

PORTFOLIO · 2026

You run the business. *I'll grow it.*

Funnels, ads, social media, websites, email, and automations
for coaches and beauty businesses.

Irah Denise Gappe

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ABOUT

Hi, I'm *Irah*.

I've spent six years behind the scenes of coaches, clinics, and studios, building the funnels, ads, and systems that bring clients in. Think of me as the growth team you don't have to hire.

I'm an engineer by training and I'm based in Manila. I work on my own, keep you in the loop, and hit deadlines without you chasing me.

6+

years building growth systems

100+

funnels, CRMs, and automations built

273

bookings from 470 ad leads for one brow and lash studio

600%

follower growth in six months for one client

WHAT I DO

✦ Funnels and landing pages

Pages that turn a curious follower into a lead, a booking, or a sale.

✦ Paid ads

Meta and Instagram ads wired straight into your calendar.

✦ Social media

Content, posting, and page management, so your feed stays alive.

✦ Websites

A site that looks like your brand and books clients on its own.

✦ Email and SMS follow-up

Instant replies, reminders, and nurture sequences. No lead left on read.

✦ Systems and automations

CRM, calendar, and pipelines set up in GoHighLevel.

Websites that *book clients*.

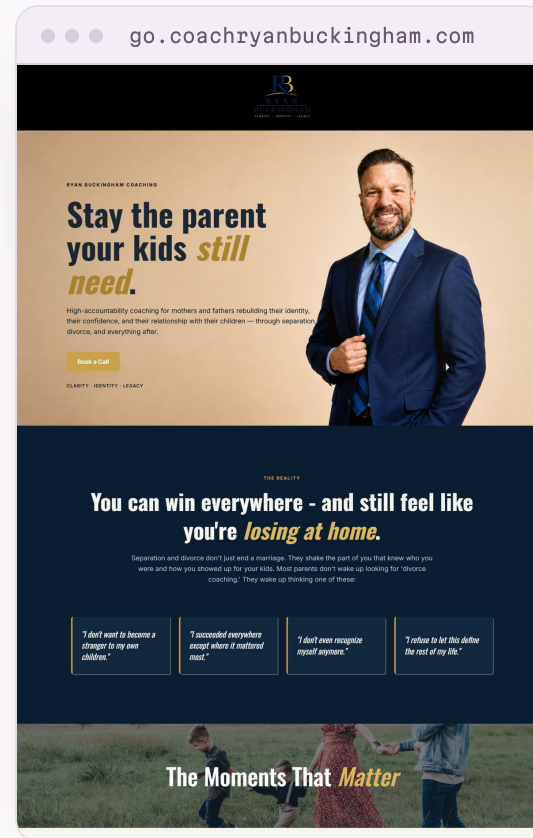
Live sites for coaches, clinics, and small businesses. Click any link to visit.



Jules Studio

Brow and lash studio in California. The website and the ads that fill its calendar.

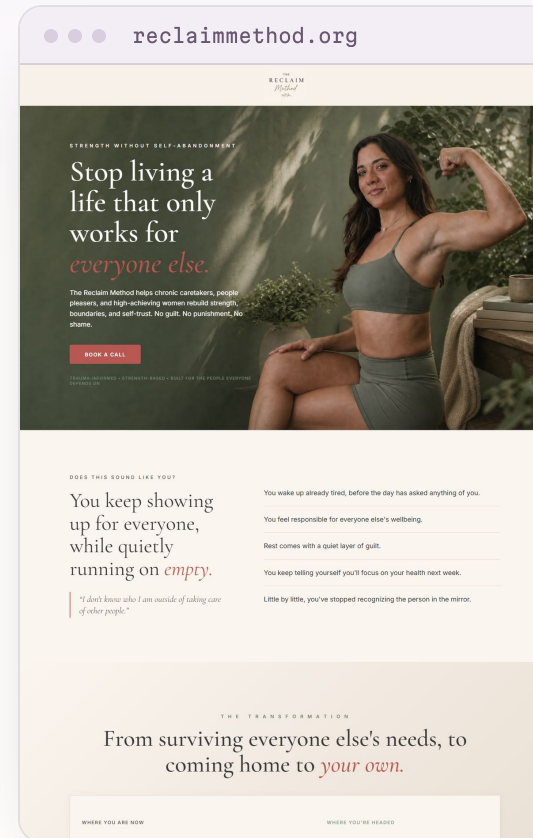
[JULESSTUDIO.COM](https://julesstudio.com) ➤



Coach Ryan Buckingham

A site for a divorce and parent coach who works with high-achievers, built to book consultations.

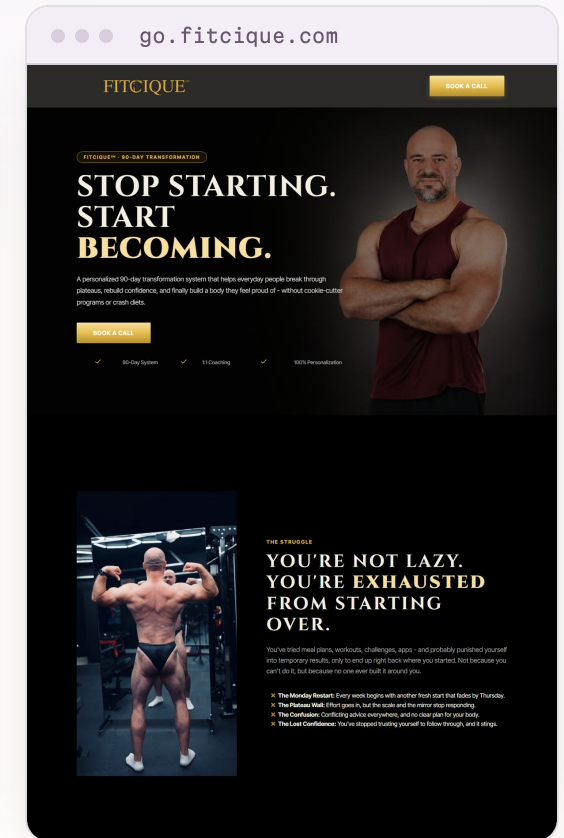
[GO.COACHRYANBUCKINGHAM.COM](https://go.coachryanbuckingham.com) ➤



Reclaim Method

A site for a 12-week strength and recovery coaching program.

[RECLAIMMETHOD.ORG](https://reclaimmethod.org) ➤

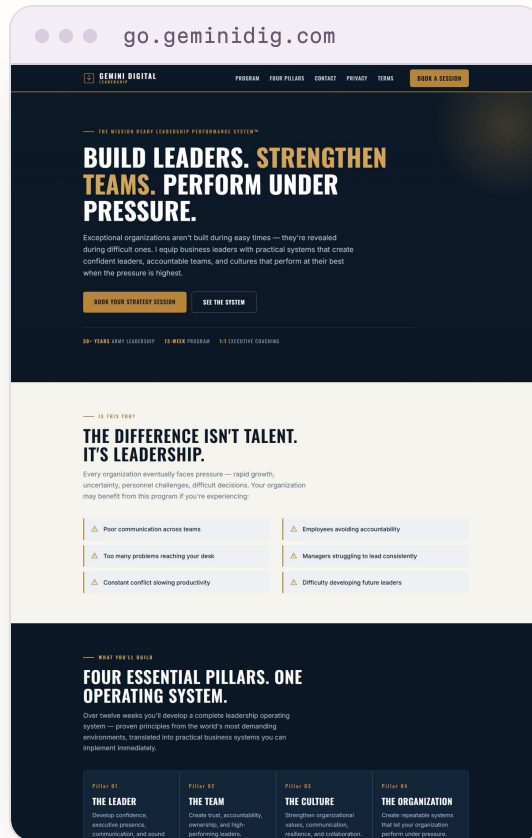


Fitcique

A site for premium fitness coaching, built to book free consultations.

[GO.FITCIQUE.COM](https://go.fitcique.com) ➤

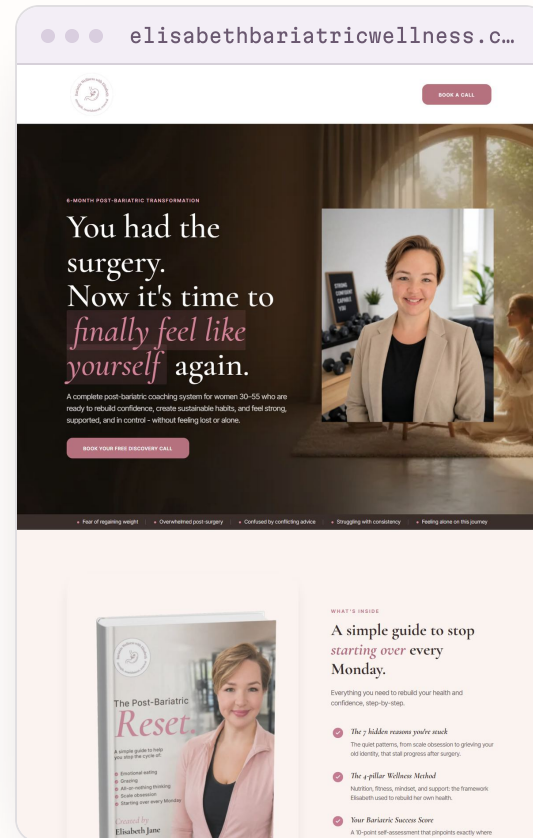
Websites that *book clients*.



Gemini Dig

A site for a leadership performance program built on mission-ready training.

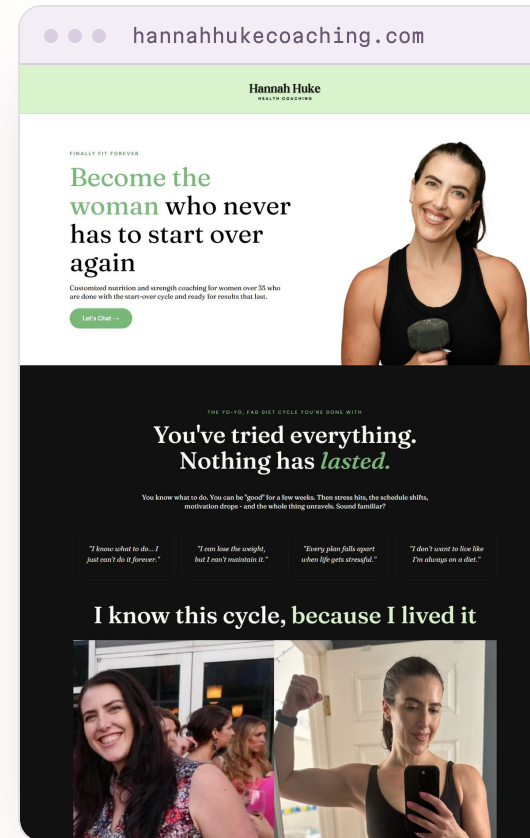
[GO.GEMINIDIG.COM](http://go.geminidig.com) ➤



Elisabeth Bariatric Wellness

A site for bariatric wellness coaching for women, built to book free discovery calls.

[ELISABETHBARIATRICWELLNESS.COM](http://elisabethbariatricwellness.com) ➤



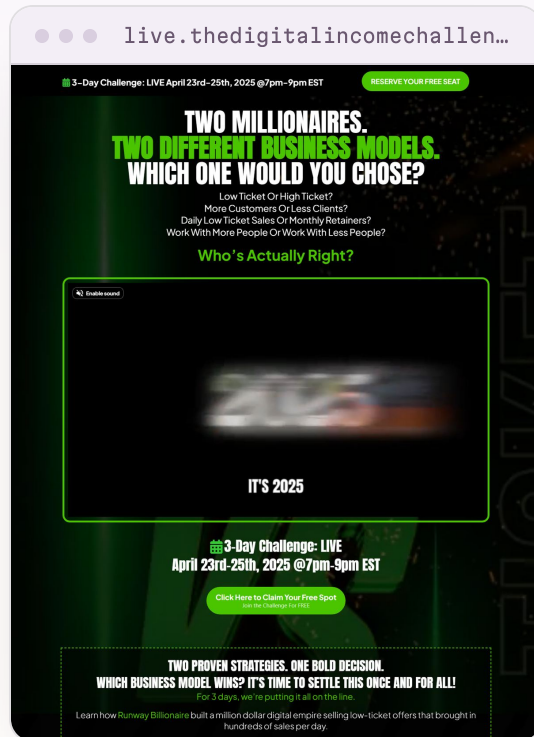
Hannah Huke Coaching

A site for health coaching for women 35 and up, built to book free calls.

[HANNAHHUKECOACHING.COM](http://hannahhukecoaching.com) ➤

Funnels that *convert*.

Challenge pages, opt-ins, and sales funnels, most built in GoHighLevel.



Social Media Cashflow Challenge

A registration funnel for a free 3-day live challenge, framed as a showdown: low ticket vs high ticket.

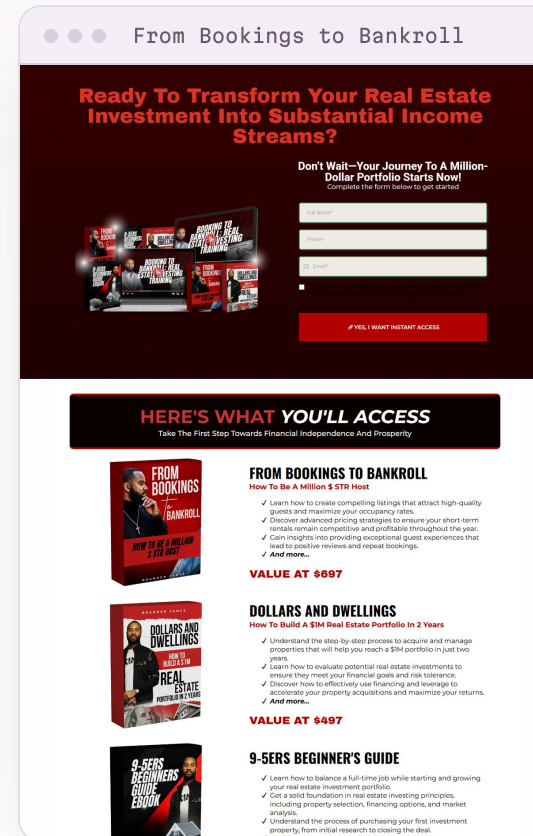
[LIVE.THEDIGITALINCOMECHALLENGE.COM](https://live.thedigitalincomechallenge.com/) ✓



From Broke to Bankroll

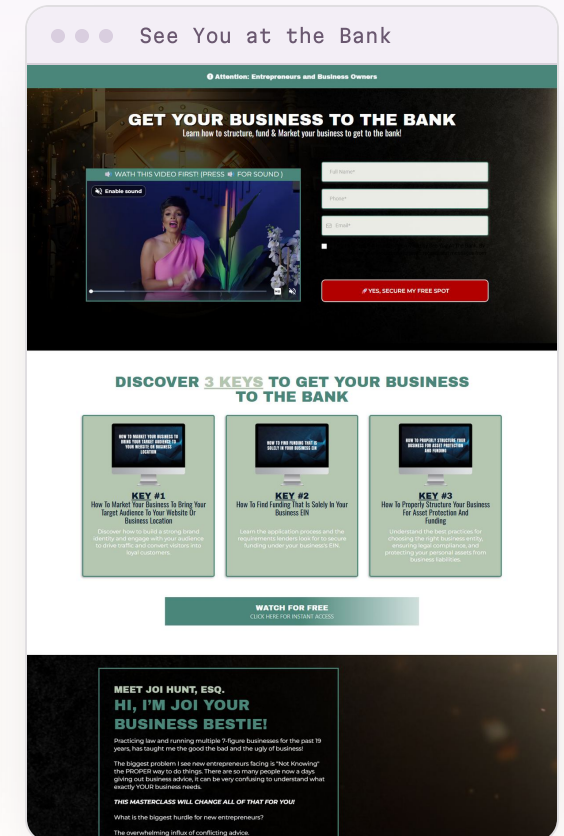
An offer page for a business credit program, stacking each bonus with its value to build up to one clear buy button.

[THEBILLIONAIRESYSTEM.COM](https://thebillionairesystem.com/) ✓



From Bookings to Bankroll

An opt-in and offer funnel for a real estate investing bundle, from a four-part value stack down to a \$27 offer.



See You at the Bank

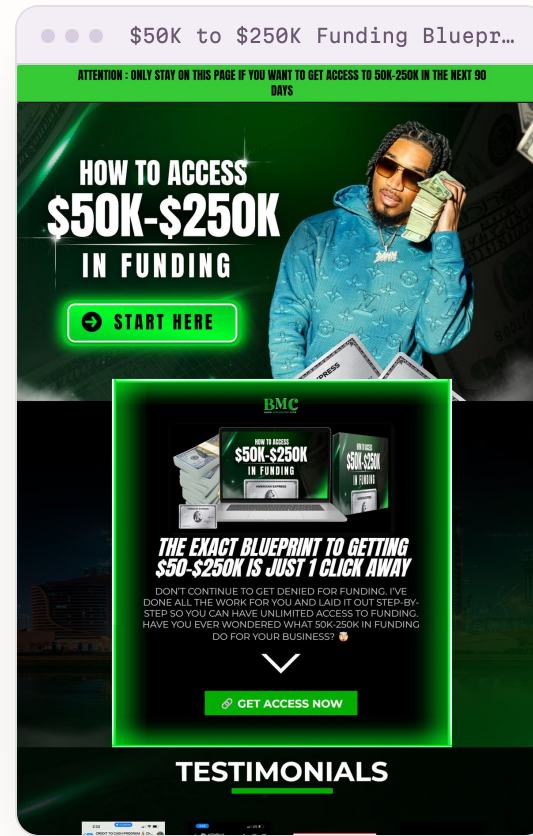
A free masterclass funnel for a business attorney: video, opt-in form, three keys to funding, and a personal intro that builds trust.

Funnels that *convert*.



Real Estate Wealth Webinar

A free live webinar funnel for real estate investors: opt-in above the fold, then three key outcomes to pull people in.



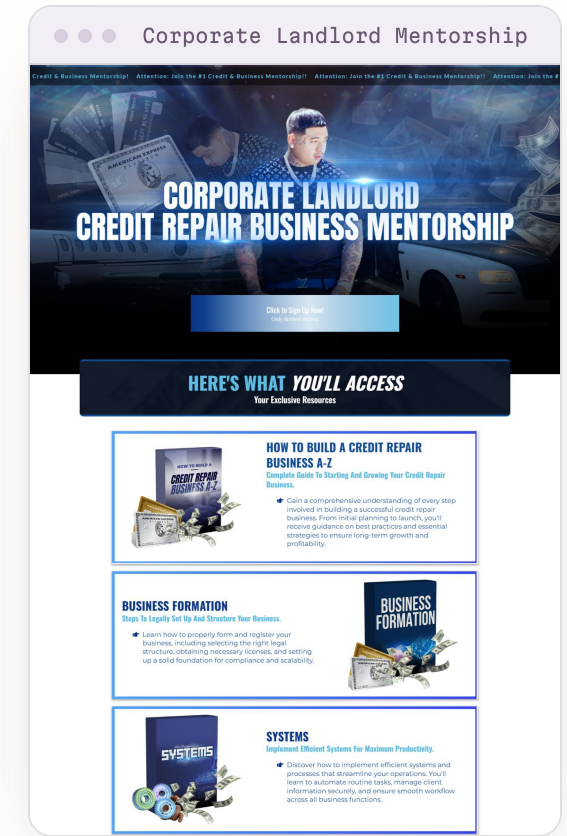
\$50K to \$250K Funding Blueprint

A bold, high-energy funding offer funnel built around one promise and one big green button.



Business Funding Skool

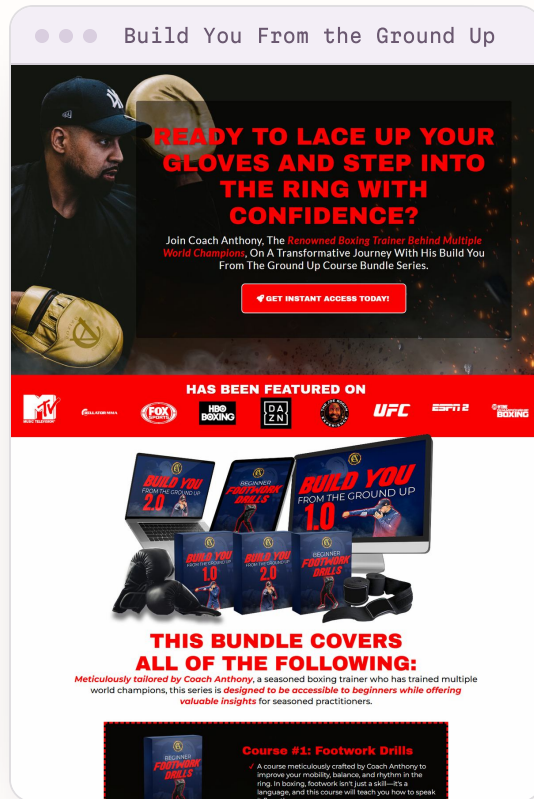
An offer funnel for a business funding program, walking through each module from financial basics up.



Corporate Landlord Mentorship

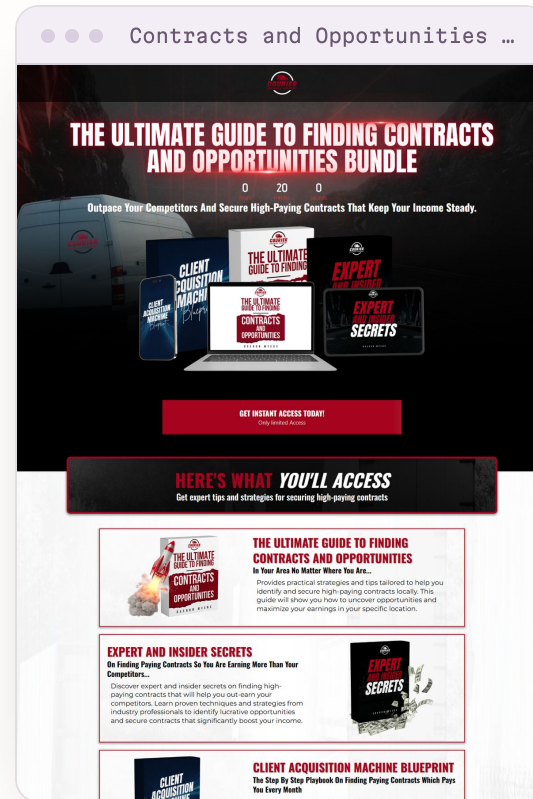
A credit repair business mentorship funnel with a full breakdown of what members get.

Funnels that *convert*.



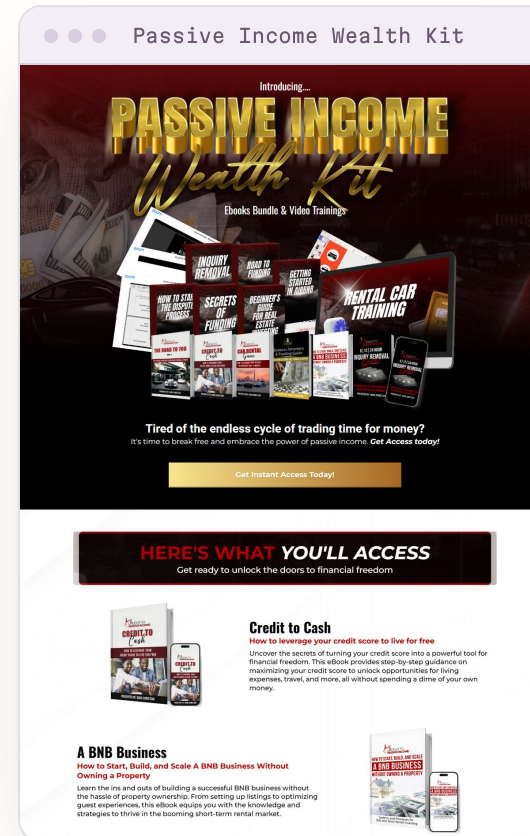
Build You From the Ground Up

A course bundle funnel for a boxing coach, with media logos for trust and a clear bundle breakdown.



Contracts and Opportunities Bundle

An offer funnel for a guide to winning high-paying contracts, with a countdown and a stacked bundle.



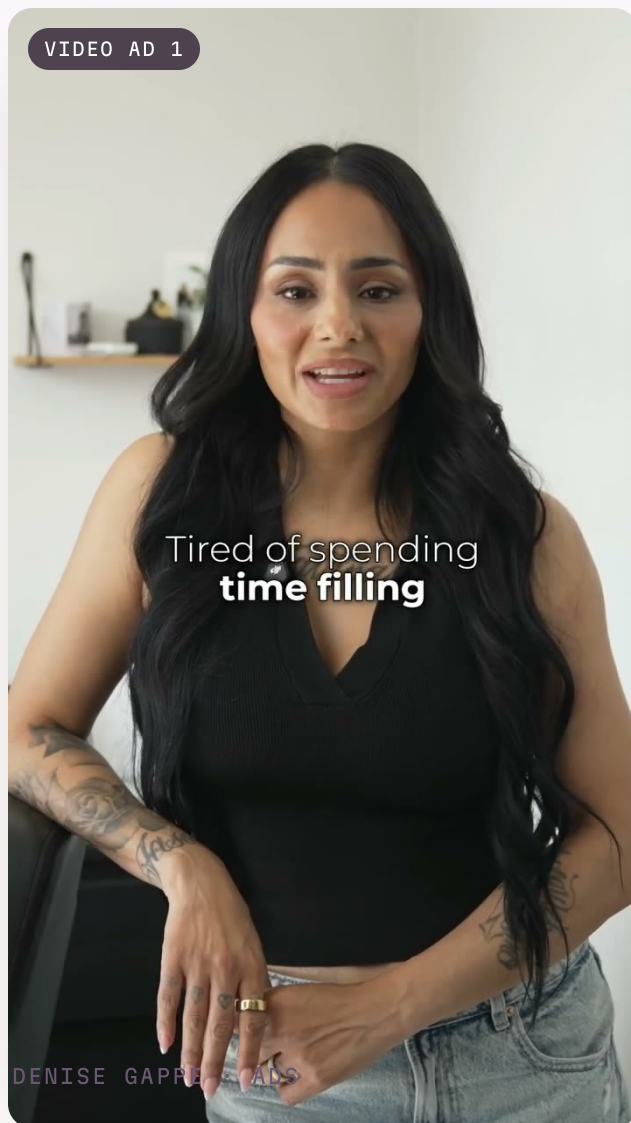
Passive Income Wealth Kit

A product bundle funnel for ebooks and video trainings, from a bold hero to a clear list of what is inside.

ADS

Ads, with the *numbers*.

Real campaigns: the creatives that ran and what they brought in.



CAMPAIGN RESULTS • CLIENT

Jules Studio

Video ads for a brow and lash studio, filmed face to camera in the studio.

157 leads

\$5.90

per lead

\$0.93

per click

2.33%

click-through rate

21,588

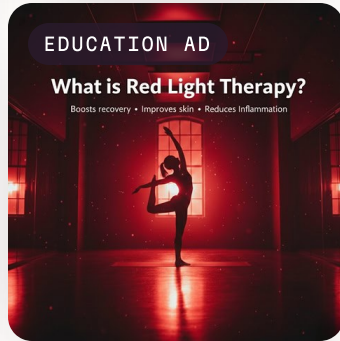
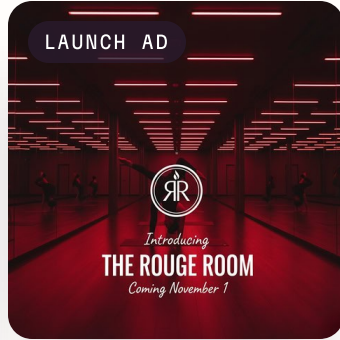
people reached

\$927

total ad spend

WHY IT WORKED

The lowest cost per click of any campaign in the batch, at \$0.93, and 157 leads at just \$5.90 each. Broad San Jose targeting plus face-to-camera videos made it the most efficient campaign on every key number.



CAMPAIGN RESULTS • CLIENT

The Rouge Room

Pre-launch ads for a red light therapy and movement studio, building a list before opening day.

148 leads

\$7.42	\$19.60	\$1.62
per lead	per 1,000 views	per click
1.21%	25,552	\$1,098
click-through rate	people reached	total ad spend

WHY IT WORKED

One of the most cost-efficient campaigns in the batch: \$19.60 per 1,000 views and \$1.62 per click. Balanced targeting of men and women across San Jose brought in 148 leads at \$7.42 each, before the doors even opened.



CAMPAIGN RESULTS • CLIENT

Resendiz Concrete Inc.

Facebook and Instagram ads for a San Jose concrete contractor: driveways, patios, pavers, and turf.

38 leads

\$40.67

per lead

22,386

people reached

0.98%

click-through rate

\$3.81

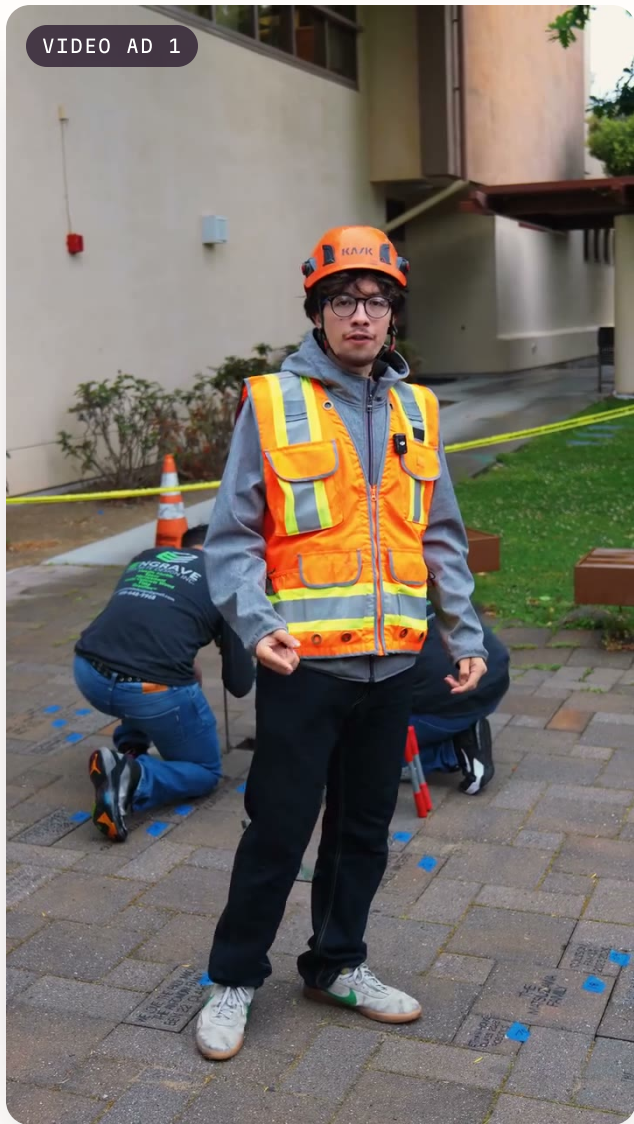
per click

\$1,545

total ad spend

WHY IT WORKED

Wide, open-age targeting across San Jose reached over 22,000 people. For a concrete business, where jobs are big and decisions take time, 38 leads is a lot of pipeline.



CAMPAIGN RESULTS • CLIENT

Engrave Concrete Design Inc.

Video ads for a San Jose decorative concrete company: metallic marble, epoxy, microcement, and more.

24 leads

\$60.76	1.61%	6,104
per lead	click-through rate	people reached
\$5.98	\$95.93	\$1,458
per click	per 1,000 views	total ad spend

WHY IT WORKED

I tested San Jose against Hayward with the same open-age audience. San Jose won: a higher click-through rate and more than triple the leads, so the budget went where it worked.



CAMPAIGN RESULTS · CLIENT

High Level Construction

Bilingual video ads for a Bay Area construction and remodeling company: one in Spanish, one in English.

30 leads

\$71.47

per lead

1.47%

click-through rate

12,104

people reached

\$5.43

per click

\$79.89

per 1,000 views

\$2,144

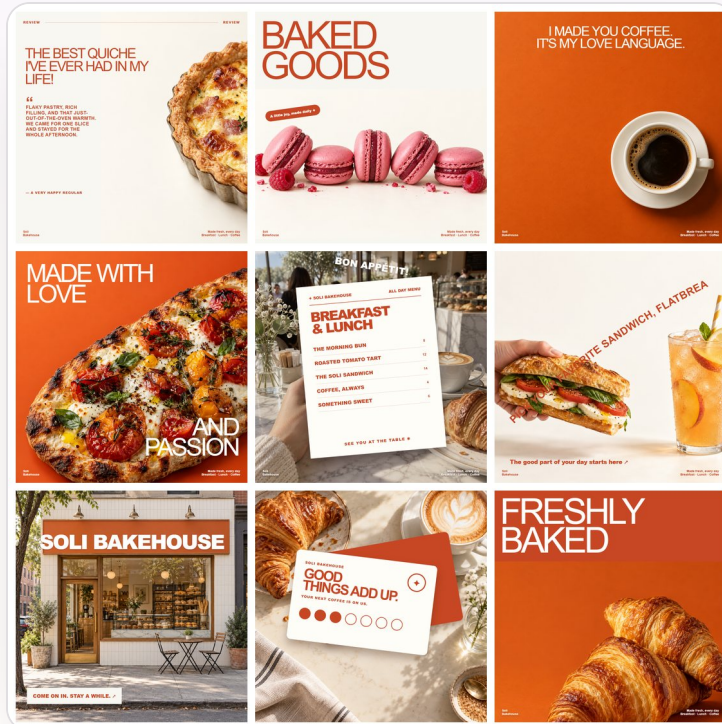
total ad spend

WHY IT WORKED

Steady lead flow with a strong click-through rate: over 12,000 people reached and 30 quality leads at a competitive cost for construction. Running it in Spanish and English let one campaign speak to more of the Bay Area's homeowners.

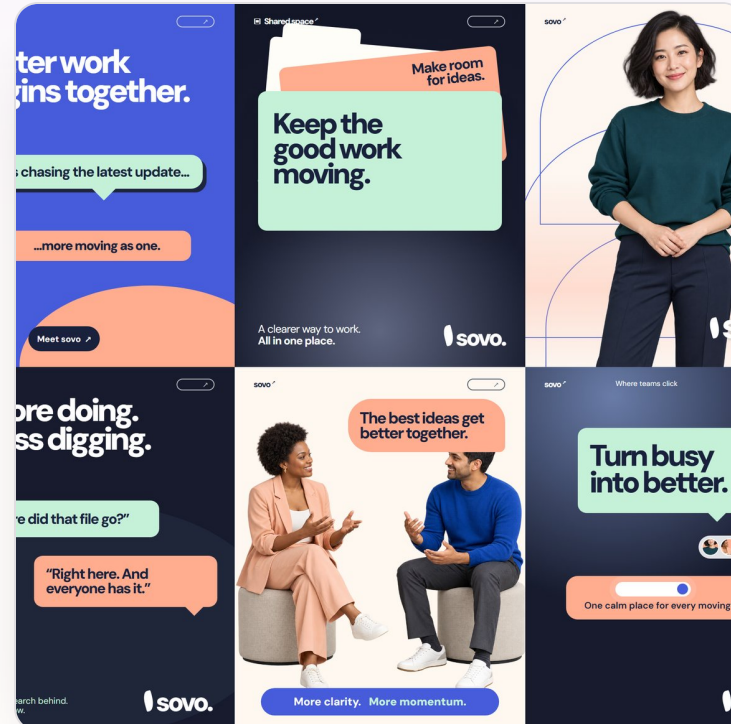
Campaigns, post by *post*.

Every post in each campaign, laid out the way it rolls out on a feed.



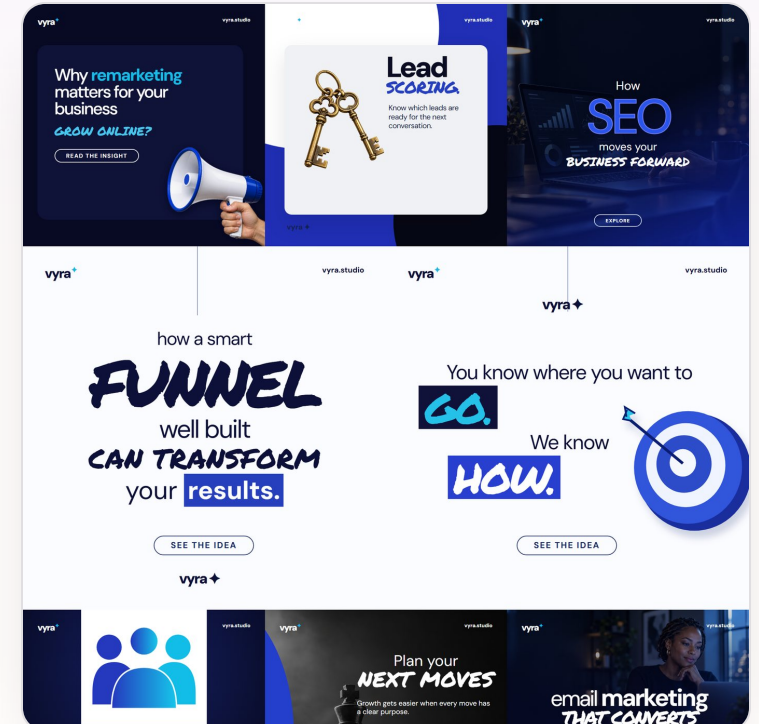
Soli Bakehouse

A nine-post feed for a neighborhood bakehouse: reviews, the menu, the storefront, and a loyalty card, all in one warm orange.



Sovo

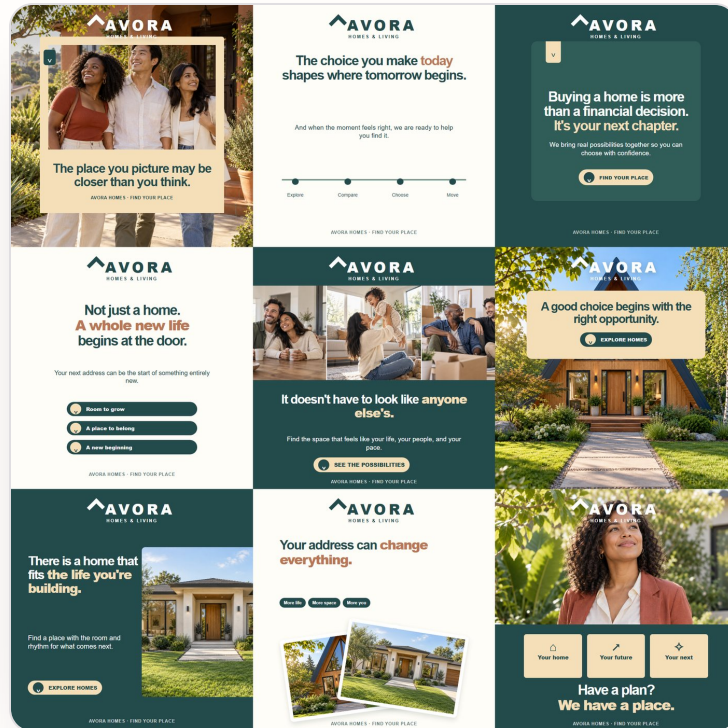
A six-post launch campaign for a team workspace app, told through speech bubbles and real conversations.



Vyra

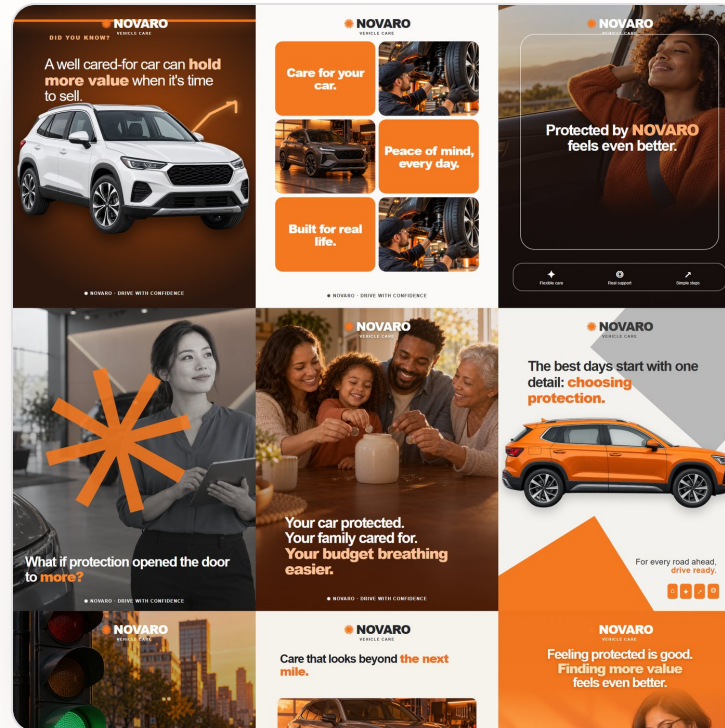
An eight-post series for a marketing studio: remarketing, lead scoring, SEO, funnels, and email, one idea per post.

Campaigns, post by *post*.



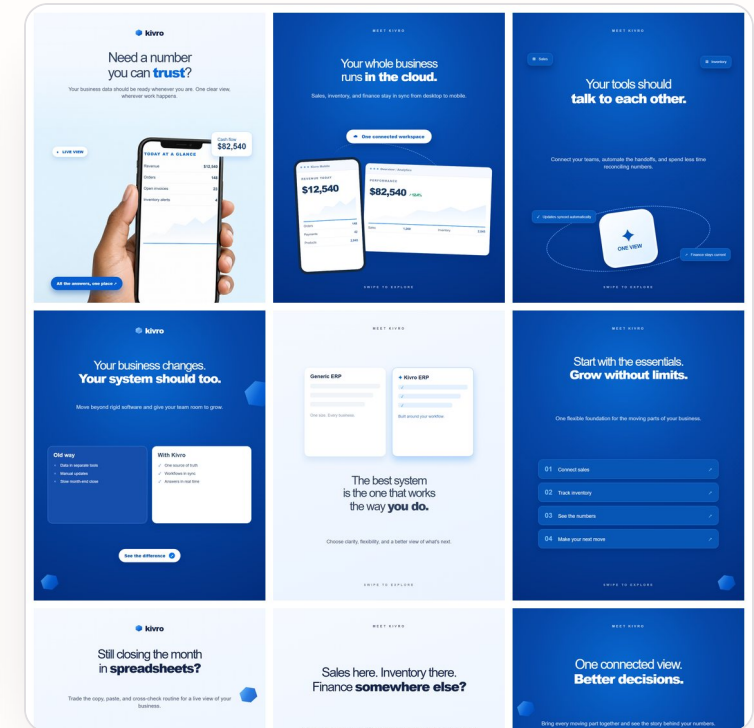
Avora Homes

A nine-post real estate campaign that sells the life, not the listing.



Novaro

A nine-post vehicle care campaign in bold orange, mixing product shots, people, and short promises.



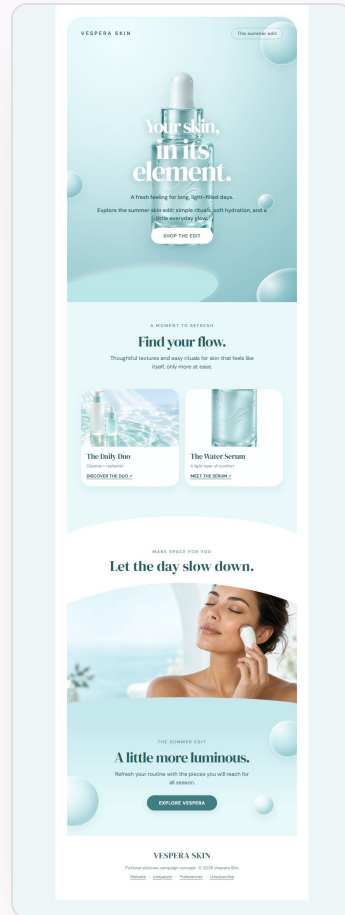
Kivro

A nine-post launch series for business software, turning a dry product into clear, confident one-liners.

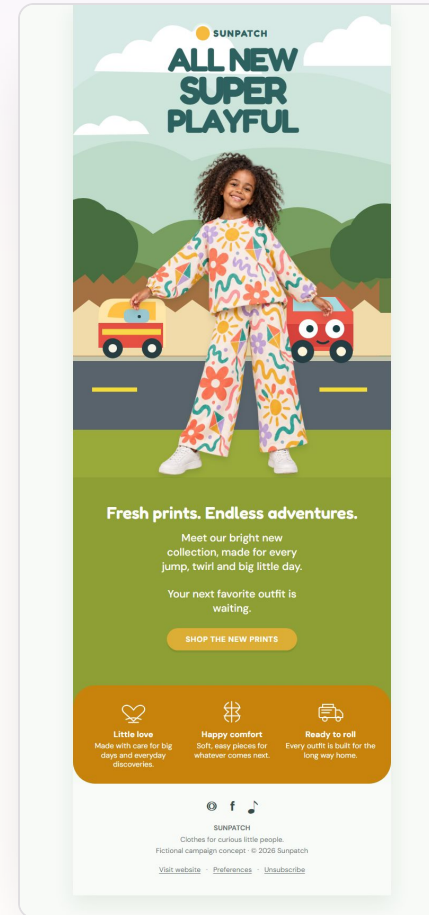
EMAIL DESIGN

Emails, top to *bottom*.

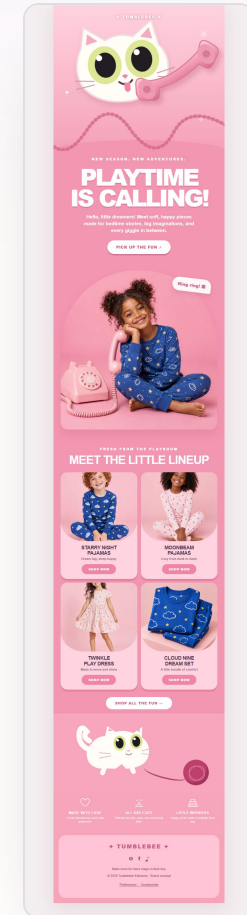
Each email shown in full. Concept designs are marked as such.



Vespera Skin
CONCEPT

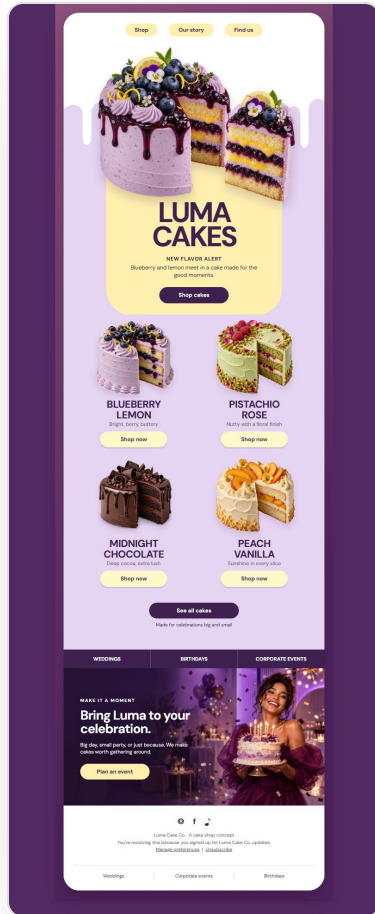


Sunpatch
CONCEPT



Tumblebee
CONCEPT

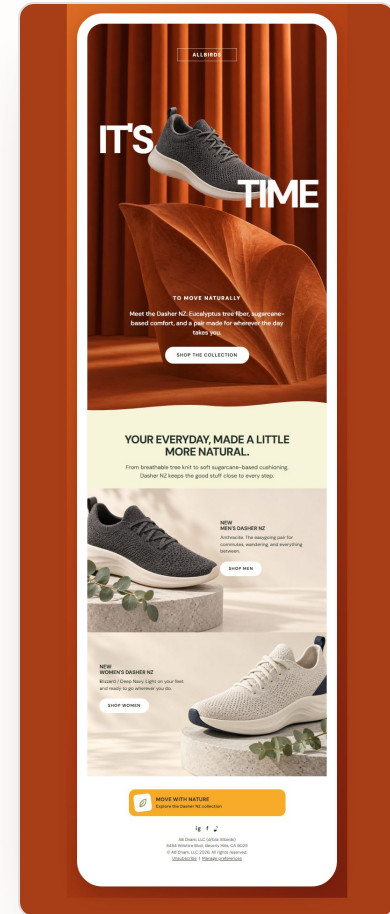
Emails, top to *bottom*.



Luma Cakes
CONCEPT



Aurelle Atelier Bridal
CONCEPT



Allbirds "It's Time"
CONCEPT

LIKE WHAT YOU SEE?

Let's grow *yours next.*

Book a free 30-minute call. Tell me where your growth is stuck and leave with your next step. No pressure, no pitch deck.

Book my free call ↗

SEE IT ALL LIVE

irah-work.pages.dev

PORTFOLIO

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