Nica Joy Gomez

AI AUTOMATION SPECIALIST

+63 966 400 3478 | reigninfinity000@gmail.com | nicagomez000.digimumsquarter.com | US · AU · UK · CA · PH

Digital Solutions Specialist — AI automation, Paid Advertising, funnel development & AI video production.

OBJECTIVE

Digital Solutions Specialist with over a decade of corporate IT experience, deeply specialized in AI automation, Paid Advertising, funnel architecture, and AI video production. I build intelligent systems that generate leads, nurture them, convert them, and keep clients coming back — with as little manual effort as possible. I work with entrepreneurs, coaches, startups, and service-based businesses across the US, Australia, UK, Canada, and the Philippines.

EDUCATION & SKILLS

Education

BS Electronics & Communications Engineering

Mapua University
2004 – 2008

Languages

English C1 Advanced
Filipino Native
Nihongo Conversational

Key Skills

AI Automation: n8n, Make.com, Zapier, GoHighLevel

CRM Platforms: GoHighLevel, Close.com, Kajabi, Notion, Systeme.io

Paid Advertising: Meta Ads, GHL Ad Manager

AI Voice & Video: VAPI, ElevenLabs, SynthFlow, Runway, Kling, Pika Labs

Web & Funnels: GHL, WordPress, Wix, Systeme.io, Shopify

Analytics: ROAS, CTR, CPL, A/B Testing, Meta Analytics

Design & Content: Canva, Adobe Photoshop, Premiere Pro, CapCut

Cloud & Infra: AWS (EC2, S3, RDS, VPC, IAM, CloudWatch), Azure, GSuite

Databases & OS: MySQL, PostgreSQL, MSSQL, Windows Server, Linux

Other Platforms: ClickUp, Cal.com, ChatGPT, Claude, Jasper, Abacus.ai

EXPERIENCE

AI Automation Specialist

2022 — Present

Nexistry Digital Solutions — Philippines (Remote)

AI AUTOMATION & WORKFLOW ENGINEERING

- Built end-to-end automation systems using **n8n, Make.com, Zapier,** and **GoHighLevel** — integrated with **Close.com, Kajabi, Notion, Systeme.io, VAPI, ElevenLabs,** and **Synthflow**.
- Deployed AI virtual employees covering Customer Service, Sales, HR, Help Desk, and Tech Support using SynthFlow and VAPI.
- Designed trigger-based workflows from lead capture to client onboarding — fully autonomous, zero manual intervention.
- Configured GHL SaaS sub-accounts, snapshots, pipeline stages, intake forms, and client nurture sequences for agency clients.

PAID ADVERTISING & PERFORMANCE ANALYTICS

- Managed full-cycle **Meta Ads** (Facebook & Instagram) — audience targeting, creative strategy, A/B testing, and conversion optimization.
- Ran campaigns via **GHL Ad Manager** directly integrated with CRM pipelines and automated follow-up sequences.
- Interpreted ROAS, CTR, and CPL data to continuously optimize campaign ROI and deliver actionable reporting.

AI VIDEO & ANIMATION PRODUCTION

- Produced trending brand-aligned AI-generated videos using Runway, Kling, and Pika Labs — optimized for Reels, TikTok, and YouTube Shorts.
- Built multi-platform content repurposing workflows to maximize reach without additional production overhead.

WEBSITE & FUNNEL DEVELOPMENT

- Designed high-converting websites and sales funnels on **GoHighLevel, WordPress, Wix,** and **Systeme.io** — connected end-to-end with automation and CRM.
- Served clients across insurance, wellness, real estate, coaching, and cleaning service industries across 5 countries.

Virtual Digital Specialist
OVA — Philippines (Remote)

2020 — 2023

- Developed content strategies aligned with business growth objectives with consistent ROI reporting.
- Designed branded content using Canva and managed active social platforms across multiple channels.
- Collaborated cross-functionally to maintain brand consistency and drive community engagement.

Solutions Architect
Hi-Flyer & Olympus Inc. — Calgary, Canada

2014 — 2020

- Administered EC2, S3, RDS, VPC, IAM, and CloudWatch — ensuring system reliability, security, and cost efficiency.
- Managed Microsoft Azure virtual machines and Linux-based physical servers hosted in Data Center.
- Led CRM implementations across **Clearview, Zendesk,** and **Netsuite**; managed Nagios Monitoring and AWS Server Migration.
- Handled full GSuite administration — user management, security policies, tracking reports, and billing.

Systems Administrator
Intelligent Touch Corporation — Philippines

2010 — 2014

- Administered LAN, internet systems, and corporate email servers — maintaining uptime and network performance.
- Managed hardware/software inventory, backup procedures, and disaster recovery operations.
- Performed website quality assurance for Philippines Veterans Bank; monitored network using Nagios, Wireshark, and Spiceworks.

Technical Support Engineer
Panasonic Philippines — Philippines

2009 — 2010

- Installed and configured Auto Attendant Voicemail System, Call Management Software, and Voice Logger System.
- Handled complete technical inquiries and on-site support for multiple prestigious corporate clients.