

ZENIA BURLAS

GoHighLevel CRM & Automation Specialist | WordPress & AI Automation

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PROFESSIONAL SUMMARY

GoHighLevel (GHL) CRM & Automation Specialist with hands-on experience building websites, landing pages, sales funnels, CRM pipelines, workflow automations, email and SMS campaigns, AI chatbots, and AI Voice solutions. Experienced in lead nurturing, appointment automation, contact segmentation, follow-up systems, and CRM organization. Also experienced in WordPress website management, Cloudways hosting, domain and DNS configuration, SSL verification, and website publishing. Skilled in local SEO research, keyword research, search intent, competitor research, and SEO-focused blog content development. Strong problem-solving, organization, communication, and client support skills with a focus on practical systems that improve lead management and business operations.

CORE SKILLS

- GoHighLevel CRM & Pipeline Management
- Workflow & Marketing Automation
- Lead Nurturing & Follow-Up Automation
- CRM Contact Management & Segmentation
- Website & Landing Page Development
- Sales Funnel Development
- Email & SMS Marketing
- Appointment & Calendar Automation
- AI Voice & AI Receptionist Setup
- AI Chatbot Configuration
- SEO-Focused Blog Research & Content Development
- Keyword & Search Intent Research
- Local SEO Content Research
- CRM Tagging & Workflow Organization
- Domain, DNS & SSL Troubleshooting
- Website Publishing & Troubleshooting
- Automation Testing & Troubleshooting
- Administrative & Client Support

TOOLS

GoHighLevel (GHL) | WordPress | Google AI Studio | ChatGPT | Snapps | Canva | Microsoft Office | Google Workspace

PROFESSIONAL EXPERIENCE

GoHighLevel CRM & Automation Specialist

Freelance / Client Projects | May 2026 – Present

- Build and manage websites, landing pages, and sales funnels using GoHighLevel and WordPress.
- Create CRM pipelines, opportunity stages, contact management systems, tags, and segmentation structures.
- Develop workflow automations for lead nurturing, appointment reminders, confirmations, follow-ups, and re-engagement.
- Build email and SMS campaigns for lead communication and customer follow-up.
- Configure AI Website Chatbots and AI Voice Receptionist solutions for lead engagement and demo experiences.
- Create automated follow-up sequences for Voice AI demos, including reply-based workflow exits and lead segmentation.
- Configure calendars, forms, triggers, tags, and workflow actions to connect different stages of the customer journey.

- Manage WordPress websites hosted on Cloudways, including domain configuration, DNS changes, SSL verification, and website publishing.
- Assist with website migrations and domain transitions between WordPress and GoHighLevel.
- Research local SEO topics, competitors, keywords, search intent, and People Also Ask questions to support content strategy.
- Develop SEO-focused blog content based on competitive research, local search intent, client services, and target audiences.
- Assist with website content organization, page structure, calls to action, and lead-generation elements.
- Test workflows, forms, automations, websites, and customer journeys before deployment.
- Maintain organized CRM processes to make lead status, follow-up activity, and automation stages easier to track.

Customer Service Representative – Healthcare Account

WIPRO | October 2025 – March 2026

- Assisted healthcare members through phone, email, and chat support.
- Processed insurance pre-authorizations accurately while following established procedures.
- Managed customer cases using internal CRM systems.
- Coordinated with healthcare providers to resolve customer concerns.
- Maintained accurate documentation and handled sensitive customer information professionally.
- Communicated clearly with customers while managing multiple cases and priorities.

Special Education Teacher

Little Sprouts Learning Hub | May 2024 – June 2025

- Developed individualized learning plans based on student needs.
- Created instructional materials using Canva and Google Docs.
- Maintained regular communication with parents and school staff.
- Managed classroom documentation and monitored student progress.
- Organized daily activities, records, and learning materials.

Assistant Teacher

Compass Education | October 2023 – May 2024

- Assisted with classroom instruction and daily learning activities.
- Prepared educational materials and classroom resources.
- Supported student engagement and classroom management.
- Worked closely with teachers to maintain organized learning environments.

EDUCATION

Bachelor of Special Needs Education | University of Cebu | May 2023