

JAY G. JALCO

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Professional Summary

CRM Automation Consultant and Fractional Operations Director with 3+ years of hands-on experience building and deploying revenue-generating systems for service businesses. I specialize in GoHighLevel, Make.com, and AI-powered automation, helping clients eliminate manual work, activate stale lead databases, and run fully automated sales and onboarding workflows. I have delivered end-to-end builds across industries including healthcare, e-commerce, nonprofits, and professional services, working directly as the operator responsible for strategy, execution, and results.

Professional Experiences

OperAltional Edge LLC | Remote | Nov 2025 - Mar 2026 | Lead Operations Director

- Served as the primary technical operator under a contractor-to-operator structure, owning end-to-end delivery across two retained client accounts: COFA (Christian Outdoor Fellowship of America) and Primal Mountain Medical
- Built and deployed a full Database Reactivation (DBR) system in GHL targeting stale lead lists of 2,500 to 5,300 contacts using multi-sequence SMS campaigns, tag-based logic (DBR-Active, Engaged, Hot, Purchased, Exit), and reply-pause workflows
- Designed and executed A2P 10DLC SMS campaign compliance work including website privacy policy and terms of service rewrites, campaign registration copy, and resubmission after rejections across Twilio and GHL
- Engineered a CiviCRM to Make.com to GHL webhook integration for automated waiver delivery and event-based contact management for COFA's Ham Shoot event
- Built a GHL Conversational AI volunteer confirmation bot and a DocuSign e-signature workflow later replaced with a Google Form solution for cost efficiency
- Configured DNS and email domain setup for event.cofausa.org via Mailgun and managed all technical coordination with the client contact
- Developed DBR conversation handling SOPs with objection response frameworks, reply SLA definitions, and location-gate checkout flows for Primal Mountain Medical's 5,300-lead pipeline
- Produced a full internal roadmap document covering Phase 1 stabilization, Phase 2 DBR MVP build, pre-launch requirements, and milestones across a 7 to 14-day deployment timeline

Praxis Pte Ltd.(Camford International College) | Remote, Singapore | Dec 2025 - Jan 2026 | Systems Contractor

- Audited existing GHL setup, documented as-is and to-be workflows, and built a streamlined pipeline with stage progression logic, automation triggers, lead scoring, and notification systems
- Designed and deployed 5 to 8 conditional survey forms integrated with pipeline stages, complete with submission workflows and correct routing logic
- Built a full enrollment system including multi-step forms, contract/e-signature workflows, invoice automation, onboarding sequences, lesson reminders, and a sales tracking dashboard
- Configured Twilio WhatsApp API within GHL, built lead nurturing sequences by stage, set up opt-in flows, and developed a WhatsApp chatbot with a structured knowledge base
- Automated Google Drive document exports via Make.com with structured folder systems, correct naming conventions, and real-time syncing for leads, forms, invoices, and contracts

- Optimized website lead capture with round-robin assignment workflows, configured a bilingual AI chatbot, and set up a Voice AI system with call scripts and follow-up sequences
- Configured a membership area including tier/access rules, content library, and assignment submission workflows with Drive export via Make.com
- Executed end-to-end UAT, bug fixes, and delivered full documentation plus a 2-hour training handover session

AI Voice Solutions Consulting • Remote - October 2025 - November 2025 | AI Voice Agent Developer

- Built and deployed 15+ custom AI voice agents using Vapi, Synthflow, and Bland AI for clients across real estate, healthcare, and e-commerce sectors
 - Engineered conversational flows achieving 92% call completion rates and 4.2/5 average customer satisfaction scores
- Reduced client operational costs by 60% through automated appointment scheduling, lead qualification, and customer support calls
- Delivered a voice agent for a real estate client that handled 500+ inbound calls per week, booking 180+ qualified appointments monthly with zero human intervention
- Created multi-language voice agents (English, Spanish, Tagalog) for a healthcare clinic, reducing wait times by 75% and improving patient engagement
- Achieved 35% conversion rate improvement for an e-commerce client by implementing AI-powered sales voice agents with dynamic product recommendations
 - Designed custom integrations connecting voice agents to CRMs, calendars, and databases using webhooks and API connections

JM Holdings LLC | Virtual Assist Inc. • (Remote) Austin, TX - August 2025- September 2025 | Senior Systems Integrator

- Leading and integrating custom workflows inside GoHighLevel (GHL).
 - Designing automations using Make.com, N8N, Zapier, and webhooks & APIs.
- Developing AI voice and text agents beyond GHL's native features using tools like Vapi, Synthflow, Assistable
 - Implementing custom scripts and logic with JavaScript, Python, Node.js to optimize integrations.
 - Creating prompt flows and engineering interactions for natural AI conversations.
 - Troubleshooting, debugging, and optimizing for performance, scale, and uptime.
 - Collaborating with stakeholders, providing regular updates, and maintaining clear documentation.
 - Taking full ownership of projects and bringing leadership and initiative to every step.

Childcare Admin Solutions LLC • Henderson, NV - July 2025 - August 2025 | Systems Integrator

- I provide help setting up automated solutions to change their current manual processes
 - Helping their team be more efficient
 - Saving my clients admin team 20+/hours a week on admin work by automation
 - Leverage using of AI & automation and integrating tools/software

Shane.Homes · Malibu, CA-March 2025- April 2025 | AI & Automation Specialist

- I Built and integrate AI automations using [make.com](https://www.make.com), n8n, API integrations
- I automate workflows and integrate AI's on their current systems

JWC Distributions Inc. · UT, USA- November 2024 to January 2025 Amazon | Logistics Coordinator

I provide admin support as a Virtual Assistant working from home, and my day to day tasks are:

- Product and Inventory Management
- Inbox Management
- Product Sourcing & Logistics
- Listing Optimization
- Product Listing & Optimization
- Administrative Tasks

Magic City Marketing · FL, USA Jan 2024 – Aug 2024 Sales Development Representative

- OutBound & Inbound outreach, B2B calling for leads, Onboarding call(discovery call or Demo call)
- Setting up and Training other SDR on what they must have to be good in this industry
- Calling B2B Companies, communicating with the C-Level Managements
- Delivering Weekly Quotas to my Team, scaling up the revenue for the whole month

Trualliant BPO Inc. · Iloilo City, PH Sept 2022 - Aug 2023 Lead Verification Specialist

- Cold Calling B2C- verifying their personal information, pitching our products, helping US citizens
- Managing & overlooking the teams performance, while maintaining the quality of the calls
- Coaching, helping each team member to develop his/her skills and motivating them to reach daily quotas
- Helping my Campaign Manager on his daily reports and tasks, managing tasks appropriately

Technical Skills

- Project Management · Leadership · CRM specialization ·Organization ·Inventory Management
- Email Management ·Lead Generation ·Bookkeeping ·Workflow Automation

Educational Background

General Academic Strand(GAS) K-12 Program

Nueva Valencia Guimaras, 5046

Nueva Valencia National HighSchool

Professional References

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