JEZREEL S. PELAYO

Performance Marketing Specialist (Meta Ads + GoHighLevel) | Lead Gen

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Davao City, Philippines · Remote · selmadeadvertising.com

PROFILE

I turn ad spend into booked jobs for home-service businesses and outdoor living contractors. For 2 years I've run Meta campaigns and built the GoHighLevel systems behind them, so every lead is tracked, followed up fast and turned into a sale.

20,000+	$1.6M	$40K/mo
Qualified leads generated	Revenue generated for clients	Meta ad spend managed

WORK EXPERIENCE

Freelance Media Buyer & GHL Specialist Aug 2024 – Oct 2026

Remote · Home-service & outdoor living clients

Meta Ads / Media Buying

- **Helped an agency scale** to 20,000+ qualified leads and $1.6M in revenue for its home-service and outdoor living clients by running lead-generation campaigns on Facebook and Instagram.
- **Managed up to $40K per month** in Meta ad spend, setting up campaigns from scratch and structuring and scaling them while keeping cost per lead low as budgets grew.
- **Tracked and analyzed campaign metrics** such as cost per lead, lead volume and spend, and used the results to decide which ads, audiences and budgets to scale or cut.
- **Directed winning ad creatives**, starting with competitor research in Meta Ads Library and Swipekit, then turning the best angles into hooks, scripts and shot lists for clients' videographers.
- **Launched fully AI-generated video ads** with an AI spokesperson, AI voice and AI-generated scenes, so clients could test new creatives quickly without filming.

GoHighLevel / Automation

- **Built GoHighLevel systems**, including pipelines, workflows and automations, that track every lead from the moment they opt in to a booked job.
- **Set up booking calendars and appointment workflows** in GoHighLevel so leads can book directly into the client's calendar and every booking is handled automatically.
- **Set up instant follow-up automations** so new leads are contacted right away, which keeps them from going cold and helps turn more leads into appointments.
- **Ran database reactivation (DBR) campaigns** that re-engaged old contacts in clients' databases and turned them into new booked jobs at no extra ad spend.
- **Kept pipelines and lead tracking organized** so clients could see where every lead stands and which campaigns bring in real sales, not just leads.

EDUCATION

Bachelor of Science in Nursing 2014 – 2018

Notre Dame of Midsayap College

SKILLS & TOOLS USED

Core Skills

- Meta ads strategy & scaling
- Lead generation for local services
- Cost-per-lead optimization
- GHL automations & workflows
- Booking calendars & appointment workflows
- Pipelines & lead tracking
- Database reactivation (DBR)
- Ad research & creative strategy
- AI video ad production

Tools

- Ads: Meta Ads Manager, Meta Ads Library, Swipekit
- Automation & CRM: GoHighLevel
- AI: ChatGPT, Claude, Gemini, Manus
- AI media: ElevenLabs, Higgsfield, Artlist
- Creative: Canva, CapCut
- Communication: Slack, ClickUp, WhatsApp