JESSIE BOY CASTRO

GoHighLevel (GHL) Specialist | CRM Architect | Workflow Automation Expert | AI Chatbot Builder
Remote | Angeles City, Pampanga, Philippines | +63 975 567 5334 | jessieboycastro@gmail.com
linkedin.com/in/jessie-boy-castro-ghl | Career Portfolio: https://canva.link/f4518i8ryqjoo74

EXECUTIVE PROFILE

Remote GoHighLevel Specialist and CRM Architect who converts manual lead handling into automated, measurable revenue systems for US-based service businesses. 4 years of hands-on delivery across real estate, mortgage, construction and roofing, recruiting, credit repair, and professional coaching, currently managing 7 concurrent client businesses. Results include an 18% lift in lead-to-appointment conversion, lead response time cut from 1–2 hours to 1 minute, approximately 30 administrative hours reclaimed weekly, 22 sub-accounts audited, and roughly 40 sales funnels built. Combines CRM architecture, workflow orchestration, and conversational AI with 10+ years of prior supervisory and quality leadership in training, process standardization, and stakeholder management.

CORE COMPETENCIES (KSA)

KNOWLEDGE	SKILLS	ABILITIES
CRM architecture & data modeling	GoHighLevel: workflows, pipelines, funnels, calendars, Conversation AI	Translate business requirements into scalable systems
Lead lifecycle & pipeline velocity	CRM implementation, marketing automation, lead nurturing	Lead and train virtual assistant teams
Funnel & conversion strategy	Zapier, Jotform, Jobber, Salesforce, Calendly	Run concurrent multi-client engagements
Messaging compliance, consent & A2P carrier registration	HTML / CSS / JavaScript, WordPress, Divi	Troubleshoot cross-platform data flows
Multi-sub-account management	Email & SMS marketing, Social Media Marketing	Report KPIs to executives & stakeholders
	Canva, Google Workspace, Microsoft Office, Slack	

SELECTED ACHIEVEMENTS

- +18% lead-to-appointment conversion through full-stack CRM pipeline design (real estate).
- 1–2 hours to 1 minute lead response time using instant AI-driven SMS/email triggers (security agency).
- ~30 admin hours saved weekly by auditing and automating 22 GHL sub-accounts (Gold Star Incorporated).
- ~40 sales funnels built with webinar registration and payment gateways, plus AI chatbots that qualify and book credit repair leads.
- 17 virtual assistants supported on one unified GHL calling workspace for high-volume HVAC campaigns.
- Centralized operating system for a 20+ service construction company, integrated with Jobber and Zapier.

SIGNATURE SYSTEMS BUILT

- **21-Day Velocity Engine (Mortgage):** Pipeline that accelerates Realtor-referral hand-offs into loan application processing. Stack: GHL pipelines, workflows, partner funnels, shared dashboards.
- **Construction Operating System:** Unified CRM for 20+ services with field-service sync. Stack: GHL, Jobber, Zapier.
- **HVAC Calling Workspace:** Custom fields, call scripts, and tracking pipelines for 17 VAs. Stack: GHL custom fields, pipelines, workflows.
- **AI Lead-Qualification Chatbot (Credit Repair):** Conversational bot on a GHL knowledge base that qualifies inquiries and books consultations. Stack: GHL Conversation AI, calendars.
- **Review & Referral Engine:** Milestone-triggered Google review and referral capture (pre-approval, clear-to-close, post-appointment). Stack: GHL workflows, SMS/email.

PROFESSIONAL EXPERIENCE

GoHighLevel Specialist (Part-Time) July 2026 – August 2026

Scarfo Roofing and Construction

- Architected a complete GHL CRM from scratch for a roofing and construction business: pipelines, custom fields, and calendar/booking workflows.
- Launched multi-channel campaigns (email, SMS, social) moving roofing leads from first contact to booked estimate, with a 1-minute response time after the first SMS.
- Automated follow-up and review-request sequences that generated 4–5 new reviews per month.
- Configured website layouts (Divi/GoDaddy), live contact forms, and validation checkboxes feeding directly into the CRM.

GoHighLevel Specialist (Part-Time) April 2026 – August 2026

Your Recruiting Department

- Designed multi-stage candidate pipelines tracking talent from application submission to client placement.
- Configured whitelabeled sender profiles and masked custom email domains for consistent branding across high-volume candidate outreach.
- Built automated interview-booking engines with custom calendars, instant confirmations, and conditional SMS/email reminders that reduced appointment no-shows.

GoHighLevel Specialist (Full-Time) November 2025 – March 2026

Real Estate & General Construction Company

- Developed a centralized operational system for a 20+ service construction business, integrating Jobber and Zapier for field-service management.
- Engineered a unified GHL workspace supporting 17 virtual assistants on high-volume HVAC calling campaigns: custom fields, call scripts, and tracking pipelines.
- Built a multi-stage automation capturing Google reviews and referrals at key milestones (pre-approval and clear-to-close).

GoHighLevel Specialist (Part-Time) June 2025 – August 2026

Guaranteed Home Loan LLC | AT Speaks LLC

- Developed mortgage-specific pipelines streamlining Realtor-referral hand-off to loan application processing (the "21-Day Velocity Engine").
- Built co-branded partner funnels and shared lead-intelligence dashboards to strengthen trust and deal flow with real estate partners.
- Audited messaging verification and carrier registration workflows and updated opt-in consent language to meet compliance requirements.
- Integrated authority-positioning branding (4x Best-Selling Author, Air Force Veteran) into automated "Growth Framework" email/SMS nurture campaigns; configured scheduling funnels, booking integrations, and notification routing.

GoHighLevel Specialist (Freelance, Concurrent Clients)

Badichi Group LLC | Goldcurs Construction Inc | Low Key Global LLC

- Managed multi-channel workflows and synchronized funnel projects across enterprise sub-accounts for a real estate investment, development, and construction group.
- Maintained platform architecture, automated email workflows, and website assets for a design-build contractor serving Tri-State residential and commercial clients.
- Configured lead-management pipelines, data-mapping protocols, and multi-platform integrations for a digital consulting firm; streamlined virtual assistant operations.

GoHighLevel Consultant (Part-Time) January 2025 – May 2025

Gold Star Incorporated

- Audited and restructured 22 GHL sub-accounts, reclaiming approximately 30 administrative hours weekly through workflow automation.

- Implemented post-appointment review requests to drive 5-star Google reviews and improve local SEO visibility.
- Built custom KPI dashboards tracking show rates and ROI per campaign for stakeholders.

GoHighLevel Specialist (Full-Time) June 2024 – December 2024
Credit Repair & Digital Products Company

- Built approximately 40 multi-step sales funnels for eBook sales and credit repair services, with automated webinar registration and payment gateways.
- Deployed AI chatbots on GHL knowledge bases that qualify credit repair inquiries and book appointments through integrated calendars.
- Developed behavioral-trigger nurture sequences driving consistent paid-consultation bookings.

GoHighLevel Specialist (Full-Time & Part-Time) December 2022 – April 2024
Westchester Realty | Villocru Security Agency

- Designed full-stack CRM pipelines for real estate lead management, lifting lead-to-appointment conversion by 18%.
- Cut lead response time for a security agency from 1–2 hours to 1 minute with instant AI-driven SMS/email triggers for site-survey scheduling.
- Automated sign-ups and follow-ups for high-volume outreach campaigns using segmented GHL workflows.

EARLIER CAREER

Business Virtual Assistant / Social Media Marketing Specialist, Pineapple VA Hub (2022–2023) | Quality Analyst, TaskUs (2022) | SME, Booking.com (2019–2021) | Production Supervisor, Riyadh Cable Group (2014–2018) | Production Supervisor, Nanox Philippines (2003–2011)

EDUCATION & CERTIFICATIONS

Electronics Communication Engineer, System Plus College (2001 – 2003)

Electronics Technician, System Plus College (1999 – 2001)

Business Management, Holy Angel University (1997 – 1999)

Email Marketing Certification, HubSpot Academy (September 2022) | Social Media Marketing Certification, HubSpot Academy (August 2022) | Business Virtual Assistant Certificate, Pineapple VA Hub