Eric Christian Erl Cawaling

Digital Marketing Specialist | Paid Media Buyer | Automation Specialist

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Summary

Results-driven Digital Marketing Specialist & Paid Media Buyer with a BS in Marketing Management and 5+ years of hands-on experience scaling brands online. Proven track record executing profitable Meta (Facebook/Instagram) ad campaigns, including generating $2,300+ in DTC gross sales in 6 days on cold traffic. Highly skilled in building end-to-end marketing automation architectures using GoHighLevel (GHL), conversion copywriting, funnel design, and creative ad production (Adobe Premiere Pro). Adept at turning analytical data into actionable growth strategies that maximize ROAS and customer lifetime value.

CORE COMPETENCIES & TECH STACK

- Paid Advertising & Media Buying: Meta Ads Manager (Facebook & Instagram), Audience Segmentation, Retargeting Funnels, A/B Creative Testing, ROAS Optimization, Budget Pacing
- Marketing Automation & CRM: GoHighLevel (GHL), Pipeline Management, Automated Email & SMS Workflows, ManyChat, Lead Nurturing Architecture
- E-Commerce & Conversion: Shopify Store Management, Funnel Optimization (CRO), Shopee Seller Center, Product Research, Landing Page Copywriting
- Creative Production & SEO: Video Editing (Adobe Premiere Pro, CapCut), Ad Creatives (Photoshop, Canva), Technical & On-Page SEO, YouTube Search Optimization
- Tracking & Analytics: Google Analytics, Meta Pixel & Conversions API (CAPI), KPI Reporting, Data Analysis

Willing to relocate: Anywhere

Work Experience

Member

LiveGood

December 2023 to Present

1. Successfully managed and promoted subscription-based services to attract and retain subscribers.
2. Collaborated with affiliate partners, implementing effective marketing strategies to drive traffic and sales.
3. Oversaw the e-commerce platform, managing product listings, inventory, and ensuring a user-friendly experience.
4. Cultivated and expanded a network of customers and business partners, providing support for business growth.
5. Identified and implemented business development strategies, contributing to revenue and market share growth.

Owner

Viral Boozter

March 2021 to Present

- Implemented innovative strategies for enhancing online visibility and boosting engagement.
- Oversaw and maintained ViralBoozter.com, ensuring a user-friendly and engaging website experience.
- Curated a diverse range of impactful services tailored to meet clients' unique needs.
- Built and maintained strong customer relationships, understanding their goals and expectations.
- Ensured the delivery of high-quality services, meeting industry standards and client requirements.

FOUNDER & PERFORMANCE MARKETING STRATEGIST

Red Tie Creatives / Digital Ventures

January 2021 to Present

- Generated over $2,300 in direct-to-consumer (DTC) sales within 6 days by engineering high-converting video ad creatives and deploying a targeted Meta cold-traffic strategy.
- Delivered full-cycle digital growth services for SMB clients, including brand identity development, high-converting landing pages, and multi-channel paid social campaigns.
- Conceptualized and brought to market digital web applications (including Viral Pozter and Viral Pypes), overseeing UI/UX design, user acquisition funnels, and retention.
- Produced 100+ high-CTR short-form video assets and ad creatives using Adobe Premiere Pro, optimizing hooks and pacing for TikTok, Instagram Reels, and YouTube.
- Designed conversational chatbot workflows using ManyChat, automating lead capture and instant customer inquiry handling to accelerate checkout conversions.

CONTENT CREATOR & VIDEO STRATEGIST

Self-Employed / YouTube Channel

June 2018 to Present

- Produced, edited, and published high-retention video content, leveraging SEO metadata, high-CTR custom thumbnails, and audience retention analytics to build organic reach.
- Repurposed long-form video assets into viral short-form clips across TikTok, Instagram Reels, and YouTube Shorts, driving cross-platform discoverability.

Affiliate Marketer

- Affiliate of Various Products/Services: Engaged in affiliate marketing across platforms such as Involve Asia, ClickBank, JVZoo, and others including AI Tools and TikTok affiliate programs.
- Content Creation: Created AI-generated videos to promote affiliate programs effectively.
- Directory Management: Managed a comprehensive directory of tools and resources on my website Bowlfy to aid affiliate marketing efforts.
- Marketing Channels: Developed strategies for cold emailing, social media content creation, YouTube video creation, and advertising campaigns to maximize affiliate sales.
- Anonymous Online Presence: Established faceless Instagram and YouTube channels to cater to specific marketing needs.
- Sales Funnel Creation: Designed and implemented sales funnels, bonuses, landing pages, and capture pages to optimize conversion rates.
- Campaign Optimization: Utilized data analytics to continuously optimize campaigns and improve performance metrics.
- Partnership Building: Established partnerships and collaborations with affiliate programs and brands to expand reach and maximize earnings.
- Customer Relationship Management: Implemented strategies for effective customer engagement and retention through automated tools and personalized approaches.

- Performance Monitoring: Monitored and reported on key performance indicators (KPIs) to track affiliate program success and identify areas for improvement.

This role combines strategic marketing, technical proficiency, and creative content creation to drive affiliate sales and optimize digital marketing efforts effectively.

SaaS Entrepreneur

As the owner of several SaaS websites, my responsibilities and tasks encompass a wide range of activities, from product development and management to marketing and customer support. Here are the detailed duties:

Product Development and Management
- Conceptualization and Planning: Ideating and planning new SaaS products and features based on market research, user feedback, and industry trends.
- Product Design: Collaborating with designers to create user-friendly and visually appealing interfaces for the SaaS products.
- Development Oversight: Managing and coordinating with development teams to ensure timely and efficient coding, testing, and deployment of new features and updates.
- Quality Assurance: Implementing rigorous testing protocols to ensure the reliability, security, and performance of the SaaS products.

Marketing and Promotion
- Market Research: Conducting thorough market research to identify target audiences, competitors, and potential opportunities for growth.
- Branding and Positioning: Developing strong branding strategies to position each SaaS product effectively in the market.
- Digital Marketing: Creating and executing digital marketing campaigns across various channels, including social media, email marketing, SEO, and PPC.
- Content Creation: Producing engaging content such as blog posts, videos, webinars, and tutorials to educate and attract potential customers.

Customer Support and Success
- Customer Onboarding: Designing and implementing seamless onboarding processes to help new users get started with the SaaS products quickly and easily.
- Technical Support: Providing prompt and effective technical support to resolve user issues and ensure customer satisfaction.
- User Training: Creating and delivering training materials, webinars, and support documentation to help users maximize the value of the SaaS products.
- Feedback and Improvement: Collecting user feedback and continuously improving the products based on user suggestions and needs.

Business Development
- Partnerships and Collaborations: Building and maintaining strategic partnerships with other businesses, influencers, and industry leaders to expand reach and drive growth.
- Sales and Revenue Generation: Developing sales strategies and identifying new revenue streams to achieve business objectives.
- Pricing Strategy: Analyzing market trends and customer preferences to set competitive pricing models for each SaaS product.
- Affiliate Programs: Creating and managing affiliate programs to incentivize users and partners to promote the SaaS products.

Project Management
- Project Planning: Defining project scopes, timelines, and milestones to ensure efficient project execution.
- Resource Allocation: Allocating resources effectively to meet project requirements and deadlines.
- Team Coordination: Leading and coordinating cross-functional teams, including designers, developers, marketers, and support staff.

- Progress Tracking: Monitoring project progress and making necessary adjustments to keep projects on track.

Financial Management
- Budgeting and Forecasting: Creating and managing budgets for product development, marketing, and operational expenses.
- Financial Reporting: Preparing financial reports and performance metrics to assess the health and growth of the SaaS businesses.
- Investment and Funding: Seeking investment opportunities and managing funding to support business expansion and innovation.

Specific SaaS Products
- Viral Botz: Managing a comprehensive list of AI tools, ensuring it stays updated and relevant for users seeking AI solutions.
- Viral Pozter: Overseeing the development and enhancement of an automated social media scheduling tool, ensuring it meets the needs of users for efficient social media management.
- Viral Pypes: Leading the creation and improvement of a tool for building websites and funnels, focusing on user experience and functionality.
- Vrylle: Developing a copywriting tool that leverages AI to assist users in creating compelling content for various purposes.
- Bowlfy: Running a unique social networking site that offers features beyond those of traditional platforms like Facebook, ensuring it provides value and attracts a growing user base.

These duties reflect my comprehensive role in managing and growing multiple SaaS products, ensuring they deliver exceptional value to users and achieve business success.

Credit/Debit Card Rental Specialist for Advertising

- Client Acquisition: Identifying and acquiring clients who need debit/credit cards for their advertising purposes.
- Financial Management: Managing multiple debit/credit cards, ensuring they are in good standing and available for rent.
- Market Research: Conducting market research to understand the demand for debit/credit card rentals and identifying potential clients.
- Client Consultation: Consulting with clients to understand their specific advertising needs and matching them with suitable debit/credit card solutions.
- Advertising and Promotion: Creating marketing strategies and campaigns to promote the availability of debit/credit card rentals to potential clients.
- Transaction Management: Handling the entire rental process, including negotiations, transactions, and ensuring a smooth handover of card details.
- Support and Maintenance: Providing ongoing support to clients, including troubleshooting any issues that arise with the debit/credit cards.
- Documentation and Reporting: Keeping detailed records of card rentals, client interactions, and market trends to refine future strategies.
- Algorithm Monitoring: Keeping up-to-date with changes in platform algorithms to adapt rental strategies and minimize detection by platforms like Facebook.
- Educational Content: Creating content to educate potential clients on the benefits and processes of renting debit/credit cards for advertising purposes.
- Fund Management: Managing funds received from clients, topping up cards as needed, deducting my percentage, and providing card details to clients.
- Conflict Resolution: Addressing any disputes or issues that arise during the rental process, ensuring client satisfaction and maintaining a good reputation.

Social Media Account Broker

- Account Acquisition and Management: Identifying and acquiring high-quality social media accounts with good standing and engagement metrics.
- Compliance and Verification: Ensuring all accounts comply with platform guidelines and verifying their legitimacy to prevent future restrictions.
- Market Research: Conducting market research to understand the demand for social media accounts and identifying potential buyers.
- Security Measures: Implementing security measures to protect the accounts from unauthorized access or misuse.

- Client Consultation: Consulting with clients to understand their specific needs and matching them with suitable social media accounts.
- Advertising and Promotion: Creating marketing strategies and campaigns to promote the available social media accounts to potential buyers.
- Sales Transactions: Managing the entire sales process, including negotiations, transactions, and ensuring a smooth handover of account credentials.
- Support and Maintenance: Providing ongoing support to buyers, including troubleshooting any issues that arise with the accounts.
- Documentation and Reporting: Keeping detailed records of account sales, customer interactions, and market trends to refine future strategies.
- Algorithm Monitoring: Keeping up-to-date with changes in platform algorithms to adapt selling strategies and minimize account restrictions.
- Educational Content: Creating content to educate potential buyers on the benefits of using established social media accounts for e-commerce.
- Networking: Building relationships with other sellers and buyers in the industry to stay informed about market trends and opportunities.

Computer Shop Assistant

I assisted my aunt in managing her computer shop, gaining valuable experience in customer service and technical support. My responsibilities included:

- Customer Service: Greeting customers, understanding their needs, and recommending appropriate services like computer rentals, printing, photocopying, and lamination.
- Computer Rentals: Managing the rental process, ensuring computer availability, and setting up workstations for customers.
- Printing and Copying: Operating printing and copying machines, troubleshooting minor technical issues, and ensuring high-quality output.
- Lamination: Preparing documents for lamination, operating the laminating machine, and ensuring professional finishing.
- Shop Maintenance: Keeping the shop clean and organized, restocking supplies, and assisting with basic computer troubleshooting.

Through this experience, I developed strong communication and interpersonal skills, learned to operate various computer shop equipment, and gained a sense of responsibility and customer focus.

Customer Success & Support Specialist

Photobooth International | Remote

February 2026 to July 2026

- Managed the daily support inbox across email, SMS, phone, and Telegram for a GoHighLevel-based CRM agency, resolving client issues and escalating complex cases to leadership with clear, structured summaries
- Onboarded new clients and set up their Google Ads accounts, including walkthrough videos and access coordination
- Built and updated client websites and funnels, including AI Studio builds, button and redirect fixes, and branding updates
- Handled A2P registration and phone number porting for client sub-accounts, coordinating directly with GoHighLevel support to resolve compliance issues
- Ran payment recovery for failed payments and negative wallet balances, and wrote an SOP for sub-account cleanup and recovery that the team could reuse
- Cleaned and merged duplicate CRM contacts and kept support pipelines updated

Marketing Specialist
Smile Tactics Limited

July 2024 to December 2025

- Engineered and managed full-funnel marketing automation workflows in GoHighLevel (GHL), streamlining lead capture and accelerating inbound conversion velocity across client accounts.
- Planned, launched, and optimized paid Facebook Advertising campaigns, systematically split-testing ad copy, headlines, and video creatives to lower Cost Per Acquisition (CPA).
- Authored high-converting marketing copywriting and email nurture sequences, boosting click-through rates and driving cold leads through multi-stage sales pipelines.
- Executed on-page SEO improvements and website management, ensuring optimized landing page load times, domain authority growth, and brand consistency.
- Monitored weekly campaign KPIs to produce data-driven performance reports, identifying clear ROAS improvement opportunities for client stakeholders.

Data Exporter
Upwork Client - Massinissa S.

January 2024 to January 2024

- Successfully extracted and formatted data posts from the X platform, ensuring adherence to policies and guidelines.
- Maintained high-quality standards through rigorous quality assurance, verifying integrity, and completeness of exported data.
- Ensured compliance with privacy and data protection regulations while handling and exporting user data.
- Executed data export tasks in a timely manner, consistently meeting internal and external deadlines.
- Collaborated with relevant teams to gather requirements, aligning exported data with organizational needs.

REAL ESTATE SALES & MARKETING ASSOCIATE
Cozify Escape (Dream Homes Investments)

January 2023 to December 2023

- Built a qualified pipeline of high-ticket condominium buyer leads by executing targeted local Facebook Ad campaigns and organic social marketing.
- Integrated and managed CRM pipeline systems to log buyer touchpoints, schedule in-person viewings, and automate follow-up sequences.
- Designed interactive sales presentations and branded property listings, improving buyer trust and presentation engagement during negotiations.

Owner/Operator
Bilisbenta - Flavored Homes

July 2023 to September 2023

- Curated diverse product selection aligned with market trends and customer preferences.
- Created compelling Shopee product listings with high-quality images and accurate descriptions.
- Maintained efficient inventory management, ensuring stock availability and timely restocking.
- Provided responsive customer service, addressing inquiries, concerns, and resolving issues promptly.
- Implemented strategic price monitoring, adjusting product prices based on market conditions and competition."

Owner
Lazy Wealthy Trader

October 2021 to April 2023

- Successfully owned and managed Lazy Wealthy Trader from October 2021 to April 2023.
- Provided daily signals, created engaging YouTube content, handled video editing, and designed captivating graphics.

- Led advertising, proactive customer support, in-depth market research, targeted audience analysis, and competition assessment.
- Actively oversaw branding initiatives, optimized website performance, and implemented effective SEO strategies.
- Managed comprehensive social media marketing, email marketing, and paid advertising for a cohesive online presence.

FACEBOOK MEDIA BUYER

Qwantify (Remote – US Client) | United States

August 2021 to October 2021

- Managed dedicated client advertising budgets across Meta Ads Manager, ensuring strict adherence to KPI benchmarks and positive campaign ROAS.

- Spearheaded rapid A/B creative testing schedules, discovering winning combinations of angles, hooks, and thumbnail creatives to combat ad fatigue.

- Analyzed daily performance metrics (CPA, CTR, CPM, ROAS) to make rapid, data-backed budget reallocations and scale winning ad sets predictably.

Owner/Operator

Online Shop Ng Bayan and E-flow Online

2020 to 2021

Experience in Selling Physical Products:

1 - Initial Physical Sales:

- Sales of Fidget Spinners: Started with selling fidget spinners physically, leveraging in-person sales techniques to engage with customers and generate interest.

2 - Transition to Online Sales: • Discovery of E-commerce/Dropshipping: Transitioned to online sales and discovered e-commerce and dropshipping through the suggestion of my girlfriend, exploring new avenues for product distribution.

3 - E-commerce Website Creation:

- Website Development: Created multiple e-commerce websites using Shopify and other platforms to establish a robust online presence.
- Shopify Apps and Webcake: Utilized Shopify Apps and Webcake to create sales funnels and optimize the online shopping experience.

4 - Brand Creation and Management:

- Brand Development: Developed and managed various brand names, including ECEZC Legit Online Shop, E-flow Online, Online Shop Ng Bayan, Glow Stroke, Vixen Brush Set, Lumino Board Set, Photocatalytic Vortex Pest Repellent.
- Provided brand development and digital marketing consulting for regional cosmetics and apparel brands: Supported my girlfriend's businesses, including Unicorn World Cosmetics Co., Berrimay's Online Shop, Rich Cosmetics Rebranding, SheeDress, and JM Rebranding Liptint Serum.

5 - Advertising and Social Media Marketing:

- Facebook and Social Media Ads: Created and managed advertising campaigns on Facebook and other social media platforms to drive traffic and increase sales.
- Advertising Strategy: Developed comprehensive advertising strategies to target specific demographics and maximize return on investment.

6 - Messaging Campaigns:

- Many Chats and Botcake: Used Many Chats and Botcake for creating effective messaging campaigns, enhancing customer engagement and communication.
- Customer Interaction: Engaged with customers through automated and personalized messaging, addressing inquiries and providing support.

7 - E-commerce Tools and Applications:

- Marketing and E-commerce Apps: Leveraged various marketing and e-commerce tools and applications to streamline operations and improve sales performance.

8 - Remarkable Sales Achievement:

- Facebook Ads Success: Achieved significant success by generating over $2,300 in just 6 days through Facebook Ads, showcasing the effectiveness of the marketing strategies employed.

9 - Additional Duties:

- Product Research and Selection: Conducted extensive research to select profitable products and negotiate with suppliers for favorable terms.
- Inventory Management: Managed inventory levels to ensure product availability and timely order fulfillment.
- Order Processing and Shipping: Handled order processing, packaging, and shipping to ensure a smooth customer experience.
- Customer Service: Provided excellent customer service, addressing any issues or concerns promptly to maintain customer satisfaction.
- Market Analysis: Performed market analysis to stay updated on industry trends and adjust strategies accordingly.
- Content Creation: Created engaging content for product listings, social media posts, and marketing materials to attract and retain customers.
- Sales Analytics: Monitored and analyzed sales data to identify patterns, track performance, and make data-driven decisions.

Independent Distributor

FRONTROW INTERNATIONAL | Kalbo, Aklan

2015 to 2019

- Creation of Sales Funnels: Developed and optimized sales funnels to increase lead generation and conversion rates.
- Editing Photo and Video: Edited photos and videos for promotional materials, social media posts, and marketing campaigns.
- Creating Checklists: Designed and maintained checklists for various tasks and processes to ensure smooth operations.
- Advertising: Planned and executed advertising strategies across multiple platforms to enhance brand visibility and attract new customers.
- Training Members: Conducted training sessions for new and existing members to enhance their skills and knowledge about the business.
- Presenting: Delivered presentations to potential clients and partners, showcasing the benefits and opportunities of Frontrow International.
- Creating Presentations: Created visually appealing and informative presentations for meetings, trainings, and marketing purposes.
- Legwork: Traveled to various locations to present the business, meet potential clients, and support team members.
- Brainstorming: Participated in brainstorming sessions to generate new ideas and strategies for business growth.
- Late Night Meetings: Attended late-night meetings to discuss strategies, review progress, and plan future actions.
- Weekly and Daily Meetings: Engaged in regular weekly and daily meetings to coordinate activities, share updates, and align on goals.
- Creating Courses: Developed courses and educational materials to support the ongoing training and development of team members.

Education

Business Administration Major in Marketing Management (Bachelor of Science)

Aklan State University | Banga, Aklan

2015 to 2019

Licenses and Certifications

TalentPop Onboarding
June 2024 to Present

Received formal certification from TalentPop upon successful completion of their Onboarding Week. This program validated practical application and basic knowledge of essential eCommerce tools and the customer service standards required for TalentPop clients.

E-commerce Masterclass | GENCYS
June 2022 to Present

Awarded certification upon successful completion of the GENCYS E-commerce Masterclass (Batch 3). This program provided focused training on key aspects of e-commerce strategy and execution.

Multi-Servicing Business
June 2021 to Present

Multi Servicing Academy: Certificate of Completion, 6-Month Course (July 2021 - December 2021)

Facebook Blueprint Certified - Meta

Google Analytics Certification
February 2024 to February 2025

- Proficient in comprehending Google Analytics data collection and processing mechanisms
- Successfully configured Analytics accounts to align with business objectives
- Expertise in elucidating the compilation of data into reports within the Analytics platform

Skills

Deployment · Media Buying · Market Research · Creative Direction · Network Marketing · Communication · Customer Relationship Management · Continuous Improvement · Marketing Campaigns · Website Management · Campaign Management · Collaboration · Email Marketing · Budget Management · Quality Assurance · Development · Marketing Strategy · Marketing · Reporting · Support and Maintenance: · Security · Continuous Innovation · Subscription Business Management · Order Fulfillment · Graphic Designing · SEO · Client Servicing · Graphic Design · Service Curation · Influencer Marketing · Branding · Organizational skills · Conceptualization and Planning · Social Media Account Manager · Dropshipping · Data Formatting · Archive and Backup · Data Security · Documentation · Business Development · Conversion Optimization · E-Commerce Operations · Social Media Marketing · Back-End Development · Shopee Selling · Agency Management · Maintenance · Ad Creatives · Team Leadership · Daily Signals · Youtube Video Creation · Freelancing · Problem Resolution · Application Creation · Content Marketing · Affiliate Marketing · Customer service · A/B Testing · Competition Analysis · Timely Execution · Data Extraction · Analytics · Client Communication · Facebook Advertising · Product Research · Data Mapping · Advertising · Customer Engagement · Requirement Analysis

Compliance with Regulations | Ad Targeting | Website Optimization | Target Audience Analysis | Testing | Product Management | Online Presence Enhancement | Ad Performance Analysis | Task-Based Projects | Data Analysis | Project Management | Content Scheduling | Integration | Design | Microsoft Office | Copywriting | Optimization

Languages

English - Fluent
Aklanon - Native
Tagalog - Expert

Additional Information

Eric Christian Erl Z. Cawaling

WHO IS ERIC CAWALING:

Self Introduction Video:
https://youtu.be/sId5U1tDacA

Here's my other portfolio:
https://drive.google.com/drive/folders/1hKH585gZ5lWfVH06B_wv6IfYymIVN2xF?usp=sharing

Resume / Diploma :
https://bit.ly/Resume-Eric-Cawaling

ERIC CAWALING's CONTACT DETAILS:

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Upwork:
https://www.upwork.com/freelancers/~01f0630492ccf7f095

OnlineJobs:
https://www.onlinejobs.ph/jobseekers/info/1663213

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