Warren Lacanilao

HighLevel Automation Specialist | CRM & Workflow Architect | Digital Business Systems Builder

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PROFESSIONAL SUMMARY

Results-driven HighLevel automation specialist with experience building CRM systems, workflow automations, sales pipelines, AI-powered business tools, websites, funnels, and lead management systems. Helps businesses organize leads, automate follow-ups, improve customer response time, manage reputation, and turn missed opportunities into booked appointments.

CORE SKILLS

- HighLevel / GoHighLevel Automation
- Sales Pipeline Creation
- Chatbot Automation
- Email & SMS Campaigns
- Appointment Booking Automation
- CRM Setup & Management
- Missed Call Text Back Systems
- Reputation Management
- Website & Funnel Building
- Client Onboarding Systems
- Workflow Automation
- AI Receptionist Setup
- Listings Management
- Lead Generation Systems
- Customer Support & AI Data Annotation

PROFESSIONAL EXPERIENCE

HighLevel Automation Specialist

Freelance | Remote | 2+ Years Experience

• Built and managed digital automation solutions using CRM workflows, AI tools, reputation systems, and lead capture systems.
• Created automated follow-up systems for leads, missed calls, appointments, and inquiries using SMS, email, forms, calendars, and pipeline triggers.
• Built CRM pipelines to help businesses track leads from first contact to booked customer and improve response time.
• Implemented missed call text back, AI receptionist, chatbot, and review request systems to capture inquiries faster.

AI Data Annotation Specialist

Telus Digital Philippines, Inc. | 06/2025 – 08/2026

• Reviewed and evaluated high volumes of user-generated content for policy and community guideline compliance.
• Identified policy violations and applied appropriate moderation tags and classifications according to established guidelines.
• Performed content review and data annotation tasks while maintaining accuracy and quality standards.
• Handled multiple moderation workstreams while following procedures and meeting productivity and quality requirements.

Customer Service Representative – United Healthcare Group

Optum Global Solutions Philippines | 12/2023 – 12/2024

• Handled inbound customer calls regarding health insurance coverage, benefits, and prescription-related inquiries.
• Assisted patients and healthcare providers with claims, benefits, eligibility, and callback requests.
• Reviewed prior authorization and pre-certification status for medical procedures when required.
• Verified patient plan information, including in-network and out-of-network benefits.
• Contacted patients and healthcare providers to obtain pending medical records and verify patient demographic information.

Advisor II – Sam's Club Customer Service

Concentrix CVG Philippines Inc. | 11/2021 – 08/2023

• Assisted customers with product information, promotions, and membership benefits.
• Handled membership renewals, upgrades, and related customer requests accurately and efficiently.
• Assisted customers with shipment tracking, lost packages, refunds, and returns.
• Resolved customer concerns while maintaining a positive and professional customer experience.

PROJECTS & SYSTEMS BUILT

CRM lead pipeline systems; missed call text back automation; AI receptionist workflows; review request automation; appointment booking systems; website contact form automations; email and SMS follow-up campaigns; lead capture funnels; business listing setup; chatbot and conversational automation; AI data annotation and content review.

INDUSTRIES SERVED

HVAC, roofing, plumbing, dental, pet grooming, local service businesses, coaches, course creators, freelancers, virtual assistants, and small business owners.

TOOLS & PLATFORMS

HighLevel / GoHighLevel, CRM pipelines, workflow builders, email campaign systems, SMS automation, calendars, forms, surveys, funnels, websites, AI chatbots, voice AI tools, reputation management platforms, Google Business Profile support, and lead generation tools.

PERSONAL BRAND STATEMENT

I build simple, powerful automation systems that help businesses respond faster, follow up better, organize leads, and close more opportunities without depending on manual work every day.