

Irah Denise Gappe

BUSINESS OPERATIONS LEAD

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PROFILE

Business operations lead with 6+ years working directly with founders at agencies and startups. I was responsible for how two agencies ran day to day, and I currently lead tech and project delivery at a digital marketing agency. I bring structure to fast-moving businesses: SOPs, CRM and workflow systems, clear project timelines, and follow-through until things ship. I spot bottlenecks early, fix them without being asked, and keep the founder focused on strategy instead of chasing tasks.

CORE SKILLS

Operations & process improvement

Mapping how the business runs, removing bottlenecks, and building systems that scale.

Project leadership

Planning, timelines, priorities, deliverables, and follow-ups from kickoff to delivery.

Founder support

Working directly with founders on strategic initiatives and day-to-day priorities.

Accountability

Owners and due dates on every task, action items from every meeting, and weekly status visibility.

SOPs & documentation

Written SOPs for every system I build, so teams run it without me.

CRM & workflow automation

100+ CRM builds with pipelines, triggers, and automated workflows; Zapier integrations.

Invoicing & admin processes

Invoicing, expense tracking, and records in Xero and QuickBooks; vendor and client coordination.

AI in operations

AI tools for meeting capture, follow-up drafting, and repeat admin work.

TOOLS

Project & workflow: ClickUp, Asana, Trello, Jira, Plane, Notion

CRM & automation: GoHighLevel (3 years, 100+ accounts), HubSpot, Zapier

Communication: Slack, Google Workspace, Microsoft Teams

Finance: Xero, QuickBooks

AI & meetings: Claude, Granola, Fathom

PROFESSIONAL EXPERIENCE

Technical Operations Manager / Tech Lead & Executive Support

Freelance · Marketing Inventors and OpTech Solutions, digital marketing agencies

- Worked directly with both founders as their executive support, alongside day-to-day responsibility for how each agency ran.
- Manage client projects from brief to delivery in a shared project tracker, with owners, deadlines, and status visible to leadership.
- Turn meeting notes into tracked tasks and keep a written decision log so nothing agreed in a meeting gets lost.
- Delivered 100+ CRM and workflow systems across real estate, financial services, construction, and coaching, each documented as an SOP.
- Built client onboarding and lifecycle pipelines (up to six per account) for a financial services firm, including agent onboarding and licensing.
- Tracked pipeline results for clients: one reached 164 opportunities and \$200K+ in signed contracts, another 470 leads and 273 booked appointments.

General Virtual Assistant

Australian SaaS startup, NDIS sector

- Handled executive scheduling, email, and communication for the leadership team.
- Managed bookkeeping in Xero and QuickBooks: invoicing, expense tracking, and records.
- Supported admin, finance, and workflow systems across the business.
- Kept tasks aligned across ClickUp, Slack, and Teams, and maintained Notion documentation.
- Assisted with compliance processes in a regulated disability services (NDIS) environment.

Digital Marketing Specialist / Virtual Assistant

Startups · London and California

- Managed client communication and follow-ups across multiple accounts.
- Handled high-volume outreach to 1,500+ contacts per month at an 8% conversion rate.

Data Technician

Iris R&D · Ontario, Canada

- Managed and coordinated long and short-term projects as part of the QA team, with close attention to data accuracy.
- Took a leadership role on a key project, guiding the team through to completion.

EDUCATION & CERTIFICATION

B.S. Electronics and Communications Engineering, Polytechnic University of the Philippines, Manila

GPA 1.48 on the Philippine scale (1.00 highest). Consistent Dean's Lister and President's Lister.

Microsoft Azure Fundamentals (AZ-900)

AVAILABILITY

Remote from the Philippines, flexible hours, available to work across international time zones.