

# DEO TAGACAY SARAD

GHL Specialist | Marketing Automation & CRM Systems | Funnel Expert  
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## SUMMARY

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GoHighLevel (GHL) Specialist with freelance client experience building high-converting funnels and landing pages inside the platform. A technical foundation in web development means fewer roadblocks when customizing pages, configuring pipelines, or troubleshooting beyond drag-and-drop templates. Focused on helping businesses turn leads into booked calls and sales through clean funnel design and reliable marketing automation.

## CORE SKILLS

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**GHL / CRM:** Funnel & landing page builds, pipeline setup, CRM configuration, client onboarding

**Marketing Automation:** Workflow automations, lead nurture sequences, SMS/email triggers

**Technical Edge:** JavaScript, Custom CSS, HTML5, REST APIs, Webhooks

**Tools & Integrations:** GoHighLevel, Zapier, Make, Stripe, Twilio

**Productivity:** Microsoft Word, PowerPoint, Excel, Google Meet, Microsoft Teams, Zoom

## RELEVANT EXPERIENCE

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**GoHighLevel Specialist (Funnels & Landing Pages)** | *Freelance / Independent Client Projects* 2025 – Present

- Designed and built funnels and landing pages in GoHighLevel for freelance clients, from initial page structure through to launch.
- Worked directly with clients to translate their offers and goals into conversion-focused funnel flows.
- Applied a web development background to customize page elements and troubleshoot beyond GHL's standard templates.
- Managed the end-to-end client relationship — requirements gathering, build, revisions, and handoff.

## TECHNICAL BACKGROUND

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Full-stack development experience (PHP, MySQL, MVC architecture) built during a Full-Stack Developer Internship at Universal Storefront Services Corporation, where I helped build a web portal for registered lawyers. This foundation supports faster, more reliable work inside CRM and automation platforms like GHL.

## CERTIFICATIONS

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- NCII Computer System Servicing — TESDA, valid September 2024 – 2029
- NCIII Visual Graphic Design — TESDA, valid May 2026 – 2031

## EDUCATION

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**Polytechnic University of the Philippines** — Sta. Mesa, Metro Manila  
Diploma in Information Technology  
GPA: 1.33 (1st Year), 1.54 (2nd Year)

2023 – 2026

## EXTRACURRICULAR

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- Member, Google Developer Student Club — 2024 – 2026; consistently attended technical seminars and workshops.