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LET'S WORK TOGETHER

Hi, I'm

CATHERINE VILLAPANDO

Digital Marketing & Business Operations Specialist

Social Media

CRM & Automation

Funnels & Websites

Business Operations

EXPLORE MY WORK

VIEW MY SERVICES

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ABOUT ME

Hi, I'm Catherine.

I help businesses grow through smarter marketing, stronger customer journeys, and streamlined operations.

With 7+ years of experience in customer service, sales, leadership, and operations support, I've developed a strong ability to manage details, solve problems, and create positive experiences for both clients and customers.

Throughout my career, I've been promoted into leadership roles, coached high-performing teams, generated consistent sales results, and supported growing businesses behind the scenes.

Today, I work with entrepreneurs and small businesses who need a reliable partner to help manage operations, customer communication, administrative tasks, sales support, and social media coordination.

I believe great support isn't just about completing tasks. It's about being proactive, dependable, and making life easier for the people you work with.

My goal is simple: to help your business run smoothly so you can focus on growth.

7+ YEARS OF EXPERIENCE

\$42k+ MONTHLY REVENUE GENERATED

2x PROMOTED INTO LEADERSHIP ROLES

100% COMMITTED TO QUALITY & CLIENT SUCCESS

“Creating organized systems, positive customer experiences, and dependable support that helps businesses grow.”

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WHAT I DO

SERVICES I Offer

Social Media & Content Marketing

I create strategic content plans, branded visuals, and engaging social media content that help businesses strengthen their online presence and connect with their audience.

CRM, Automation & Lead Management

I organize leads, customer data, pipelines, and follow-up workflows to help businesses manage opportunities and create smoother customer journeys.

Funnels, Websites & Landing Pages

I build and support conversion-focused websites, landing pages, and customer journeys designed to guide visitors from interest to action.

Sales & Customer Success

I support the customer journey from lead follow-up to relationship management, combining sales experience, customer care, and retention-focused support.

Business Operations & Project Support

I streamline workflows, coordinate tasks, document processes, track KPIs, and build reporting systems that keep daily operations organized and moving forward.

AI-Assisted Marketing & Workflows

I use AI tools to support research, content development, campaign planning, documentation, and workflow improvement—helping businesses work faster without sacrificing quality.

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FEATURED WORK

SELECTED Projects

Explore selected projects showcasing how I combine marketing, CRM, operations, strategy, and creative execution to support business growth.

Memorings Website & Brand Launch

Brand development, website creation, digital content, customer journey planning, and launch support for a growing event brand.

CLICK HERE

Business Operations & Performance Dashboard

KPI tracking, performance reporting, workflow organization, and operational insights designed to support better business decisions.

CLICK HERE

CRM, Sales, Pipeline & Operations Support

Lead management, pipeline organization, CRM workflows, sales tracking, and customer journey support.

CLICK HERE

Social Media & Creative Marketing

Content strategy, social media planning, branded visuals, campaign concepts, and creative marketing execution.

CLICK HERE

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MY FAVORITE TOOLS

TOOLS I Use

Platforms I use to support CRM, sales, operations, workflow management, reporting and content coordination.

Core Tools

GoHighLevel CRM Pipeline & Follow-up

HubSpot CRM Management

Notion Documentation & Operations

Jira Content Workflow Tracking

Google Workspace File Storage & Handoff

Canva Content Design

Slack Team Communication & Collaboration

Meta Business Suite Social Media Management & Insights

Google Sheets Data Tracking & Reporting

Calendly Scheduling & Appointments

Microsoft Office Documents, Excel, Powerpoint & more

Trello Task Board & Project Management

SOCIAL MEDIA & COMMUNICATION

Instagram Content Creation, Stories & Community

TikTok Short Form Video Content & Trends

Facebook Page Management, Automations, Audience Management

X Content Sharing & Web3 Engagement

Discord Community, Team Communication & Moderation

Telegram Messaging, Updates & Communication

WhatsApp Client Communication & Support

OTHER TOOLS I'M PROFICIENT WITH

ChatGPT

WordPress

Loom

Gemini

Airbnb

Hermes

LinkedIn

ClaudeAI

Zoom

CapCut

Amazon

Monday.com

Shopify

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PROFESSIONAL DEVELOPMENT

Certifications & Credentials

Let's Build Something That Works

READY TO GROW YOUR BUSINESS?

I'd love to learn more about your goals and explore how I can help you achieve them.

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VIEW MY WORK

EMAIL

villapandocatherine12@gmail.com

LOCATION

Metro Manila, Philippines

AVAILABILITY

Monday-Friday | Flexible

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Let's connect and create something amazing together!