

MARJOHN B. ROBILLO

GH L Automations Expert & CRM Manager

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PROFESSIONAL SUMMARY

"I don't just execute tasks - I think ahead, spot gaps before they become problems, and bring solutions to the table." GoHighLevel expert with 5+ years of hands-on experience building and managing 300+ GH L sub-accounts for agencies and service businesses across the Philippines, U.S. and Canada. Specialized in home service verticals - HVAC, plumbing, electrical, and roofing - designing automation systems that turn missed calls into booked jobs, cold leads into closed deals, and manual processes into self-running revenue engines. Confident in taking full ownership of 40+ client accounts, building high-converting email and SMS sequences, troubleshooting fast, and continuously pushing new GH L features into live environments. Performance-driven, detail-obsessed, and built for fast-paced agency operations.

GOHIGHLEVEL EXPERTISE

Build & Capture: Websites, funnels, landing pages, forms, calendars, surveys, lead capture optimization, snapshot templates

Communicate & Nurture: Email campaigns, SMS sequences, voicemail drops, missed-call text-back, appointment reminders, broadcast campaigns, high-converting follow-up workflows for home service trades

CRM & Pipeline Management: Contact & opportunity management, pipeline configuration, lead tagging, conversation management, CRM hygiene & auditing across 40+ concurrent accounts

Automation & Systems: Workflow building, trigger logic, lead routing, task automation, internal notifications, AI booking systems, system troubleshooting & QA

CORE SKILLS

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|------------------------------------|------------------------------------|----------------------------------|
| ✓ GoHighLevel (Expert - 5+ Yrs) | ✓ Workflow & Automation Builds | ✓ Email & SMS Copywriting |
| ✓ Funnel & Landing Page Builds | ✓ Lead Routing & Nurture Sequences | ✓ CRM Data Hygiene & Auditing |
| ✓ Multi-Account Management (40+) | ✓ API & Zapier Integrations | ✓ Home Services GH L Systems |
| ✓ Snapshot & Template Architecture | ✓ Google Workspace & Slack | ✓ Stripe & Calendar Integrations |

PROFESSIONAL EXPERIENCE

GH L Practice Lead & Automation Architect · Zappify.io (Philippines) [Freelance] Oct 2020 – June 2026

Built an independent GoHighLevel automation practice from scratch - architected, deployed, and managed 300+ GH L sub-accounts for agencies and home service businesses across the Philippines, U.S. and Canada. Designed reusable snapshot templates and scalable system blueprints adopted across HVAC, plumbing, electrical, roofing, and other service business verticals.

- Built and managed 300+ GoHighLevel sub-accounts end-to-end - owning pipelines, workflows, funnels, lead capture systems, CRM data, and automation logic for each client account.
- Designed industry-specific GH L snapshot templates for home service businesses (HVAC, plumbing, roofing, electrical) - enabling rapid, consistent deployment across new client accounts with zero rebuild from scratch.
- Wrote and built high-converting email and SMS sequences for lead nurture, appointment booking, missed-call text-back, and job follow-up - directly improving lead-to-booked-job conversion for service businesses.
- Built multi-step workflow automations including lead routing, trigger-based follow-ups, task assignments, internal notifications, and AI-assisted booking systems - eliminating manual bottlenecks for every client.
- Created and optimized conversion-focused funnels and landing pages daily - including lead capture forms, survey funnels, and calendar booking systems tied directly to CRM pipelines.

- Managed CRM hygiene across all 300+ accounts - proactively audited contact records, pipeline data, and automation logs to catch and fix errors before they impacted client campaigns.
- Troubleshooted and resolved GHL issues independently - broken workflows, API sync failures, webhook mismatches, campaign delivery problems - fast turnaround under live client pressure.
- Continuously implemented new GHL features and strategies across all managed accounts - staying ahead of platform updates and rolling out improvements proactively.
- Reduced client manual workload by up to 80% through automation, self-running nurture sequences, and repeatable SOPs - built systems that operated reliably without constant hand-holding.

Impact: 300+ active accounts • 80% reduction in client manual workload • Home services vertical expertise

Digital Marketing & GHL Automation Specialist · CLEANY (Canada) [Full time] Oct 2025 – May 2026

Contract engagement - designed GoHighLevel as the central operations hub for a multi-location Canadian home services company, enabling scalable expansion across new locations.

- Designed GoHighLevel as the central CRM and automation hub - configured pipelines, workflows, and lead capture systems that supported multi-location business operations.
- Built API integrations, Zapier automations, and Voice AI booking systems - enabling automated appointment booking and follow-up without manual intervention.
- Wrote and deployed SMS and email sequences for lead nurture, follow-up, and re-engagement - aligned with the company's home services client acquisition strategy.

Impact: Enabled scalable multi-location expansion with minimal added headcount

Sales Systems & GHL Automation Engineer · Spectacular Academy (USA) [Part time] Feb 2025 – Apr 2026

Owning GHL and multi-platform automation integrity across GoHighLevel, HubSpot, Close.io, Zapier, and Twilio for a U.S.-based sales organization.

- Built and maintain automation frameworks integrating GoHighLevel, Close.io, HubSpot, Zapier, and Twilio - ensuring 99% workflow uptime for the sales team.
- Created and continuously optimized campaign sequences, pipeline configurations, and CRM workflows - improving lead-to-contact speed and sales team productivity.
- Own operations documentation and SOPs - created onboarding materials and system guides that enable new team members to adopt GHL correctly from day one.
- Proactively monitor automation health, catch errors before they surface, and resolve issues independently - zero escalation to external support.

Impact: +40% sales team productivity • 99% automation uptime • Faster lead-to-contact speed

Lead Operations & Automation Specialist · Preclose.ai (New York) [Contract] Sept 2024 – Feb 2025

Contract engagement - managed full CRM and automation lifecycle using GoHighLevel for a high-volume U.S. real estate sales operation.

- Managed full GHL CRM lifecycle - built and maintained pipelines, lead routing workflows, onboarding sequences, and client follow-up automations.
- Wrote and deployed email and SMS campaigns for lead nurture and follow-up - maintained clean CRM data and ensured timely, automated communication at every funnel stage.
- Troubleshooted automation and CRM issues rapidly - kept systems running with minimal disruption to the sales team's pipeline.

Impact: 80% reduction in manual admin • 40% efficiency gain • 3x onboarding capacity

GoHighLevel Implementation Specialist · AI Ad Machine (Canada) [Contract] Mar 2024 – Sept 2024

Short-term contract engagement - automated client onboarding and ad campaign launch systems for a Canadian digital agency using GHL as the central operations hub.

- Automated client onboarding workflows and ad launch systems - integrating GHL with Stripe, Calendars, and CRM pipelines to reduce manual setup time.
- Built conversion-optimized funnels and multi-step nurture automations to increase qualified appointment bookings and upsell conversions.
- Maintained and optimized back-end systems to ensure seamless communication flows, reporting accuracy, and performance tracking across all client environments.

Impact: Cut onboarding time by 60% • Streamlined agency fulfillment with AI-assisted workflows

EARLIER EXPERIENCE

Associate Unit Manager · Pru Life UK

Led and coached a sales team, built performance tracking systems, and improved pipeline follow-up processes.

Corrections Officer · Bureau of Corrections (Philippines Uniformed Service Veteran)

High-accountability service role focused on compliance, structured documentation, and disciplined operations.

TOOLS & PLATFORMS

Primary CRM: GoHighLevel (GHL) • HubSpot • Close.io

Automation: GHL Workflows • Zapier (Advanced) • Make (Integromat) • Webhooks • REST APIs

Communication: SMS Campaigns • Email Sequences • Voicemail Drops • Twilio • Zoom Phone

Integrations: Stripe • Google Calendar • Voice AI • Facebook Lead Ads • ClickUp

Productivity: Google Workspace • Slack • Notion • Canva

EDUCATION

Master of Public Administration (MPA) · Bachelor of Secondary Education - Science

Licensed Professional Teacher · Licensed Financial Advisor · Civil Service Professional (Philippines)