

JASON IRVINE

CRM & Marketing Automation Specialist | GoHighLevel • Klaviyo • Shopify

Reno, NV (PT) | Remote only | Available for Eastern hours (9–5 ET) | Portfolio: jasonirvine.com

SUMMARY

GoHighLevel and marketing automation specialist with a B.S. in Information Technology. I build and maintain the systems that move a customer from inquiry to booking, agreement, payment, and follow-up: currently 45+ live automations (32 GoHighLevel workflows across three sub-accounts, 10 Klaviyo flows, and 3+ ManyChat Instagram comment-to-DM automations), GHL funnels, CRM pipelines, contracts and payments, email/SMS/DM automations, and a Shopify storefront. I work AI-first, using AI agents to produce code, workflows, and integrations quickly, then test them until they hold up in real use (duplicate prevention, failed payments, re-entry rules, tracking verification). I explain technical systems in plain language. Based in Pacific Time and happy to work a full Eastern Time schedule (9–5 ET / 6am–2pm PT). I'm an early riser, so East Coast teams get me online and responsive from their first meeting.

CORE SKILLS

- **GoHighLevel:** Funnels & Sites, Workflows, Pipelines/Opportunities, Tags & Custom Values, Documents & Contracts, Payments/Invoices/Payment Plans, Communities & Groups, Calendars, Trigger Links, Snapshots, Sub-accounts
- **Automation & Integrations:** Webhooks, API-connected workflows, Stripe, Klaviyo, ManyChat (Instagram comment-to-DM), ShipStation, Zapier-style logic, Convex backend databases
- **Web & eCommerce:** Shopify (Dawn theme, Liquid sections, catalog, subscriptions/apps), ClickFunnels, landing pages, checkout and buyer-gate logic
- **AI Chatbots & Voice Agents:** GHL Conversation AI / Voice AI, website chat: prompts, knowledge bases, guardrails, handoff rules, scripted QA testing
- **Tracking & Analytics:** Meta Pixel + Conversions API (dedup), Google Analytics, Microsoft Clarity, Stripe reconciliation, Meta Ads reporting
- **AI-Assisted Development:** Directing AI agents (Viktor, ChatGPT) to write, debug and QA code (HTML/CSS/JS, Liquid, JSON); prompt engineering; QA and release discipline
- **Media Production:** Final Cut Pro, GarageBand, ElevenLabs (AI voice cloning), Artlist (licensed music/b-roll), YouTube publishing

EXPERIENCE

CRM, Automation & Funnel Specialist (Contract) | KeepYourFocus LLC dba Ron Williams Coaching | 2022 – Present

- Built and maintain 23 live GoHighLevel automation workflows across enrollment, onboarding, community, and follow-up.
- Built the GHL enrollment system for a 90-day Private Coaching program: contracts, invoices, Paid-in-Full and 3-payment auto-pay plans, tags, pipeline stages, and client onboarding emails.
- Designed production workflows (Agreement Signed → Payment Pending; Payment Received → Onboard) with re-entry guards and tag scoping, verified end to end with \$1 test transactions.
- Configured a free weekly live-training funnel inside GHL Communities: RSVP trigger links, custom values, event tags, reminder sequences, and paid-channel access grant/revoke workflows.
- Built and QA-tested AI chat and voice agents: prompts, knowledge bases, and guardrails so bots only promise real services, tested before go-live.
- Built 3+ live ManyChat Instagram comment-to-DM automations feeding leads into GHL.
- Implemented Meta Pixel + Conversions API so each purchase records exactly one deduplicated conversion; reconciled ad results against Stripe and GHL transactions.
- Audio/video editor for the Be Magnificent Now podcast and YouTube channel in Final Cut Pro (ElevenLabs voice, Artlist music/b-roll, trailers, long-form VSLs).

eCommerce & Funnel Builder (Contract) | Peak Herbal Products | 2024 – Present

- Rebuilt the Shopify store on Dawn 15.5 with AI-assisted Liquid development (custom sections, product and policy pages, catalog cleanup, Klaviyo, Appstle subscriptions, Judge.me, Crisp chat); launched September 1, 2026.
- Built 7 live GHL workflows and 10 live Klaviyo email flows connecting sales, fulfillment (ShipStation), and reorder follow-up.
- Launched a \$19.97 trial-offer funnel (ClickFunnels, then GoHighLevel) with Stripe checkout, Meta Ads tracking, and Klaviyo purchase events.
- Built a returning-buyer gate (JavaScript + webhooks + Convex database) that blocks duplicate trial purchases and alerts the owners; fixed an edge case where declined cards registered as buyers.

Owner / General Manager | Free World Products, Inc. | 2007 – 2022

- Ran a brick-and-mortar retail business for 15 years: staff, inventory, vendors, and customer service. Closed the business after COVID; I am now a part-time dementia caregiver for a parent, which is why I work remote only.

EDUCATION & CERTIFICATIONS

- HighLevel Certified Admin — in progress (Part A passed, 96%)
- B.S., Information Technology — University of Phoenix (2003)
- M.A., Marital & Family Therapy — Alliant International University, CSPP (2007)
- Certified Trainer of NLP, Master Coach — Tad James Co.

REFERENCES

Available upon request.