Adrian Licong

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Experience

GoHighLevel Specialist

- Built service-based landing pages in GoHighLevel with service sections, inquiry forms, and appointment booking elements.
- Customized page layouts using HTML and CSS to match business branding and improve usability.
- Adjusted navigation, typography, buttons, and spacing for desktop and mobile screens.
- Configured contact custom fields and CRM pipeline stages to organize inquiries and track bookings.
- Created workflows for form submissions, appointment confirmations, reminders, and internal email notifications.
- Connected forms and calendars to guide visitors from inquiry to appointment scheduling.

Education

Ateneo de Davao University 2020-2022
Senior High School - STEM *Davao City, Philippines*

Mapua Malayan Colleges Mindanao 2022-2025
Bachelor of Science in Architecture *Davao City, Philippines*

Recent Projects

Paws Royale | *GoHighLevel, HTML, CSS, Lead Capture*

· Created a dog grooming funnel featuring service offerings, booking calls to action, and a free-service registration offer.
· Applied consistent branding across navigation, forms, buttons, and page sections.
· Refined mobile spacing and typography to improve readability.

Premier Landscapes | *GoHighLevel, HTML, CSS, Responsive Design*

· Built a landscaping landing page featuring service descriptions, project imagery, and consultation calls to action.
· Customized navigation and service layouts for desktop and mobile viewing.

GolfLab | *GoHighLevel, HTML, CSS, Forms, Calendars, Workflows*

· Created a promotional landing page for a 25% discount offer with lead capture and session booking.
· Set up pipeline stages for form submissions and scheduled bookings.
· Developed email follow-ups to share booking information, confirm appointments, and send reminders.

Technical Skills

GoHighLevel: Funnel Building, Landing Pages, Forms, Custom Fields, Calendars, Contact Management, CRM Pipelines
Automation: Workflow Triggers and Actions, Email Follow-Ups, Appointment Confirmations, Reminders, Internal Notifications
Web Design: HTML, CSS, Responsive Layouts, Navigation, Form and Calendar Embeds