

JOHN JEFFERSON ROXAS

GoHighLevel Certified Admin | AI Systems & Automation Specialist

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PROFESSIONAL SUMMARY

GoHighLevel Certified Admin with 3+ years in digital marketing and a growing specialization in GHL systems, AI-powered automations, and lead generation infrastructure. Served 20+ clients across Canada, Australia, the Philippines, and Brazil across real estate, dental, immigration, and e-commerce. Specialist in CRM setup, workflow automation, Voice AI deployment, multi-channel marketing operations, and database growth and maintenance.

CORE SKILLS & TOOLS

- GoHighLevel (GHL): Sub-account setup, pipeline architecture, workflow automation, A2P 10DLC, funnels, landing pages, forms, calendar systems, client portals, payment integration, API/webhooks
- AI & Automation: Retell AI, VAPI, ElevenLabs, HeyGen, n8n, Zapier, Claude (Anthropic), ChatGPT / OpenAI
- CRM Management: Lead routing, pipeline cleanup, tag architecture, custom fields, lead scoring, contact segmentation
- Campaigns: Email marketing, SMS campaigns, WhatsApp marketing, drip sequences, re-engagement flows
- Data & Research: Contact research, data scraping, buyer list building, database growth and maintenance
- Web & Design: WordPress, ClickFunnels, HTML/CSS/JS, Vercel, GitHub, Canva, Photoshop, Illustrator
- Payments & Integrations: Stripe, PayPal, Twilio, ActiveCampaign, Meta Ads, Google Ads, Buffer

GOHIGHLEVEL EXPERIENCE

Full sub-account lifecycle -- from blank account to production-ready system:

- CRM setup and cleanup: pipeline architecture, tag systems, lead scoring, custom fields, contact segmentation, and database organization built for real business workflows
- Lead routing and workflow creation: multi-branch automation flows covering lead capture, qualification, appointment booking, no-show recovery, post-close nurture, and referral sequences
- Real estate pipeline architecture: 11-stage Buyer Pipeline, 9-stage Seller Pipeline, No-Show Recovery Pipeline, 30+ structured tags, round-robin agent assignment with escalation logic, and 6 conditional exception workflows
- Landing pages, funnels, and forms: built and deployed across GHL, WordPress, and custom-coded builds
- Email and SMS campaigns: broadcast setup, drip sequences, list segmentation, and performance tracking

AUTOMATIONS BUILT

Voice AI Booking System -- Immigration Consulting Client

- Deployed Retell AI voice agent with 3 custom API functions: real-time GHL calendar slot retrieval, live appointment creation with timezone handling, and automatic timezone resolution from phone number -- agent books appointments on live calls with zero human involvement

Dental Clinic -- Full GHL Infrastructure

- Built GHL sub-account from scratch with 3 pipelines and 8+ workflows; no-show rate reduced by 45%, 100% automated post-consultation follow-up, review request, and referral sequences

Multi-Channel Lead Nurture -- Immigration Client

- Bilingual WhatsApp and email sequences (English/French) segmented by market and timezone for Africa and Asia; conversation AI deployed across platforms -- leads progressing to payment before business opens each day

WORK EXPERIENCE

GoHighLevel Specialist | Self-Employed

August 2025 -- Present

- Building and delivering end-to-end GHL systems -- CRM setup, workflow automation, Voice AI deployment, funnel builds, email/SMS/WhatsApp campaigns, data management, and SOP documentation for clients across multiple industries

Digital Marketing VA | Various Clients

2022 -- 2025

- 3 years managing Meta Ads, Google campaigns, social media planning, content scheduling, and marketing analytics across multiple brands; identified post-click funnel drop-offs and implemented automation fixes to recover lost leads

Sales & Marketing Professional | Various Industries

2014 -- 2022

- 8 years across B2B and B2C sales and marketing covering client onboarding, lead qualification, buyer psychology, and operational process design

EDUCATION

Bachelor of Science in Marketing

University of Santo Tomas | Manila, Philippines

AVAILABILITY & RATE

Desired Rate: \$8--\$12/hr | **Availability:** Remote, Part-Time to Start | **Portfolio:** <https://www.johnroxas.com>