

Richard Allhen Rivera

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EXPERIENCE

Ticketing Sales Committee Member

February 2026 – April 2026

Systems Plus College Foundation

School Event Committee

- **Digital Sales Management:** Utilized a specialized ticketing system to process transactions, ensuring real-time tracking of sales and inventory.
- **Team Collaboration:** Partnered with the sales team to streamline the attendee check-in process and reconcile daily financial reports.
- **Financial Accuracy:** Managed seamless remittance of funds with a 100% accuracy rate, eliminating manual entry errors through system integration.

GoHighLevel Automation and Marketing Intern

March - Present

Astro AI Automations, New Mexico, USA

AI Automation Agency

- **Architecting Scalable Sub-Account Systems:** Orchestrated end-to-end GHL sandbox environments, facilitating rapid iteration and deployment of robust, market-ready business systems.
- **Conversion-Centric Funnel Engineering:** Designed sophisticated, multi-stage funnel architectures prioritized for high-response UI/UX and maximum lead-capture efficiency.
- **Intelligent Workflow Orchestration:** Engineered advanced automation "recipes" within GHL to synchronize form submissions, calendar scheduling, and pipeline progression into a frictionless user journey.
- **Advanced CRM & Data Infrastructure:** Built bespoke pipeline frameworks that bridge the gap between front-end acquisition and back-end management, ensuring total data transparency and lead flow visualization.

EDUCATION

College

BS in Computer Science

McArthur Highway Angeles, Pampanga

2024 – 2026

Highschool

TVL-ICT

McArthur Highway Angeles, Pampanga

2020 – 2024

RECENT PROJECTS

Custom UI/UX Funnel Architecture | *GoHighLevel, Custom CSS, JavaScript, VSL Integration* April, 2026

- Engineered high-converting funnel flows featuring seamless Video Sales Letter (VSL) scenarios to drive bookings for the short-term rental industry.
- Executed a strict mobile-first design and development workflow, guaranteeing flawless smartphone viewport performance.

Niche Lead Generation Prototypes | *GoHighLevel, Custom CSS/JS, UI/UX Design* April, 2026

- Built complete brand identities and lead-generation funnels tailored for specific service industries, such as specialty automotive repair.
- Programmed custom interactive sliders and styled high-specificity promotional elements without breaking native GHL structures.

Advanced CRM Logic & Automations | *GoHighLevel Automations, Logic Mapping* April 2026

- Architected complex CRM systems utilizing custom logic mapping to automatically segment and qualify incoming contacts.
- Integrated dynamic quiz results to efficiently route prospects into distinct pipelines based on their immediate interest levels.
- Established an alphanumeric naming convention for workflows, providing a highly organized, scalable backend environment for client management.

TECHNICAL SKILLS

Productivity Application: Google and Microsoft Productivity Apps, Canva

Specialization: GoHighLevel, CRM Automation, Funnel Building