

# SHEM FANILAG

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## EDUCATION

### UNIVERSITY OF MINDANAO

*Bachelor of Science in Computer Science*

Davao City, Philippines

2022

## PROFESSIONAL EXPERIENCES

### ATLAS ASSISTANTS

Medford, OR

Executive Assistant

March 2024 - July 2026

- Worked closely with an award-winning, Medford-based Realtor/Broker serving as Chief Executive of a high-performing team of real estate agents. Managing high-level real estate transactions, listings, and client communications while ensuring smooth day-to-day operations. Specialized in Lofty (CRM), Airtable, and Zapier to support the team and their clients.
- Managed the team's credit account and maintained accurate commission records for all agents prior to broker distribution, ensuring timely and correct payouts across a high volume of transactions.
- Coordinated utility invoices, check disbursements, and reimbursement tracking for a large portfolio of foreclosure listings entrusted directly to the executive. Maintained accurate, timely payment records to support property compliance and financial accountability across a high-volume portfolio.
- Managed end-to-end transaction pipeline data, synchronizing client status, property details, and workflow stages across MLS, Lofty, Beacon, Airtable, Fello AI, Zillow Past Sales, and LiveInHere. Ensured data accuracy across platforms and placed clients into the appropriate workflows for consistent follow-up and nurturing.
- Designed and deployed an automated showings management system using Google Apps Script and Zapier, introducing structure and automation to a high-volume daily process. Cut feedback collection time by 83%, giving the team real-time insights from showing agents while they still mattered and enabling faster strategy discussions, timely negotiations, and stronger deal positioning.

### WING AI TECHNOLOGIES

New York, NY

Executive Assistant

June 2023 - March 2024

- Provided executive support to a veteran attorney serving as CEO of a leading New York law firm specializing in derivatives and head of a podcast media company. Managed professional and personal calendars, high-volume inboxes, daily operations, podcast production, content development, and detailed executive expense tracking.
- Built a scalable email campaign system using VS Code and a dedicated AI project, turning custom HTML campaigns into reusable, easily updated templates. Improved campaign speed, consistency, and personalization across an audience of 1,000+ contacts.
- Strengthened a fragmented website presence through page reconstruction, content and visual standardization, event integration, and blog management. Improved site cohesion and user experience while creating supporting brand assets in Photoshop and Canva.
- Maintained organized business and personal records across OneDrive and Microsoft 365, tracking client and professional contacts alongside detailed business and personal expenses to support accurate financial recordkeeping and tax preparation.

Podcast Producer

- Built the podcast media company's operational foundation from the ground up, establishing its branding, website, email infrastructure, social channels, guest outreach, and production workflows before taking ownership of day-to-day operations.
- Led podcast production from recording through audio/video editing, quality control, and distribution. Managed time-sensitive retakes, intros, outros, and final edits to ensure consistent, publication-ready episodes were delivered on schedule across multiple shows.
- Managed the end-to-end content pipeline across multiple podcasts, researching and preparing episode assets, graphics, reels, and long-form video content ahead of release schedules. Coordinated publishing through Vista Social and maintained audience engagement, ensuring each episode remained aligned, production-ready, and delivered on time across platforms.

## OUTSOURCED DOERS

Philadelphia, PA

General Virtual Assistant

March 2022 - June 2023

- Worked directly to a high-performing design industry leader serving as CEO of an arts studio and head of a Philadelphia-based nonprofit. Managed cross-functional operations through ClickUp, providing real-time visibility across projects, invoices, events, and priorities while coordinating research, meetings, sponsors, cloud systems, and creative assets.
- Managed the executive's high-volume inboxes, complex calendars, and email campaigns, freeing time to prioritize client relationships, business development, and high-value decision-making.
- Produced internal training videos across both organizations while researching, designing, and developing multimedia content for nonprofit campaigns, events, and promotional initiatives.
- Supported NGO planning and operations by preparing monthly internal team presentations, meeting agendas, action-item trackers, and donation reports to strengthen coordination, accountability, and fundraising efforts.

## TELEPERFORMANCE

Davao City, Philippines

Technical Support Representative

December 2020 - March 2022

- Resolved technical issues and account inquiries for Comcast/Xfinity customers, maintaining high satisfaction through clear verbal and written communication.
- Followed structured troubleshooting protocols and produced work orders in accordance with established business procedures.
- Promoted Xfinity Mobile services using consultative communication and product knowledge, contributing to revenue and retention targets.

## SKILLS & TOOLS

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- **Skills:** Workflow Automation, CRM Management, Systems Architecture & Design, Technical Problem-Solving, Real Estate Transaction Coordination, Process Documentation & SOP Development, Project Management, Pipeline & Lead Management, API & No-Code Integrations, Administrative Support, Email & Calendar Management, Data Tracking & Reporting, Cross-Functional Collaboration, Process Improvement, Content & Campaign Coordination, Quality Assurance
- **Tools:** GoHighLevel, Lofty, Follow Up Boss, Zapier, Make, Google Apps Script, zipForms, MLS (Matrix 360, ITSO/BDAR), Beacon, BrokerBay, Fello AI, Zillow Agent, LiveInHere, ClickUp, Notion, Basecamp, Airtable, Google Workspace, Microsoft Office, Google Drive, Slack, Gmail, WhatsApp, Zoom, Google Meet, Adobe Photoshop, Adobe InDesign, Premiere Pro, Audition, Canva, PicMonkey, CapCut, Java, HTML, CSS, Visual Studio Code, NetBeans, Claude, ChatGPT, Gemini, Otter.ai, Email Octopus, Vista Social, Riverside.FM, Podbean, Buzzsprout

## CERTIFICATIONS

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- **[JAVA IT SPECIALIST](#)** - Demonstrated expertise and dedication through successful completion of the Certiport certification exam.
- **[HIGHLEVEL MASTERCLASS – COMPLETE GUIDE TO USING GHL](#)** - Completed full course on CRM automation, funnel building, and workflow optimization using GoHighLevel.
- **[ZAPIER 101: AUTOMATE YOUR WORK](#)** - Mastered task automation and app integration for enhanced productivity using Zapier.