



MARIA LORETA H DIMASACAT

GOHIGHLEVEL SPECIALIST | CRM & AUTOMATION FUNNEL & WEBSITE BUILDER

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Website, Funnel & GoHighLevel Specialist with hands-on experience building conversion-focused websites, funnels, CRM systems, and automated client journeys for coaches, agencies, service-based businesses, and digital founders. Experienced in front-end design and backend implementation, including landing pages, sales and booking funnels, pipelines, calendars, forms, surveys, workflows, email/SMS campaigns, onboarding systems, memberships, and communities. HighLevel Certified Admin focused on creating systems that capture leads, automate follow-up, improve client experiences, and reduce manual work.

CORE SKILLS

WEBSITES & FUNNELS - Website Design & Redesign • Landing Pages • Lead Gen • Booking • Webinar • Sales • Course Funnels • A/B Testing

AUTOMATION - Email/SMS • Lead Nurture • Appointment Reminders • Registration • Follow-Up • Onboarding • Portal Access

GOHIGHLEVEL & CRM - CRM Setup • Pipelines • Opportunities • Calendars • Forms • Surveys • Quizzes • Tags • Products • Memberships • Communities

INTEGRATIONS & TOOLS - GHL • WordPress • Thrive Architect • Systeme.io • Kajabi • Zoho • Zapier • Figma • Canva • Meta Pixel • Conversion API

TOOLS & PLATFORMS

- **CRM & Automation:** GoHighLevel, Zapier, ActiveCampaign
- **Web & Funnels:** WordPress, Systeme.io, Kajabi, Zoho, HTML, CSS
- **AI & Design:** ChatGPT, Claude, Google AI Studio, Canva, Figma
- **Management:** Trello, Airtable, Asana, Slack

FREELANCE / CONTRACT EXPERIENCE

INDEPENDENT CONTRACTOR

FEB 2025 – PRESENT

Project-based and part-time website, funnel, CRM, automation, and client implementation work.

EMAIL MARKETING, FUNNEL & AUTOMATION SPECIALIST | DR PAWLUK

Dec 2025 – Aug 2026

- Managed GoHighLevel email marketing campaigns for multiple PEMF products, from campaign research and planning to email copywriting, setup, scheduling, and deployment.
- Managed contact segmentation, tags, lists, and targeted sends in GHL to deliver relevant campaigns to different audience groups and improve engagement.
- Monitored campaign performance and optimized email strategy, contributing to \$113K+ in monthly attributed revenue, with top-performing campaigns achieving 69%+ open rates.

FUNNEL, WEBSITE & AUTOMATION SPECIALIST | AMBREA LACY

Jan 2025 – Aug 2026

- Designed and optimized GHL websites, sales, lead-generation, and webinar funnels to create a smoother journey from visitor to lead or booked prospect.
- Built forms, surveys, calendars, booking systems, and CRM workflows to automatically capture, organize, and nurture incoming leads.
- Automated appointment reminders, follow-ups, onboarding, tags, triggers, and pipeline opportunities, reducing manual work and helping ensure leads didn't fall through the cracks.

FUNNEL & AUTOMATION SPECIALIST | NO NICHE BUSINESS ACCELERATOR **Dec 2025 – Apr 2026**

- Built funnels and event-registration systems that moved prospects from sign-up into automated follow-up journeys.
- Created confirmations, reminders, post-event follow-up, and email campaigns to reduce manual campaign management.
- Connected registrations, CRM data, and workflows so leads were captured, organized, and nurtured.

GOHIGHLEVEL WEBSITE DESIGNER | AMANDA VARGAS **Oct 2025 – Dec 2025**

- Redesigned GoHighLevel websites across solar, barbering, wholesale, and interior-design businesses.
- Improved site structure, navigation, calls-to-action, responsive layouts, revisions, and launch QA.
- Completed four client website redesigns: Green House Solar, Preserved Goods Barbershop, Allies Wholesale Depot, and Sabrina Mizerek Interiors.

GOHIGHLEVEL CRM & AUTOMATION SPECIALIST | ALEXIS REID ACADEMY **Oct 2025 – Dec 2025**

- Built the CRM journey from landing-page registration through onboarding so leads and clients moved automatically through the correct next steps.
- Created workflows for registration, follow-up, onboarding, and portal access, reducing manual member setup.
- Built the HighLevel portal/community and managed A2P registration to support member delivery and compliant SMS communication.

WEBSITE, FUNNEL & GOHIGHLEVEL SPECIALIST | OVERBOOKED AGENCY **Jul 2025 – Jun 2026**

- Designed websites, landing pages, and booking funnels for OVERbooked and its clients, creating clearer paths from visitor to booked appointment.
- Built calendars, confirmations, reminders, pipelines, follow-up workflows, products, and client access inside HighLevel.
- Managed A/B testing and supported funnels that generated booked appointments.

GHL CLIENT IMPLEMENTATION & AUTOMATION SPECIALIST | SPACIOS **Apr 2025 – May 2026**

- Managed GHL sub-account implementation for clients, including funnels, calendars, forms, surveys, quizzes, pipelines, integrations, and workflows.
- Built booking and sales systems with automated lead capture, reminders, nurturing, and onboarding to reduce manual follow-up.
- Built coaching sales funnel and backend automation, supporting an organic launch that reached its target student enrollment within two weeks.

FUNNEL & AUTOMATION SPECIALIST | TINA HAY **Jul 2025 – Dec 2025**

- Built webinar, lead-generation, and sales funnels across GoHighLevel, Zoho, Kajabi, and WordPress.
- Developed registration, reminders, CRM tracking, segmentation, nurture, and sales follow-up automation.
- Created conditional nurture for leads not yet ready to purchase, keeping prospects engaged beyond the initial campaign.

FUNNEL & GOHIGHLEVEL SPECIALIST | DORIS SCHLECHTL **Apr 2025 – Aug 2025**

- Designed masterclass and lead-generation funnels in GHL and Thrive Architect.
- Built nurture workflows with CRM tagging and segmentation for organized follow-up.
- Integrated Meta Pixel, Conversion API, ThriveCart, ActiveCampaign, and Zapier.

FUNNEL DESIGNER & GOHIGHLEVEL SPECIALIST | MISAH EDWARDS **Feb 2025 – Jun 2025**

- Built a masterclass lead-generation funnel and course funnel inside GoHighLevel.
- Configured student access, onboarding automation, and nurture workflows.
- Automated key parts of the student journey to reduce manual onboarding and access management.

ADDITIONAL PROFESSIONAL EXPERIENCE

GHL VA, FUNNEL BUILDER & SOCIAL MEDIA MANAGER | THE NOLAN NET

Jun 2023 – Jun 2025

- Managed social media for real estate agents and small business owners in jewelry and fashion, from research and content creation to scheduling in Metricool.
- Created graphics and short-form videos using Canva and CapCut, helping clients maintain a consistent and engaging online presence.
- Built and maintained GHL landing pages, funnels, lead capture, email follow-ups, and automations, supporting lead generation and reducing manual work.

PUZZLE MEDIA | Marketing Assistant / Social Media Manager

Aug 2023 – Dec 2025

- Supported content creation and social media management for multiple Australian client accounts, ensuring consistent and timely content delivery.
- Created and scheduled social posts and graphics while managing content calendars and supporting the agency's day-to-day client marketing needs.
- Wrote blog content and published articles in WordPress, handling formatting, images, links, and overall page presentation.

PAINTING PARTY | ADRIANA BRADY | Virtual Assistant / Social Media Manager Jun 2020 – Aug 2024

KELLER WILLIAMS REALTY – DELAWARE & MARYLAND | Transaction Coordinator Assistant Apr 2021 – Nov 2022

PROPERTY KNOW IT ALL | Virtual Assistant Oct 2017 – Jul 2020

TTEC LIPA | Customer Service Representative Nov 2010 – Jun 2017

TTEC LIPA | Quality Assurance Jun 2017 – Sep 2018

TTEC LIPA | Sales Representative Sep 2018 – Mar 2020

CERTIFICATION AND BADGES

- HighLevel Certified Admin - HighLevel (Sep 2025)
- Funnel Builder Badge Skills - HighLevel (Sep 2025)
- Course Creator Badge Skills - HighLevel (Sep 2025)
- Social Media Manager Badge Skills - HighLevel (Sep 2025)
- Funnel Building Expert Certified – Funnel Master Academy (Mar 2025)
- Workflow & Automation Specialist – Go High Level Champ (Mar 2025)
- Course Creator Expert Certified (May 2025)
- Certificate of Completion – Funnel Building (Feb 2025)

EDUCATION

Batangas State University

Bachelor of Secondary Education Major in English

Taysan National High School

With Honors

Padre Imo Luna Memorial Elementary School

Achiever Award

REFERENCES

Kate Varfalameyeva

OVERbooked Agency | Founder
kateinstates@gmail.com

Tina Hay

Puzzle Media | Owner
tina@puzzlemedia.com.au

Ambrea Lacy

Founder | Owner
ambrealacy@gmail.com