

KIMHOY TAN

GOHIGHLEVEL SPECIALIST | TECHNICAL VIRTUAL ASSISTANT

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PROFESSIONAL SUMMARY

GoHighLevel Specialist and Technical Virtual Assistant experienced in CRM setup, pipeline management, workflow automation, funnels, landing pages, forms, booking calendars, email campaigns, lead research, and technical quality assurance. Helps service-based businesses organize leads, reduce manual follow-up, improve customer response, and create smoother appointment-booking processes. Known for organized execution, careful testing, clear communication, and reliable technical support.

CORE SKILLS

GoHighLevel CRM Setup | Pipelines and Opportunity Management | Workflow Automation | Forms and Surveys | Calendar and Booking Systems | Funnels and Landing Pages | Email and SMS Campaign Setup | Lead Generation and Data Cleanup | Custom HTML, CSS, and JavaScript | Website Updates | Quality Assurance Testing | Domain and DNS Support | Client Communication | Technical Support

PROFESSIONAL EXPERIENCE

Technical General Virtual Assistant

ScaleUpX | Remote | 2026 - Present

- Configure GoHighLevel pipelines, opportunities, contact records, forms, calendars, and automation workflows to support lead management from initial inquiry through booked appointment.
- Build and update landing pages, funnels, booking pages, and custom GoHighLevel sections with clear calls to action and mobile-friendly layouts.
- Prepare email campaigns, cold outreach sequences, sales follow-ups, customer reactivation workflows, and appointment reminders for consistent lead communication.
- Research prospects, organize lead lists, remove duplicate records, verify business details, and prepare decision-maker information for outreach.
- Test forms, links, calendars, funnels, workflows, domains, and CRM processes before launch; document issues and recommend practical fixes.
- Provide client support through progress updates, organized task tracking, technical troubleshooting, and dependable follow-through.

SELECTED PROJECTS

Home Flow Digital CRM and Funnel Support: Prepared GoHighLevel setup concepts for home-service businesses, including service offers, pipeline stages, booking messages, email campaigns, follow-up logic, and automation recommendations.

Custom GoHighLevel Form Enhancement: Created HTML, CSS, and JavaScript enhancements for service-selection forms, including matching icons and conditional checkbox behavior for mutually exclusive options.

Interactive Portfolio Website: Designed and developed a portfolio website presenting GoHighLevel, CRM, automation, funnel, booking, lead-generation, and Technical Virtual Assistant services in a client-focused format.

TOOLS AND PLATFORMS

GoHighLevel | Google Workspace | Spreadsheets and Lead Trackers | Facebook and Meta Business Suite | HTML | CSS | Basic JavaScript | GoDaddy Domain and DNS | n8n Fundamentals | Zoom | Google Meet | Botcake

EDUCATION

Bachelor of Science in Information Technology | STI College of Davao | 2008 - 2012

TRAINING

GoHighLevel 3-Day Mastermind Training - Hands-on training in CRM setup, workflow automation, funnel building, calendar setup, email campaigns, lead generation, and client-system optimization.