

Ylhex H. Pangilinan

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PROFESSIONAL SUMMARY

GoHighLevel Automation and AI Systems Builder focused on helping service businesses capture leads, book appointments, organize CRM pipelines, and automate follow ups. I build funnels and backend systems using GoHighLevel workflows, forms, calendars, tags, pipelines, email/SMS automation, Make, webhooks, and Google Sheets. Portfolio includes demo walkthroughs for a GHL Lead Sync System, dental booking automation, and staycation booking operations system.

EXPERIENCE

GoHighLevel Automation and Funnel Specialist Intern

April 2026 to Present

Astro AI Automations

AI Automation Agency

- Assisted in building and optimizing GoHighLevel funnels, booking pages, forms, calendars, and automation workflows.
- Set up CRM pipelines, tags, and workflow automations for lead management, appointment booking, and follow up.
- Created email sequences for appointment reminders, no show recovery, re engagement, and lead nurturing.
- Supported funnel testing, workflow testing, automation debugging, and basic conversion flow improvements.
- Helped organize backend systems so leads and customers move through the correct business process.

Content Creator and Digital Marketing Specialist

2024 to Present

Self Employed

Fitness, Running, Lifestyle, and Brand Collaborations

- Created short form content for TikTok and Instagram focused on fitness, running, lifestyle, and self improvement.
- Used hooks, storytelling, editing, and retention based content structure to improve engagement and audience growth.
- Built brand collaboration experience through affiliate marketing, paid campaigns, product features, and UGC partnerships.
- Tracked content performance using views, watch time, engagement, and audience response to improve future content.
- Built repeatable content systems through repurposing, structured posting, hook testing, and campaign coordination.

Marketing Intern

April 2026 to Present

Astro AI Automations

AI Automation Agency

- Assisted in digital marketing execution, content planning, research, and campaign support.
- Conducted competitor research and basic market analysis to support campaign strategy.
- Monitored engagement and performance data to support marketing improvements.

RECENT PROJECTS

GHL Lead Sync System | GoHighLevel, Make, Webhooks, Google Sheets, CRM Automation

2026

- Built a GoHighLevel lead sync automation that sends new lead data to Make through a webhook.
- Created routing logic to check if required lead information is complete before syncing to Google Sheets.
- Synced complete leads to a clean lead tracking sheet and separated incomplete leads into a manual review sheet.
- Set up admin notifications, GHL tags, and pipeline updates so incomplete leads are still reviewed instead of being ignored.

Dental Booking and Follow Up Automation | GoHighLevel, CRM, Workflows, Email, SMS

2026

- Built a GoHighLevel booking automation system for a dental clinic Free Smile Assessment flow.
- Created workflows for appointment confirmations, reminders, no show recovery, closed patient tracking, and post consultation follow up.
- Set up CRM pipeline stages, contact tags, email and SMS messages, and test contact activity for demo walkthrough.
- Designed the system to help clinics reduce manual follow up, organize booked patients, and prevent warm leads from being forgotten.

A+home Staycation Booking Automation System | GoHighLevel, AI Front Desk, Forms, Pipelines

2026

- Built a staycation booking system that handles guest inquiries, screening, manual review, add on requests, payment flow, and review requests.
- Created pipeline stages for qualified guests, manual review, add on quote needed, payment details sent, deposit pending, confirmed booking, checked out, and review requested.
- Set up automation logic to separate qualified bookings from guests that need owner approval.
- Designed the system so the owner still handles final decisions while automation handles sorting, follow up, check in details, and review requests.

EDUCATION

STI College

Bachelor of Science in Information Technology

Philippine Merchant Marine School

STEM

Pamplona Tres, Las Pinas City

2023 to 2024

Valley Road, Talon Uno, Las Pinas

2020 to 2022

TECHNICAL SKILLS

Automation and CRM: GoHighLevel, GHL Workflows, CRM Pipelines, Tags, Forms, Surveys, Calendars, Email Automation, SMS Automation, Internal Notifications, Review Requests, No Show Recovery

Integrations and Backend Systems: Make.com, Webhooks, Google Sheets, Data Mapping, Lead Sync Automation, Admin Notifications, Pipeline Updates, API Basics, Postman Basics

AI and Workflow Planning: AI Front Desk Flows, AI Conversation Rules, ChatGPT, Codex, Prompt Writing, SOP Documentation, Automation Testing, Workflow Troubleshooting

Funnels and Design: Funnel Builds, Landing Pages, Website Pages, Canva, Meta Business Suite, Google Analytics

Productivity: Google Workspace, Microsoft Productivity Apps, Slack, Notion, Trello, OBS, Loom, YouTube Unlisted Demos