

Rachel Naomi Gagarin

Website Marketing Manager · Technical Virtual Assistant · Web Development · GoHighLevel · Design

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PROFESSIONAL SUMMARY

Website Marketing Manager and Technical Virtual Assistant who owns both the marketing side and the technical build behind a company's web presence — site management and development, SEO, social content, flyer and landing page design, and analytics/lead tracking — alongside a background in GoHighLevel funnels and automations, AI chatbot training and prompt engineering, and video editing. Takes projects from brief to live deployment with minimal supervision and learns new platforms fast, backed by 18 years of professional discipline and reliability.

WORK EXPERIENCE

Website Marketing Manager CURRENT

Jul 15, 2026 – Present

Resilient Service Company · Remote

- Manage and develop the company website end to end — building and updating pages on WordPress with Elementor, handling domain management through GoDaddy, and testing changes in a local development environment before deploying live.
- Run on-page and technical SEO (keyword research, content and metadata optimization, site structure) to improve organic search visibility and rankings.
- Design flyers, landing pages, and other marketing content and creative assets for campaigns.
- Plan and manage social media content and posting for company channels.
- Set up and maintain analytics and lead tracking — Google Analytics, Google Tag Manager, and lead-capture forms — to monitor website and campaign performance.
- Core tools: WordPress, Elementor, GoDaddy (domain management), VS Code, localhost/local dev environment, Claude (AI-assisted workflows).

Technical Virtual Assistant

Jan 2025 – Jul 2026

AI Company (US-based) · Remote

- Built and deployed GeoTracker, an AI-visibility audit tool that queries five major LLMs and returns a 0–100 score for how well a business shows up in AI answers — shipped via GitHub and Vercel, live on five API keys.
- Set up and launched GoHighLevel funnels, pipelines, and workflows that automate lead capture and follow-up, cutting manual touchpoints across client campaigns.
- Built and deployed landing pages and websites for lead-generation campaigns, owning each project from client brief through to live launch.
- Trained AI chatbots and engineered prompts that improved the accuracy and consistency of the company's AI-driven tools.
- Produced and edited video content used across company projects, handling the work end to end.

Freelance Web & Graphic Designer

Ongoing

Self-employed · Remote

- Built and launched approximately 5 client websites on WordPress and GoHighLevel, including domain connection and go-live, delivering each as a complete, ready-to-run handoff.
- Designed and built 10 landing pages in a single month for marketing campaigns, turning client briefs into focused, conversion-oriented pages on a tight turnaround.
- Created logos, Canva graphics, and content for paid client and personal projects, keeping a consistent brand look across every deliverable.

Professional Musician

2007 – 2025

Malaysia · India · China

- Performed professionally for over 18 years across multiple countries, building the discipline, reliability, and cross-cultural communication now applied to remote client work.

SELECTED PROJECTS

- **GeoTracker** — an AI-visibility (GEO) audit tool that asks five customer-style questions across ChatGPT, Claude, Gemini, Perplexity, and Grok, then scores the results in a 5x5 matrix with gap analysis.
- **Portfolio Website** — a live, self-built single-page site (hero, work slider, logo carousel, tools marquee, certificates, contact) deployed on Netlify with a one-minute update workflow.
- **Websites & Landing Pages** — built and launched on WordPress and GoHighLevel, including domain setup and go-live.

SKILLS

Website Marketing: Website management & development, on-page/technical SEO, flyer & landing page design, social media content & scheduling, lead tracking & analytics (Google Analytics, Google Tag Manager), campaign reporting

Web Development (Intermediate): WordPress, Elementor, GoHighLevel websites, landing pages, HTML5, CSS3, JavaScript, Python, mobile-first

Dev Tools & Deployment: GitHub, VS Code, Vercel, localhost/local dev environment, GoDaddy domain management, Markdown

GHL / CRM & Lead-Gen: GoHighLevel admin, funnels, pipelines, workflows, forms, webhooks, UTM / lead-source tracking, lead generation

AI: Chatbot training, prompt engineering; Claude, ChatGPT, Gemini, DeepSeek, Grok, Perplexity

Graphic Design (Junior): Canva, logo design, content creation; Adobe Illustrator, Adobe XD, Inkscape

Video Editing: CapCut, Canva, HeyGen, Luma AI

Virtual Assistance / Admin: Email & calendar management, data entry, file organization, async coordination

EDUCATION & CERTIFICATIONS

BS Computer Programming (2 yrs) · **BS Commerce, Finance** (2 yrs)

Certificates of Completion — VirtualAssist Online (Jan 2026): General Virtual Assistance, Lead Generation, Social Media Management, Facebook Advertising, Graphics Design, Data Entry.

Languages: Ilocano (Fluent) · Tagalog/Filipino (Fluent) · English (Fluent written, Conversational spoken) · Chinese (Basic/Conversational).