe Acrobat, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, ProShow Producer, Camtasia, Office 365, Outlook, Outlook Express as well as a variety of in-house software packages

- **Challenge:** A digital agency had scattered workflows and inefficient sales funnel tracking across multiple platforms.
  Action: Streamlined CRM entries, created visual dashboards, and developed follow-up templates as part of VA support.
  Result: Reduced lead response time by **55%** and improved lead-to-client conversion by **18%**.

- **Challenge:** A coaching business lacked engaging marketing materials for launching a new service.
  Action: Produced 15+ branded graphics, 5 launch videos, and managed email and social campaigns during launch.
  Result: Achieved **112 sign-ups** in the first week and grew Instagram followers by **36%**.

🛠 **Core Skills:**

- Adobe Photoshop, Illustrator, Premiere Pro, Canva
- Short-Form Video Editing (Reels, TikToks, YouTube Shorts)
- Branding & Promotional Content
- Social Media Marketing & Strategy
- Email Campaigns & CRM Tools (HubSpot, Mailchimp, Zoho)
- Virtual Assistance & Admin Support
- Lead Generation & Sales Funnel Management
- Project Management (ClickUp, Trello, Notion, Slack)
- eCommerce (Shopify, Etsy product listings, catalog design)

2010-Oct – 2015-Dec

Graphic Artist/Video Creator, Virtual Assistant Team Lead

Full-time **JanzCo Virtual Services Solutions**

🎯 **Graphic Artist / Video Creator | Virtual Assistant Team Lead**
Transforming ideas into high-impact visuals while leading remote teams to deliver creative and administrative solutions that drive growth and results.

As a Graphic Artist and Video Creator with team leadership experience, I've helped businesses boost their online presence and streamline creative operations. I've delivered over **600+ design and video assets** for clients in real estate, legal, eCommerce, and digital marketing, while managing and mentoring a remote team of **5–12 virtual assistants** across multiple time zones. I specialize in visual storytelling, content production, branding, and team process optimization.

Expert

And SaaS or any type of CRMs/ Project Management Tools

Expert

Diverse software/computer and mobile application installations and re-installations.

Expert

Strategic planning/ Advanced problem solving

Expert

Ads Creation/Retargeting

Expert

Languages

Conversational (written and verbal) in American English; Conversational in writing British English and basic

Speaking skill in British English if circumstances arise.

💡 Results-Driven Experience (Challenge – Action – Result):

- **Challenge:** A startup agency needed consistent branding and quick turnaround for client content, but lacked design systems and team structure.
  Action: Built branded templates, established a content workflow, and trained a team of 6 VAs to manage creative assets and communications.
  Result: Cut content delivery time by **45%** and increased client retention by **30%** within 90 days.

- **Challenge:** A property management company lacked quality listing visuals and video walkthroughs, impacting lead generation.
  Action: Created 80+ branded listing graphics, 25+ video teasers, and managed the scheduling and delivery with the sales team.
  Result: Boosted listing engagement by **60%**, generating **40+ new inquiries** in two months.

- **Challenge:** An eCommerce business faced high cart abandonment and low ad engagement due to unpolished visuals.
  Action: Designed 50+ product mockups, animated reels, and branded packaging designs.
  Result: Conversion rates improved by **22%**, and video ad CTR increased by **35%** over one campaign cycle.

- **Challenge:** Team productivity and communication were dropping due to task confusion and missed deadlines.
  Action: Introduced ClickUp for project tracking, set daily huddles, and delegated based on team strengths.
  Result: Team task efficiency increased by **40%**, and project delays dropped by **60%** within 2 months.

🛠 Key Skills:

- Graphic Design (Photoshop, Illustrator, Canva)
- Video Editing (Premiere Pro, CapCut, VN Editor)
- Social Media Content & Ads
- Branding & Marketing Collaterals
- Shopify & WordPress Graphics
- Project Management (ClickUp, Trello, Notion)
- Team Supervision & Remote Collaboration

- Process Optimization & Task Delegation.

2008-Feb – Present

Freelance Visual Artist

Hybrid - **Mario Services**

Freelance Visual Artist
Transforming ideas into impactful visuals that drive engagement, elevate brands, and tell powerful stories through art.

As a Freelance Visual Artist, I've worked with over **35 clients across the U.S., Australia, and Southeast Asia**, delivering custom illustrations, digital artworks, branding materials, and promotional graphics tailored to each client's vision and goals. My projects span across industries—real estate, law, fashion, events, education, and digital marketing—giving me a deep understanding of visual communication for various audiences.

Key Skills:
✓ Digital Illustration (Adobe Photoshop, Illustrator, Procreate)
✓ Brand Identity Design
✓ Social Media Content Creation
✓ Poster and Banner Design
✓ Layout and Typography
✓ Art Direction and Creative Conceptualization
✓ Collaboration with Marketing and Development Teams
✓ Time Management and Remote Communication

Highlights & Achievements (Using Challenge–Action–Result format):

- **Challenge:** A real estate agency struggled with low engagement on their social media channels and outdated visual branding.
  Action: Designed a modern, consistent visual identity package and produced 50+ digital assets (including social tiles, ads, and posters) tailored to their target market.
  Result: Increased their Instagram engagement by **120% in 3 months** and helped generate **17 new property leads**.

- **Challenge:** An online clothing brand launching their first collection needed a visually striking campaign to compete in a saturated market.
  Action: Created a full suite of promotional visuals including lookbook illustrations, packaging design, and animated teaser reels.
  Result: Their collection sold out in **72 hours**, with **42% of customers citing visuals as a key reason for purchase** (based on post-sale survey).

- **Challenge:** A non-profit needed compelling artwork for a campaign raising awareness on climate change but had minimal budget and limited direction.
  Action: Volunteered time and produced a series of 3 digital illustrations and a poster series used in both online and printed materials.
  Result: Campaign reached **20,000+ users organically** and was featured in 2 local digital art publications.

- **Challenge:** A law firm wanted to modernize their client onboarding materials and event collaterals but had no in-house creative team.
  Action: Designed brochures, banners, and infographics based on legal content, ensuring clarity and professional branding.
  Result: Enhanced their client perception, leading to a **15% increase in consultation bookings** within the first month of launch.

Education

2006-June 2010-March

Bachelor of Education: Major in Mathematics

University of Mindanao - Davao City, Philippines

2004-June - 2006-March

Bachelor of Science: Computer Engineering

University of Mindanao - Davao City, Philippines

Interests

Grunge, Alternative Rock, and Punk Rock

Playing Guitar

Visual Arts Painting