



contact



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Cagayan de Oro City, PH

certificates

[Easy Ads Program](#)

[AdsLevelUp - Advanced](#)

[The Leads Overload](#)

[Ecommerce Masterclass](#)

portfolio

[Images](#)

[Videos](#)

[MerSi Digital](#)

[All in One Virtual PA](#)

reviews



education

Bachelor of Science in Information Technology

Mindanao States University - Iligan Institute of Technology

2005 - 2007

MERCEDES SILABAY

GHL Certified Admin Meta Ads | SMM

I help founders, coaches, and service providers set up marketing systems that consistently generate leads — so they can focus on their business, not the backend.

work experience

GHL | Meta Ads | SMM

Step by Step Impact LLC | Feb 2026

GHL Task:

- Importing Group Homes courses from Kajabi to GHL with automations, email campaigns, SMS, etc
- Built and managed marketing automations for lead capture and follow-up emails and workflows
- A2P approval
- Creating a new sub-account
- Integrations - Stripe, Calendars, Social Media Accounts
- Facebook Form Fields Mapping
- Funnels and Sites
- Custom Values
- Forms/Surveys
- Calendar setup and bookings

Meta Ads

- Created a sales campaign for a Dallas live event in just 5 days with 7 attendees; didn't push through to run longer due to a payment issue

SMM

- social media scheduling via Social Media Planner
- Social media accounts profile optimization

work experience

GHL | Meta Ads | SMM

Zen Companies Inc | Oct 2025 – Feb 2026

GHL Task:

- Extendly Onboarding process and setup
- Built and managed marketing automations for lead capture and follow-up emails and workflows
- A2P approval
- Creating a new sub-account
- Integrations – Stripe and Social Media Accounts
- Facebook Form Fields Mapping
- Email campaigns
- Funnels and Sites
- Custom Values
- Forms/Surveys
- Calendar setup and bookings

Meta Ads

- Managed and optimized Facebook and Instagram ad campaigns focused on lead generation on a weekly basis, with 3 account locations with ISP products
- Monitored ad performance metrics, including CTR, CPL, CPA, and conversion quality, to ensure campaigns stayed within KPI targets
- Conducted audience targeting, creative testing, and budget optimization to improve campaign efficiency
- Weekly meeting and updates

SMM

- social media scheduling via Social Media Planner
- Social media accounts profile optimization

work experience

Facebook Media Buyer

Franchise Ramp LLC | March 2022 – May 2026

- Managed and optimized Facebook and Instagram ad campaigns focused on lead generation on a weekly basis with 300+ accounts location
- Monitored ad performance metrics, including CTR, CPL, CPA, and conversion quality, to ensure campaigns stayed within KPI targets
- Conducted audience targeting, creative testing, and budget optimization to improve campaign efficiency
- Creating a search term campaign in Google Ads Editor and publishing the ads in the browser
- Weekly optimizations with keywords in Google based on KPI metrics
- Creating metric dashboard via GDS template
- Every 1st, 15th and 22nd Monthly budget updates in Meta and Google
- Weekly meeting and updates

Cherrington Media LLC | July 2023 – Jan 2024

- Managed and optimized Facebook and Instagram ad campaigns focused on lead generation and conversions with 1 main account and student accounts (**affiliate marketing niche**)
- Monitored ad performance metrics, including CTR, CPL, CPA, and conversion quality, to ensure campaigns stayed within KPI targets
- Creating a report via Google Sheet for KPI
- Weekly meeting and updates

Finance Savvy CEO | Sept 2023 – Oct 2023

- Managed and optimized Facebook and Instagram ad campaigns focused on lead generation and conversions with 1 account (**coaching niche**)
- Monitored ad performance metrics, including CTR, CPL, CPA, and conversion quality, to ensure campaigns stayed within KPI targets
- Weekly meeting and updates

True Hero Realty DBC | April 2022 – June 2022 & Nov 2020 – Jan 2021

- Generated almost 500 leads in 6 weeks
- Managed and optimized Facebook and Instagram ad campaigns focused on lead generation and conversions with 2 account locations (**Real Estate niche**)
- Monitored ad performance metrics, including CTR, CPL, CPA, and conversion quality, to ensure campaigns stayed within KPI targets
- Set up automation for leads to a Google Sheet and SMS notification
- Creating a report via Google Sheet for KPI
- Weekly meeting and updates

905 BJJ & MMA Academy | Aug 2020 – Oct 2020

- Managed and optimized Facebook and Instagram ad campaigns focused on lead generation and conversions with 2 account locations (**MMA niche**)
- Monitored ad performance metrics, including CTR, CPL, CPA, and conversion quality, to ensure campaigns stayed within KPI targets
- Creating a report via Google Sheet for KPI
- Weekly meeting and updates

Owner • All in One Sari Sari Shop Jan 2020 – Feb 2020

- handles all the operations of the Shopify store and FB page – creating ad copy, creatives, testing product and launching the campaign

work experience

General Virtual Assistant

Mobile Marketing | Sept 2011 – Mar 2025

- Managing hosting accounts
- install WordPress sites, themes, plugins, pages, and posting contents
- posting in community portal

Coach You Fit | Sept 2011 – Oct 2024

- daily checking and deleting unnecessary emails
- FB group moderator
- managing team Beachbody reports on a weekly basis before it shuts down

Social Media Manager

Salesdriver.io | Jan 2023 – April 2023

- Learning and creating automations
- Social media posts using AI tools
- Youtube optimizations
- Weekly meeting and updates

Permanent Make Up Arts | July 2022 – Sept 2022

- Setting with FB campaigns and how it works for the client
- Social media posts and scheduling
- Weekly meeting and updates

Your Best Self Meditation | March 2022 – June 2022

- Setting up email campaigns and follow-ups
- Social media posts and scheduling
- Weekly meeting and updates

Testimonials



Keevin Czar Hero
2h · 🌐

Fb is life. perl two nights ago, nashutdown ang FB. if you are a FACCEBOOK ADVERTISER like me. lugi kaayu ka sa per day nga ginabayad nimu sa FB, just to advertise kay, pila ka hours nag total shutdown. But I still believe in Facebook, in the value they to people for us to communicate and its potential in advertising. And thanks for FB, for the good outcomes / Close deals I made in real estate bcoz of FB ADVERTISING. I also would like thank my ever effective-efficient, supportive, hardworking and deficated FB Marketing Specialist [Mercedes Silabay](#). Thank you the good outcomes from ur FB ADS hardwork. Thanks for the Backdoor support.



Angie Byboth-Malmin

Owner at Permanent Makeup Arts · Oct 5, 2022

Mercedes is professional and knowledgeable. She is easy to talk to and ready to work. Just have a plan ready and she'll be able to do it or at least learn fast to do it.



Rockford Hunt

Co-Founder at SalesDriver.io · Apr 25, 2023

Working with Mercedes was a pleasure. Her positive demeanor, willingness to learn and adapt, and overall web knowledge helped us create exceptional video content, edit web applications and social media posts that really caught attention. Would highly recommend Mercedes for another position!



Ads Results

Preview Rules														
View Setup Columns: Custom Breakdown Reports														
Frequency	Reach	Impressions	Results	Cost per result	CPM (cost per 1,000 impressions)	CPC (cost per link click)	CPC (All)	Link clicks	CTR (link click-...	CTR (all)	Clicks (all)	Quality ranking Ad relevance ...	Engagement rate ranking Ad relevance ...	Conversion rate ranking Ad relevance ...
1.85	16,585	30,697	138 On-Faceb...	\$2.98 Per On-Fac...	\$13.39	\$0.75	\$0.24	549	1.79%	5.63%	1,728	Average	Above average	Above a...
1.83	9,778	17,846	61 On-Faceb...	\$3.25 Per On-Fac...	\$11.11	\$0.75	\$0.25	265	1.48%	4.42%	789	Average	Above average	Above a...
1.65	6,975	11,474	54 On-Faceb...	\$3.03 Per On-Fac...	\$14.24	\$0.98	\$0.41	167	1.46%	3.51%	403	Average	Above average	Above a...
1.38	6,648	9,199	26 On-Faceb...	\$4.70 Per On-Fac...	\$13.29	\$0.98	\$0.35	125	1.36%	3.85%	354	Average	Above average	Above a...
1.37	4,099	5,635	21 On-Faceb...	\$3.91 Per On-Fac...	\$14.56	\$1.21	\$0.51	68	1.21%	2.84%	160	Average	Above average	Above ave
1.52	3,166	4,816	20 On-Faceb...	\$2.90 Per On-Fac...	\$12.04	\$0.81	\$0.24	72	1.50%	4.96%	239	—	—	—
1.50	2,313	3,462	16 On-Faceb...	\$2.74 Per On-Fac...	\$12.67	\$1.46	\$0.47	30	0.87%	2.69%	93	Average	Above average	Above ave
1.27	2,313	2,946	6 On-Faceb...	\$6.39 Per On-Fac...	\$13.01	\$0.87	\$0.28	44	1.49%	4.65%	137	—	—	—
1.33	1,509	2,005	5 On-Faceb...	\$4.00 Per On-Fac...	\$9.98	\$1.00	\$0.27	20	1.00%	3.64%	73	—	—	—
1.69	954	1,614	6 On-Faceb...	\$4.02 Per On-Fac...	\$14.94	\$0.93	\$0.33	26	1.61%	4.52%	73	—	—	—
1.34	957	1,283	7 On-Faceb...	\$1.82 Per On-Fac...	\$9.92	\$0.91	\$0.22	14	1.09%	4.60%	59	—	—	—
1.56	778	1,213	5 On-Faceb...	\$3.43 Per On-Fac...	\$14.14	\$0.86	\$0.31	20	1.65%	4.62%	56	—	—	—
1.57	575	901	4 On-Faceb...	\$3.73 Per On-Fac...	\$16.54	\$1.15	\$0.35	13	1.44%	4.77%	43	—	—	—
1.34	430	576	1 On-Faceb...	\$6.97 Per On-Fac...	\$12.10	\$0.87	\$0.35	8	1.39%	3.47%	20	—	—	—
1.19	380	452	1 On-Faceb...	\$4.48 Per On-Fac...	\$9.91	\$1.12	\$0.45	4	0.88%	2.21%	10	—	—	—
1.23	351	433	1 On-Faceb...	\$3.70 Per On-Fac...	\$8.55	\$0.74	\$0.25	5	1.15%	3.46%	15	—	—	—
3.49	28,234	98,668	381 On-Faceb...	\$3.32 Per On-Fac...	\$12.84	\$0.85	\$0.29	1,483	1.50%	4.46%	4,400	—	—	—
Per Accou...	Accounts C...	Total	On-Faceb...	Per On-Fac...	Per 1,000 impressio...	Per Action	Per Click	Total	Per impres...	Per impres...	Total	—	—	—

Maximum: Mar 4, 2020 – Mar 9, 2023														
Sign Ads for 1 Campaign														
View Setup Columns: Performance Breakdown Reports														
Most significant sit	At sett	Results	Reach	Impressions	Cost per result	Quality ranking Ad relevance ...	Engagement rate ranking Ad relevance ...	Conversion rate ranking Ad relevance ...	Amount spent	Ends				
eb 3, 2023, 11:...	7...	124 On Facebook Lea...	25,184	50,326	\$4.92 Per On Facebook L...	Average	Above average	Above average	\$610.61	Ongoing				
	7...	79 On Facebook Lea...	28,313	48,083	\$4.91 Per On Facebook L...	Average	Above average	Above average	\$388.19	Ongoing				
eb 3, 2023, 11:...	7...	30 On Facebook Lea...	14,013	19,666	\$6.45 Per On Facebook L...	Average	Above average	Above average	\$193.57	Ongoing				
	7...	26 On Facebook Lea...	10,386	16,987	\$5.19 Per On Facebook L...	Average	Above average	Above average	\$134.91	Ongoing				
	7...	27 On Facebook Lea...	9,832	16,401	\$4.46 Per On Facebook L...	Average	Above average	Above average	\$120.43	Ongoing				
eb 3, 2023, 11:...	7...	46 On Facebook Lea...	9,054	11,990	\$4.89 Per On Facebook L...	Average	Above average	Above average	\$224.97	Ongoing				
eb 3, 2023, 11:...	7...	23 On Facebook Lea...	7,909	11,216	\$4.06 Per On Facebook L...	Average	Above average	Above average	\$93.45	Ongoing				
eb 3, 2023, 11:...	7...	26 On Facebook Lea...	7,802	10,427	\$6.58 Per On Facebook L...	Average	Above average	Above average	\$171.20	Ongoing				
	7...	17 On Facebook Lea...	6,024	9,702	\$4.82 Per On Facebook L...	Average	Above average	Above average	\$81.99	Ongoing				
	7...	23 On Facebook Lea...	6,912	8,769	\$5.65 Per On Facebook L...	Average	Above average	Above average	\$129.98	Ongoing				
	7...	8 On Facebook Lea...	3,826	5,783	\$4.24 Per On Facebook L...	Average	Above average	Above average	\$33.91	Ongoing				
eb 3, 2023, 11:...	7...	7 On Facebook Lea...	4,041	5,305	\$5.78 Per On Facebook L...	Average	Above average	Above average	\$40.49	Ongoing				
	7...	7 On Facebook Lea...	3,333	4,216	\$4.63 Per On Facebook L...	Average	Above average	Above average	\$32.40	Ongoing				
eb 3, 2023, 11:...	7...	4 On Facebook Lea...	2,017	2,505	\$6.04 Per On Facebook L...	Average	Above average	Above average	\$24.14	Ongoing				
eb 3, 2023, 11:...	7...	5 On Facebook Lea...	1,919	2,483	\$3.62 Per On Facebook L...	Average	Above average	Above average	\$18.10	Ongoing				
	7...	1 On Facebook Lead	2,263	2,415	\$21.59 Per On Facebook L...	—	—	—	\$21.59	Ongoing				
eb 3, 2023, 11:...	7...	5 On Facebook Lea...	1,747	2,192	\$2.91 Per On Facebook L...	Average	Above average	Above average	\$14.57	Ongoing				
	7...	462 On Facebook Leads	71,554	235,706	\$5.19 Per On Facebook Le...	—	—	—	\$2,399.95	Ongoing				
		Accounts Center ac...	Total	Total	Per On-Facebook Le...	—	—	—	Total Spent	—				

Ads Results

Ad sets for 1 Campaign

Rules

View Setup Columns: Performance Breakdown Reports

Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking Ad relevance	Engagement rate ranking Ad relevance	Conversion rate ranking Ad relevance	Amount spent	Ends
Jan 27, 2023, 12:41 days ago	7-day click or...	1 On Facebook Lead	838	1,062	\$13.30 Per On Facebook Lead	Average	Above average	Above average	\$13.30	Ongoing
Jan 27, 2023, 12:41 days ago	7-day click or...	1 On Facebook Lead	1,168	1,517	\$13.11 Per On Facebook Lead	Average	Average	Above average	\$13.11	Ongoing
Jan 27, 2023, 12:41 days ago	7-day click or...	1 On Facebook Lead	844	1,073	\$12.07 Per On Facebook Lead	—	—	—	\$12.07	Ongoing
Jan 27, 2023, 12:41 days ago	7-day click or...	3 On Facebook Leads	1,483	1,878	\$7.15 Per On Facebook Lead	Average	Above average	Above average	\$21.44	Ongoing
Feb 3, 2023, 10:34 days ago	7-day click or...	20 On Facebook Leads	9,224	12,562	\$5.89 Per On Facebook Lead	Average	Above average	Above average	\$117.86	Ongoing
Feb 3, 2023, 10:34 days ago	7-day click or...	68 On Facebook Leads	14,602	27,804	\$5.28 Per On Facebook Lead	Below average Bottom 35% of	Above average	Above average	\$358.75	Ongoing
Jan 27, 2023, 12:41 days ago	7-day click or...	6 On Facebook Leads	2,063	2,994	\$5.09 Per On Facebook Lead	Average	Above average	Above average	\$30.51	Ongoing
Jan 27, 2023, 12:41 days ago	7-day click or...	72 On Facebook Leads	20,653	35,633	\$5.01 Per On Facebook Lead	Average	Above average	Above average	\$361.06	Ongoing
Jan 27, 2023, 12:41 days ago	7-day click or...	7 On Facebook Leads	2,550	3,729	\$4.91 Per On Facebook Lead	Average	Above average	Above average	\$34.36	Ongoing
Feb 3, 2023, 10:34 days ago	7-day click or...	25 On Facebook Leads	4,727	6,281	\$4.90 Per On Facebook Lead	Average	Above average	Above average	\$122.52	Ongoing
Feb 3, 2023, 10:34 days ago	7-day click or...	20 On Facebook Leads	5,355	7,500	\$4.83 Per On Facebook Lead	Average	Above average	Above average	\$96.62	Ongoing
Feb 3, 2023, 10:34 days ago	7-day click or...	6 On Facebook Leads	2,126	2,754	\$4.78 Per On Facebook Lead	Average	Above average	Above average	\$28.65	Ongoing
Feb 3, 2023, 10:34 days ago	7-day click or...	110 On Facebook Leads	18,838	35,760	\$4.67 Per On Facebook Lead	Average	Above average	Above average	\$513.57	Ongoing
Jan 27, 2023, 12:41 days ago	7-day click or...	65 On Facebook Leads	12,958	21,003	\$4.08 Per On Facebook Lead	Average	Above average	Above average	\$265.30	Ongoing
Feb 3, 2023, 10:34 days ago	7-day click or...	22 On Facebook Leads	4,987	7,989	\$3.43 Per On Facebook Lead	Average	Above average	Above average	\$75.49	Ongoing
Feb 3, 2023, 10:34 days ago	7-day click or...	5 On Facebook Leads	1,285	1,646	\$3.09 Per On Facebook Lead	Average	Above average	Above average	\$15.43	Ongoing
Feb 3, 2023, 10:34 days ago	7-day click or...	5 On Facebook Leads	1,047	1,307	\$2.18 Per On Facebook Lead	—	—	—	\$10.91	Ongoing
—	7-day click or...	439 On Facebook Leads	50,613 Accounts Center acco...	177,823 Total	\$4.89 Per On Facebook Leads				\$2,148.84 Total Spent	

Search and filter

Ad sets for 1 Campaign

Ad sets for 1 Campaign

Columns: Custom Breakdown Reports

Ad Name	Results	Reach	Impressions	Cost per result	Quality ranking Ad relevance	Engagement rate ranking Ad relevance	Conversion rate ranking Ad relevance	Amount spent	Ends	New Mess... Com...	Messa... Replies	Link Clicks	CTR (all)	Unique CTR (all)
Advertising Con...	60	11,072	31,365	₱40.65 Per Messaging Co...	Average	Above average	Below average Below 10% of	₱2,439.00	Ongoing	56	73	575	6.97%	14.19%
Advertising Con...	79	28,873	68,947	₱40.02 Per Messaging Co...	Average	Above average	Below average Below 10% of	₱3,872.19	Ongoing	76	105	1,012	6.68%	13.18%
Advertising Con...	143	41,208	91,987	₱36.98 Per Messaging Co...	Average	Above average	Below average Bottom 10% of	₱1,574.83	Ongoing	133	180	1,439	5.15%	9.34%
Advertising Con...	35	10,014	15,039	₱29.15 Per Messaging Co...	—	—	—	₱1,020.08	Ongoing	35	59	309	8.29%	10.37%
Advertising Con...	121	23,842	39,052	₱20.45 Per Messaging Co...	—	—	—	₱2,498.84	Ongoing	121	194	980	9.29%	12.22%
Advertising Con...	34	6,996	13,170	₱22.22 Per Messaging Co...	—	—	—	₱1,095.58	Ongoing	32	63	255	8.69%	13.14%
Advertising Con...	8	999	1,404	₱17.34 Per Messaging Co...	—	—	—	₱138.69	Ongoing	8	9	48	11.40%	11.61%
Advertising Con...	3	1,857	2,561	₱9.53 Per Messaging Co...	—	—	—	₱208.60	Ongoing	3	4	76	8.83%	7.65%
Advertising Con...	8	1,701	1,888	₱25.41 Per Messaging Co...	—	—	—	₱203.27	Ongoing	8	8	47	9.11%	12.53%
Advertising Con...	491	77,088	265,423	₱34.73 Per Messaging Co...				₱17,051.08 Total Spent		472	695	4,741	6.80%	15.18%

May 5, 2022 – May 7, 2022

Ad sets for 1 Campaign

Columns: Breakdown Reports

h	Impressions	Results	Cost per result	Amount spent	CTR (all)	CTR (link click-through rate)	Quality ranking Ad relevance	Engagement rate ranking Ad relevance	Conversion rate ranking Ad relevance	Ends
2,087	3,485	28 Messaging Convers...	₱10.04 Per Messaging Co...	₱281.08	12.77%	4.16%	Average	Above average	Average	Ongoing
2,087 People	3,485 Total	28 Messaging Convers...	₱10.04 Per Messaging Co...	₱281.08 Total Spent	12.77% Per Impressions	4.16% Per Impressions				