

Reynald Mart Jison

Digital Marketing — strategy, content, campaigns, creative, landing pages

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- Open to remote roles and selected projects

SUMMARY

Digital marketer who plans the whole path from attention to follow-up: content calendars and patient- or customer-education content, paid Facebook and Instagram campaigns, ad and video creative, landing pages and the CRM follow-up behind them. Working remotely since 2019 with clients in the Philippines, the United States, Australia and Singapore, in healthcare, bookkeeping and accounting, B2B consulting, agencies and booking-based businesses.

CORE SKILLS

Strategy & content

- Content planning and calendars
- Healthcare and B2B messaging
- Offer positioning
- Brand consistency

Creative

- Static creative and print
- AI-assisted image and video
- Video editing — testimonials, compilations, homepage video

Campaigns

- Meta Ads (Facebook & Instagram)
- Creative testing
- Campaign analysis
- Landing pages and funnels

Systems

- CRM and automated follow-up (GoHighLevel, Base44)
- Website conversion support
- QA before launch

SELECTED PROJECTS

Grandville Foot & Ankle Healthcare · Podiatry · Ongoing

U.S. podiatry practice — content, creative and video.

- Social media planning with monthly and weekly content calendars
- Patient-education content and healthcare messaging across the practice's service lines
- Video editing — testimonial clips, a staff-experience compilation and homepage video
- Website conversion support, appointment call-to-action concepts, brand consistency and visual QA

GrowthOps Media & Co. Marketing agency (my own)

Own agency — packaged full-funnel services.

- Social media management
- Static and AI video creative production, including UGC concepts
- Meta Ads management and lead generation

FIME Group B2B · U.S. federal market entry · Live · fimegov.netlify.app

B2B positioning and paid-media groundwork.

- Complex B2B offer positioning and page messaging
- Landing-page and conversion-path planning
- Organic Facebook credibility strategy before paid ads

FBD Bookkeeping & Accounting Bookkeeping & accounting · Live · ongoing · fbdbookkeeping.base44.app

Marketing for a bookkeeping firm's registration and compliance services.

- Marketing strategy, Meta Ads analysis and AI-assisted ad creative for Davao City bookkeeping, permit and BIR services

EXPERIENCE

2022 – present

Freelance Funnel Builder & Digital Strategist

Self-employed, remote — Davao City, Philippines

- End-to-end sales funnels, landing pages and email automations for businesses in the Philippines and Southeast Asia — strategy, copy, design and technical setup.
- Expanded in 2023 to clients in Singapore, Australia and the United States.
- Current engagements: a bookkeeping firm's client portal, CRM and marketing (FBD); healthcare content and video for a U.S. podiatry practice (Grandville Foot & Ankle); positioning, website and paid-media groundwork for a B2B market-entry firm (FIME Group).

Current

Founder — GrowthOps Media & Co.

Own agency, Davao City

- Packaged services connecting social media, static and AI video creative, Meta Ads management, lead generation, websites, booking systems and CRM follow-up.
- Monthly package: 12 static creatives, 3 AI videos and Meta Ads management, written to a five-beat direct-response arc.

2020 – present

Freelance Social Media Manager & Content Strategist

Various clients, remote

- Social accounts, content calendars and paid Facebook and Instagram campaigns.

2019 – 2020

Virtual Assistant, marketing focus

Online agency, remote

- Research, scheduling, email management and basic graphic design.

TOOLS

Meta Ads Manager

Meta Business Suite

GoHighLevel

Base44

Canva

Figma

CapCut

ChatGPT / Claude

Veo, Higgsfield, ElevenLabs

PROFESSIONAL DEVELOPMENT · LANGUAGES

- 2021 — Training in conversion optimization, funnel psychology and advanced copywriting.
- Languages: English, Tagalog, Bisaya
- Remote since 2019; clients in the Philippines, United States, Australia and Singapore

Case studies with scope, evidence and honest status for every project above: reynjison.netlify.app/work — no invented metrics or testimonials.