

ALLEN BACTAD

GHL Automations • AI Workflows • System Builder

PROFESSIONAL SUMMARY

GoHighLevel specialist designing and implementing automated workflow systems for high-level coaching businesses and service-based companies across the Philippines. Expert in CRM configuration, multi-channel marketing automation, and business process optimization. Skilled in creating conversion-focused funnels, appointment scheduling systems, and lead nurturing workflows that drive business growth. Currently working with premium coaching clients while building scalable automation systems for small to mid-sized businesses.

CORE COMPETENCIES

- GoHighLevel CRM Architecture | Pipeline & Opportunity Management | Lead Segmentation & Targeting
- Workflow Automation | Email Sequences | SMS Campaigns | Missed-Call Text-Back | Lead Nurturing Systems
- Sales Funnels & Conversion | Landing Pages | Form Design | Lead Capture & Qualification Systems
- Appointment Automation | Calendar Integration | Booking Systems | Automated Reminders & Follow-ups
- AI Integration | ChatGPT & Claude for Automation | Workflow Intelligence | Process Optimization
- Multi-Client Project Management | Business Process Improvement | Systems Thinking | Workflow Fixes & Optimization

PROFESSIONAL EXPERIENCE

GoHighLevel Automation Specialist & Workflow Architect

Premium Coaching Business & Multi-Client Operations | Remote

- Design and deploy complete GoHighLevel automation systems for high-level coaching business, managing end-to-end CRM architecture and multi-stage client journey workflows
- Build custom workflow automations eliminating 10+ hours/week of manual client communication and administrative tasks through strategic email, SMS, and appointment workflows
- Create conversion-optimized landing pages, sales funnels, and lead capture systems generating qualified leads and automating client onboarding
- Architect sophisticated appointment scheduling and reminder systems with multi-stage automation ensuring 100% client communication consistency
- Work with multiple small business clients to audit, fix, and optimize existing GoHighLevel systems, improving workflow efficiency and lead management
- Implement lead nurturing sequences and automated follow-up systems increasing conversion rates and client lifetime value
- Design smart contact segmentation and targeting strategies using custom fields and automation for precision marketing
- Integrate AI tools (ChatGPT, Claude) into workflows for enhanced content generation, automation intelligence, and process optimization

Operations Manager

Amazon.com | 2020 – 2024

- Led operations in high-velocity e-commerce environment, managing processes, systems, and team performance
- Implemented operational improvements and process optimization resulting in increased efficiency
- Developed strong foundation in business systems thinking, process design, and operations management

TECHNICAL EXPERTISE

GoHighLevel Platform: CRM architecture, subaccount configuration, pipeline design, automation builders, workflow logic, funnels, landing pages, websites, appointment systems, reporting & analytics

Automation & Integration: Email automation, SMS campaigns, appointment reminders, lead nurturing sequences, missed-call workflows, multi-channel campaign management

AI & Tools: ChatGPT, Claude (content, workflow design, process automation), Google Workspace, Excel, Sheets, Canva

Emerging Skills: Make.com, Zapier, n8n (expanding integration & automation capabilities)

KEY ACHIEVEMENTS

- Architected complete automation infrastructure for premium coaching business eliminating manual processes and improving client experience
- Fixed and optimized workflows for multiple small business clients, improving efficiency and lead management
- Created multi-stage funnel systems generating consistent qualified leads for service-based businesses
- Designed appointment automation reducing no-shows and improving client communication consistency
- Implemented lead nurturing systems increasing conversion rates and customer lifetime value
- 5+ years demonstrated remote work success showing reliability, self-direction, and consistent performance