

Reynald Mart Jison

Meta Ads & Growth — paid social, creative testing, lead funnels, tracking

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- Open to remote roles and selected projects

SUMMARY

Paid Facebook and Instagram campaigns since 2020, planned from the offer and the customer journey and connected to the pages and CRM that turn a click into a lead. I research the business and audience, position the offer, produce statics and AI video to a direct-response structure, run campaigns in Meta Ads Manager, prepare pixel and tracking, and keep optimizing the creative, the page and the follow-up. Remote, working with clients in the Philippines, the United States, Australia and Singapore.

CORE SKILLS

Paid social

- Meta Ads Manager & Business Suite
- Campaign research and audience/offer strategy
- Creative strategy and testing
- Lead-generation campaigns
- Campaign analysis and reporting

Funnels & tracking

- Landing, booking and order pages
- GoHighLevel and Base44 lead capture and follow-up
- Pixel and tracking preparation
- Meta Ads → CRM attribution (in progress)

Creative

- Static ad creative
- AI-assisted image and video
- UGC concepts
- Direct-response copy (hook → reframe → contrast → solution → CTA)

Quality

- Conversion optimization
- QA of the landing path
- Iteration on creative, page and follow-up

SELECTED PROJECTS

GrowthOps Media & Co. Marketing agency (my own)

Own agency — the full path from creative to follow-up.

- Meta Ads management and lead generation
- Static and AI video creative production, including UGC concepts
- CRM and automation for follow-up

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

Local-services offer: registration, permits and BIR compliance.

- Marketing strategy, Meta Ads analysis and AI-assisted ad creative for Davao City bookkeeping, permit and BIR services
- QA and regression testing — cross-client isolation, responsive checks, bug reproduction and launch-readiness reviews

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

B2B market-entry offer — paid media prepared, not yet run.

- Meta Ads strategy planning, pixel and tracking preparation, and creative development
- Organic Facebook credibility strategy before paid ads
- Complex B2B offer positioning and page messaging

Grandville Foot & Ankle Healthcare · Podiatry · Ongoing

Healthcare content and creative, produced remotely.

- Social media planning with monthly and weekly content calendars
- AI-assisted creative production, directed and checked before delivery
- Video editing — testimonial clips, a staff-experience compilation and homepage video

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.