

EZECKIEL M. MAGAT

GOHIGHLEVEL SPECIALIST | A2P 10DLC & AUTOMATION

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PROFESSIONAL SUMMARY

GoHighLevel specialist focused on CRM automation, lead management, appointment systems, and client account setup. Experienced in building websites and sales funnels, email and SMS nurture workflows, forms and calendars, conversational and voice AI integrations, and A2P 10DLC configuration. Skilled at connecting tools and automations to reduce manual work, keep follow-ups consistent, and create organized systems for businesses.

CORE EXPERTISE

- Workflow & Marketing Automation
- Lead Nurture & Follow-Up Automation
- Forms, Surveys & Calendar Setup
- Voice AI Setup & Integration
- Website & Funnel Building
- Sales Funnels & Landing Pages
- Conversational AI / Chat Widget Setup
- White-Labeling: Agency & Sub-Accounts

EXPERIENCE

Independent Practice & Portfolio Builds | Aug 2024 – Present

- Created and managed a Real Estate CRM pipeline in GoHighLevel to organize leads and track their progress from new inquiry through conversion.
- Built automated email and SMS follow-up workflows to nurture leads, reduce manual follow-ups, and improve response consistency.
- Set up and managed A2P 10DLC registration and phone number configuration to support compliant SMS communication and reliable message delivery.
- Customized GoHighLevel agency and client account settings, including branding and dashboard configurations for a more professional client experience.
- Developed automation workflows for appointment booking, reminders, no-shows, lead responses, and follow-up sequences.
- Used webhooks and integrations to automate lead data transfers, update contact information, and connect GoHighLevel with external tools such as Google Sheets.

TOOLS & PLATFORMS

CRM & Automation: GoHighLevel, Zapier

Workspace & Organization: Google Workspace, Notion, Trello

Communication: Slack, Discord

Design & Scheduling: Canva, Calendly

EDUCATION

Bachelor of Science in Information Technology | 2014 – 2018

Pambayang Dalubhasaan ng Marilao