

ERIK JOHN M. BARON

Automation Specialist | GHL Expert | VA Team Leader

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Location: Davao City, Philippines

Portfolio: www.reindeermedia.online

PROFESSIONAL SUMMARY

Dynamic **Automation Specialist** and **GHL Expert** with over 10 years of experience in team leadership and technical operations. Expert in architecting high-conversion CRM pipelines, AI-driven voice receptionists, and complex workflow automations using **n8n** and **GoHighLevel**. Proven track record in managing cross-functional Virtual Assistant teams, optimizing client lifecycles, and delivering high-tier administrative support for global agencies.

TECHNICAL SKILLS

- **CRM & Automation:** GoHighLevel (GHL) Expert, n8n, AI & CRM Systems Integration, Zapier.
 - **Virtual Assistant (VA) Tasks:** Appointment Setting, Cold Calling, Customer Service (Phone, Email, Chat), Lead Qualification.
 - **Management:** Team Coaching, Performance Reporting, Scheduling, and Stakeholder Management.
 - **Web & Creative:** Funnel Building, Canva, CapCut, UI/UX (Z-patterns).
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WORK EXPERIENCE

Forbes Agency | GHL Specialist & VA Team Leader

May 2022 – February 2025

- **Automation Architecture:** Engineered AI Voice Receptionists integrated with GHL to automate inbound lead qualification and real-time pipeline updates.
- **Workflow Optimization:** Developed n8n + Notion ecosystems to automate 7-day content cycles, streamlining asset production.
- **VA Team Leadership:** Served as the primary point person between VAs and clients; managed coaching, scheduling, and performance reporting for the marketing team.

- **Omnichannel Support:** Managed administrative tasks including appointment setting, cold calling, and 24/7 customer service across phone, email, and chat channels.
- **Lead Conversion:** Scaled conversion rates via FB Comment-to-DM automation and complex SMS/Email nurturing sequences.
- **CRM Management:** Optimized GHL Opportunities and Pipelines for high-volume accounts to ensure accurate customer journey tracking.

VXI Global Holdings | Team Development Leader

October 2013 – December 2021

- **Operations Management:** Supervised 15+ Customer Service Specialists, ensuring strict adherence to SLAs and work standards.
- **Performance Coaching:** Addressed skill gaps through targeted training and call assessment reports to improve quality assurance.
- **Reporting & Metrics:** Briefed the team daily on performance reports and product updates for major clients including AT&T and Western Union.

Ciba Vision Asian Manufacturing | Desktop Support Engineer

September 2011 – March 2013

- **IT Infrastructure:** Provided on-site technical support for network connectivity, hardware, and server-related issues in a 24/7 manufacturing environment.
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Synnex - Concentrix Corp. | Technical Support Team Lead

November 2006 – June 2011

- **Technical Oversight:** Led a group of Product Support Specialists, managing technical troubleshooting and call handling standards.
- **Administrative Management:** Monitored team attendance, payroll records, and scheduling for a high-volume voice support department.

EDUCATION

Bachelor of Science in Computer Science

AMA Computer University, Davao City