

BETTINA GONZALES

Cavite, Philippines | +63 916 305 7993 | gonzales.bettinaysabel@gmail.com

Digital marketing operations and delivery professional with 12 years of experience building systems, improving workflows, and supporting business operations, including 3+ years working across remote marketing, creative, web, and client delivery teams. Experienced in campaign tracking, dashboards, Notion systems, internal tools, and AI-assisted workflows that improve visibility, streamline processes, reduce manual work, and create more efficient, cost-effective ways of working.

AREA OF EXPERTISE

Marketing Operations | Campaign Delivery | Performance Tracking & Reporting | Cross-functional Coordination | Workflow Design | Process Improvement | AI Workflow Automation | Notion Systems | Campaign Trackers & Dashboards | Project Management | Quality Assurance | Marketing Calendars & Scheduling | SOP Development | Remote Team Leadership | Client Operations

PROFESSIONAL EXPERIENCE

People & Operations Manager | Marketing Operations & Delivery

Oct 2023 – Present

Shoutout Digital & Virtual Colleague | Australia (Remote)

- Lead day-to-day operations and delivery across distributed teams supporting paid media, organic social, creative, web, client services, HR, and recruitment across a multi-client digital marketing environment.
- Coordinate cross-functional campaign and marketing delivery across account managers, strategists, designers, video editors, web specialists, and advertising teams, ensuring priorities, owners, timelines, dependencies, and blockers remain visible.
- Built and maintain campaign trackers, operational dashboards, and reporting systems that help specialists monitor campaign status and performance more efficiently, identify issues earlier, and reduce reliance on scattered spreadsheets and manual follow-ups.
- Designed interconnected Notion workspaces, marketing task boards, client databases, campaign trackers, executive dashboards, and internal apps supporting day-to-day agency operations and delivery.
- Support marketing teams with campaign scheduling, task management, launch coordination, QA, reporting, and status visibility across multiple client accounts.
- Build AI-assisted workflows and automations for reporting, documentation, task management, QA, and repetitive operational processes, helping the team move faster while maintaining accuracy.
- Create and maintain SOPs, workflow documentation, and operational systems that improve consistency, accountability, and handoffs between teams.
- Work closely with leadership and marketing specialists to troubleshoot delivery issues, improve processes, and introduce systems that reduce operational friction and manual work.

Chief Administrative Officer

Sept 2021 – Oct 2023

DVIT | Quebec, Canada (Remote)

- Scaled a remote startup from 5 to 15+ team members by building structured recruitment, onboarding, administrative, and operational processes.
- Built company SOPs, reporting systems, dashboards, and internal workflows from the ground up to improve visibility and consistent execution.
- Coordinated cross-functional projects, team priorities, training, and process improvements across a growing remote organisation.
- Promoted from HR Manager within six months after taking ownership of broader operational improvements and business systems.

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HR & Administrative Specialist

June 2014 – Sept 2021

EDS Manufacturing Inc., YAZAKI, | Philippines

- Managed high-volume recruitment, workforce coordination, employee relations, and administrative operations within a 10,000+ employee organisation.
- Built trackers, dashboards, and reporting tools that improved leadership visibility and reduced manual tracking across HR and operational processes.
- Trained in Kaizen and continuous improvement principles, applying them to workflow and process improvements.

KEY ACHIEVEMENTS

- ✓ Built interconnected operational systems supporting remote teams across paid media, organic social, creative, web, client services, HR, and recruitment.
- ✓ Designed campaign trackers, marketing task boards, executive dashboards, and reporting systems that improved visibility, accountability, and cross-functional delivery.
- ✓ Built AI-assisted workflows and automations that reduced repetitive work, improved reporting and QA, and helped teams operate more efficiently.
- ✓ Helped scale remote organisations from 5 to 15+ and 12 to 40+ team members through structured workflows, recruitment, onboarding, documentation, and operational systems.
- ✓ Created scalable Notion workspaces and internal tools used for project delivery, marketing operations, SOPs, client management, reporting, and team coordination.
- ✓ 12+ years of experience improving operations, coordinating distributed teams, troubleshooting workflow issues, and building systems that make complex work easier to manage.

TOOLS

Notion | ChatGPT / Codex | Claude | Google Workspace | GHL | Affinity | Canva | Figma | Capcut | Discord | Slack | Make | Zapier | Xero | Stripe

CERTIFICATIONS

Notion Academy Certified

- Essentials
- Workflows
- Advanced



2010–2014

EDUCATION

BSBA Major in Business and Operations Management

DE LA SALLE UNIVERSITY – DASMARIÑAS