SHAINA MICA CAILING

GoHighLevel Specialist | Virtual Assistant | CRM & Workflow Automation

Davao, Philippines (Remote) | cailingshainamica@gmail.com | 09127481980
Portfolio: www.shainacailing.tech | Book a call: calendly.com/cailingshainamica

PROFESSIONAL SUMMARY

GoHighLevel (GHL) Virtual Assistant who helps businesses stay organized, manage their CRM, follow up with leads, and keep day-to-day operations running smoothly. Experienced in GHL CRM management, contact organization, pipelines, lead follow-up, SMS and email communication, workflow support, data entry, and administrative tasks. Comfortable learning new tools and systems and working independently with minimal supervision.

CORE SKILLS

CRM Management: GoHighLevel (GHL) CRM management, contact & pipeline management, CRM data entry & organization

Lead Follow-Up: Lead management & follow-up, SMS & email outreach, lead generation

Workflows & Automation: Workflow & automation support, appointment reminders, lead nurturing sequences

Business Support: Calendar & task management, client communication, general business support

WORK EXPERIENCE

GHL Specialist | RE Lead Generation
February 2024 – May 2026

Triple One Solutions

- Built and managed around 10–15 workflows and automations for lead follow-ups, email/SMS notifications, appointment reminders, and lead nurturing.
- Managed and organized CRM records for around 1,000+ contacts, keeping lead information accurate and up to date.
- Managed 1–3 sales pipelines, tracking leads through different stages and helping maintain an organized sales process.
- Managed conversations, responded to leads through GHL, and maintained accurate CRM records and opportunity stages.

Real Estate Disposition Specialist
April 2019 – October 2023

ISPOT HOMES LLC

- Managed property dispositions, lead organization, buyer outreach, and follow-ups.
- Contacted potential buyers and coordinated communication to support deals through closing.
- Used Zillow, Redfin, MightyCall, Launch Control, and DealMachine for lead sourcing and outreach.

TOOLS & TECHNOLOGY

GoHighLevel (GHL) | Zillow | Redfin | REISift | DataSift | Skip Genie | PropWire | DealMachine | Launch Control | MightyCall | Google Workspace | Google Sheets | Microsoft Excel

EDUCATION

Information and Communication Technology 2017 – 2019
STI College of Davao

PROFESSIONAL STRENGTHS

Reliable and organized | Proactive | Clear communication | Strong follow-through | Independent worker | Detail-oriented