

JOHN JEFFERSON ROXAS

GoHighLevel Systems Architect | Automation and AI Specialists

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PROFESSIONAL SUMMARY

GoHighLevel Systems Architect and AI Automation Specialist with hands-on experience designing CRM, lead management, appointment, AI voice, and multi-system automation solutions for international clients. Experienced in translating business processes into reliable workflows, connecting platforms through APIs and webhooks, and documenting systems for team handoff.

CORE TECHNICAL COMPETENCIES

GHL Systems: Sub-account architecture · Pipelines · Workflows · Lead scoring/routing · Calendars · Segmentation · Forms · A2P 10DLC

AI & Automation: Retell AI · VAPI · ElevenLabs · Voice AI · n8n · Zapier · Make · AI-assisted workflows

Integrations: REST APIs · Webhooks · OAuth · JSON · Twilio · Calendar integrations · Multi-system data synchronization

Web & Development: HTML/CSS/JS · Python · React · Tailwind · WordPress · ClickFunnels · GitHub · Vercel

CLIENT PROJECTS

O'Kelly & Sons Roofing Services — Intelligent Lead Routing & AI Dispatch System

Jul–Aug 2026

Client Project | GoHighLevel · n8n · Voice AI · ServiceM8 · Xero · APIs

Problem Solved: Reduced manual lead triage and dispatch by automatically identifying urgent roofing enquiries, scoring leads, and matching jobs to technicians based on service requirements, location, availability, and workload.

- Built a lead-scoring and routing engine for emergency and non-emergency roofing enquiries.
- Developed a Voice AI dispatcher to collect job details, identify urgency, and trigger the appropriate workflow.
- Implemented multi-technician calendar routing and connected GHL → n8n → ServiceM8 → Xero for CRM, field operations, and invoicing.
- Created SOPs, system documentation, and a team training video for operational handoff.

Simplicity AI — AI Lead Recovery, Qualification & CRM Intelligence System

Jul 21-24, 2026

White-Label Client Project | GoHighLevel · n8n · Retell AI · APIs · Webhooks

Problem Solved: Reduced lead leakage and manual data entry by automating AI calls, SMS recovery, appointment booking, clinic transfers, and post-call extraction of structured conversation data into the CRM for reporting and downstream workflows.

- Automated multi-step outbound call attempts, SMS follow-up, DND handling, appointment routing, and pipeline updates.
- Built human-handoff logic to transfer qualified or high-intent conversations to the clinic team.
- Extracted call outcomes and key conversation data into GHL for reporting and subsequent automation decisions.
- Implemented duplicate prevention, timezone validation, retry logic, stop conditions, and API error handling.
- Diagnosed and resolved Retell outbound-country restrictions using API responses and workflow execution data.

Dr. Natalia — Instagram Lead Generation & Appointment Booking System

Jul 2 - 16, 2026

Client Project | GoHighLevel · Website/Funnel Development · Instagram · Calendar Automation

Problem Solved: Turned Instagram traffic into a structured lead-to-appointment journey by connecting social traffic to a conversion-focused funnel, CRM capture, and automated booking.

- Built a mobile-focused website and funnel designed around Instagram traffic.
- Connected Instagram → funnel → GHL CRM → appointment booking.
- Automated booking confirmations, reminders, and follow-up to support the consultation journey.

DG Canada Immigration — Lead-to-Consultation & Appointment Automation System

Feb–Jun 2026

Client Project | GoHighLevel · n8n · Retell AI · Twilio · Calendars · WhatsApp · Email · APIs

Problem Solved: Streamlined the lead-to-consultation journey by automating lead capture, segmentation, booking, reminders, follow-up, and AI-assisted lead recovery across multiple channels.

- Built the lead-to-consultation CRM workflow for structured lead capture, segmentation, and pipeline management.
- Automated appointment confirmations and 24h/1h/15m reminders across email and WhatsApp.
- Integrated GHL, n8n, calendars, Twilio, and AI services to synchronize lead and appointment data.
- Implemented bilingual communication and segmentation for applicants and partner audiences.
- Created reusable email and WhatsApp marketing templates, SOPs, system documentation, and a team training video for handoff.

Liberty B Builders & Development Corporation — Website & Digital Presence Development

Aug 2025–Jan

2026

Client Project | GoHighLevel · Website Development · CRM · Forms

Problem Solved: Improved the company's online credibility and visibility through a professional website that showcased its services and provided a direct pathway for prospects to make enquiries.

- Built a responsive business website with service pages, CTAs, enquiry forms, and CRM-connected lead capture.
- Optimized the site for mobile usability, navigation, and conversion.

EARLIER EXPERIENCE

Digital Marketing Specialist — Ink & Threads | Apr 2021–Jul 2025

B2B Business Development Manager — RVR Printing Company | May 2015–Mar 2020

Sales Officer / Marketing Assistant — Century Properties Group | Jun 2014–Apr 2015

Background in B2B sales, prospecting, digital outreach, client acquisition, and marketing—supporting a systems-first approach to lead generation and CRM automation.

EDUCATION & TRAINING

BSBA, Major in Marketing — University of Santo Tomas | 2010–2014

HighLevelAccelerator Certified Builder — Cece Tan

GoHighLevel Certified Admin — Aug 2025 | GoHighLevel Directory

LANGUAGES

English (C1, IELTS) · Tagalog