



RESUME

Genevieve Gatilogo-Maramara

Creative Kajabi Specialist, HTML/CSS and Marketing Integrator

Valencia City, Bukidnon, Philippines

[Upwork profile](#)

[LinkedIn](#)

Professional summary

Kajabi specialist with 4+ years building course ecosystems, landing pages and automated email systems for digital education brands. I take messy source material and turn it into clean Kajabi builds that scale: custom-styled pages, structured courses, tag-based automations and organized backends. Good design eye, reliable across time zones, and trusted with confidential, cross-functional work.

Experience

Kajabi Specialist, Community and Course Support

Kajabi

Feb 2023 to Oct 2025

- Built and customized landing pages and course pages in Kajabi, including custom HTML/CSS for layouts the native builder couldn't do
- Structured full course ecosystems: modules, drip schedules, lesson uploads and member access
- Set up and maintained email sequences and tag-based automations to onboard and nurture members
- Organized community channels, tiered access permissions and onboarding flows so members had a smooth experience
- Kept backend systems, tag structures and process docs clean so marketing could scale
- Coordinated across time zones and handled confidential, cross-functional work

Graphic Designer

Freelance

Jun 2020 to Present

- Design branded marketing materials like landing page graphics, hero images, logos and digital assets
- Make lead magnets, slide decks and multi-page PDFs in Figma, Canva Pro and Adobe Creative Suite
- Manage client communication, revisions and timelines while keeping brand standards consistent

Key projects

Kajabi Course Ecosystem Build

12-week course with 50+ lessons, landing pages, email automation and community, all with full backend documentation.

Landing Page Design and Build

8+ landing pages with custom HTML/CSS, refined spacing, hierarchy, mobile layouts and CTA flow.

Kajabi Community Structure

15+ channels with tiered access, onboarding flow and moderation set up for easy admin.

Slide Deck and PDF Creation

A 47-page resource designed in Figma and rebuilt in Canva as an editable PDF and slide deck.

CORE COMPETENCIES

- ✓ Kajabi course build and structure
- ✓ Email sequences and automation
- ✓ Backend systems and tag organization
- ✓ Custom HTML/CSS and Kajabi pages
- ✓ Community structure and management
- ✓ Sales funnel setup
- ✓ Visual brand standards and design
- ✓ Process documentation and SOPs
- ✓ Cross time zone coordination
- ✓ Client and stakeholder communication
- ✓ Confidential document handling
- ✓ Project tracking and deadlines

TOOLS

Core platforms

Kajabi, HTML/CSS, Google Workspace, Slack, Asana

Design and creative

Figma, Canva Pro, Photoshop, Illustrator

Project and comms

Notion, Trello, Clockify, Zoom, Google Meet

EDUCATION

**Bachelor of Arts,
major in English**
Mountain View College
2016 to 2020