

SHEM FANILAG

Operations & Automation Specialist

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EDUCATION

Bachelor of Science in Computer Science

University of Mindanao, Davao City, Philippines

2022

PROFESSIONAL EXPERIENCE

Executive Assistant, Real Estate Operations & Automation

Home Quest Realty

June 2025 – June 2026

Oregon, USA (Remote)

- Worked closely with a team of high-performing realtors, serving as the operational backbone that carried every listing and buying transaction from pre-listing through closing and commission disbursement, so lead agents could stay fully present with clients and field work.
- Designed and deployed a custom showings management system using Google Sheets, Google Apps Script, Zapier, and Gmail, replacing a manual process that did not previously exist and absorbing high daily showing volume with consistency and speed.
- Administered the team's CRM and pipeline architecture in Lofty alongside the platforms that move a deal through close, including zipForms, MLS, Beacon, Airtable, Fello AI, Zillow Past Sales, and LiveInHere, ensuring every contact, listing, and closing reached the right stage at the right time.
- Cleared a backlog of overdue operational tasks within the first week of hire, working from incomplete internal SOPs, then authored the missing process documentation that became the team's operating reference.

Automation Specialist, Website, CRM, Social Media Manager (Freelance)

JV Mobility Rentals

May 2025 – December 2025

Myrtle Beach, SC (Remote)

- Worked directly with the founder of a mobility rental business to lead system strategy and architecture, managing, updating, and creating custom workflows that solved operational challenges unique to the rental model.
- Designed and deployed 30+ interconnected automation systems using GoHighLevel (GHL), Make, and Google Sheets scripts to power an omnichannel mobility rental ordering ecosystem across website, social, SMS, phone, and forms, fully automating the order lifecycle including lead intake, quoting, unit assignment, scheduling, shipping fee calculation, and CRM management, reducing manual order handling by ~90%.
- Built and launched a fully automated mobility rental website, integrating online ordering, form submissions, automated scheduling, unit assignment, quote generation, CRM contact creation (GoHighLevel), and dynamic shipping fee calculation, reducing order processing time by ~90%.
- Delivered the engagement as a freelance contract concurrent with a full-time role, holding quality and timelines across both.

Project Manager (Part-Time)

Mission Driven Practice

February 2025 – May 2025

Phoenix, AZ (Remote)

- Worked alongside leadership to manage internal marketing projects and client campaigns using ClickUp, Zapier, and HighLevel.
- Built lead nurture funnels with automated email sequences and conditional workflows.
- Maintained segmented mailing lists and tracked campaign performance for leadership reporting.
- Created shared docs and SOPs to streamline recurring marketing and operations tasks.

Executive Assistant

Atlas Assistants

March 2024 – March 2025

Ontario, CA (Remote)

- Worked directly with a top-rated Ontario-based Realtor on CRM pipeline management in Follow Up Boss, automating follow-ups and tracking qualified leads.
- Scheduled and monitored email marketing campaigns using custom templates and analytics insights.
- Coordinated project timelines and created scalable processes across multiple tools.

Executive Assistant

Wing Assistant

June 2023 – December 2024

New York, NY (Remote)

- Worked alongside founder clients to oversee their web presence, including website maintenance, newsletter campaigns, and blog updates.
- Managed creative assets (images, event flyers, banners) using Photoshop, Canva, and CapCut.
- Designed and sent HTML-based newsletters to an email list of 1,000+ contacts.

SKILLS & TOOLS

Automation & Systems: GoHighLevel, Make, Zapier, Google Apps Script, Workflow Architecture, CRM Pipeline Design, Process Automation, No-Code & Low-Code Integrations, API Integrations

Real Estate Operations: Lofty, Follow Up Boss, zipForms, MLS (Matrix 360, ITSO/BDAR), Beacon, BrokerBay, Fello AI, Zillow Past Sales, LiveInHere, Real Estate Transaction Coordination, Listing & Closing Coordination

Productivity & Project Management: ClickUp, Notion, Basecamp, Airtable, Google Workspace, Microsoft Office, Standard Operating Procedures (SOPs), Process Documentation

Design & Creative: Adobe Photoshop, Premiere Pro, Audition, Canva, PicMonkey, CapCut

Development: Java, HTML, CSS, Visual Studio Code, NetBeans

AI & Marketing: Claude, ChatGPT, Gemini, Otter.ai, Email Octopus, Vista Social, PipelinePro, Email Marketing Automation, Lead Nurturing

Podcast Production: Riverside.FM, Podbean, Buzzsprout

CERTIFICATIONS

- Java IT Specialist (Certiport)
- HighLevel Masterclass: Complete Guide to Using GHM
- Zapier 101: Automate Your Work