

VAN ITUM

CRM & Automation Specialist | GoHighLevel | Funnel Builder
Philippines (Remote) | Cyruz86@gmail.com | +63 967 617 1652

PROFESSIONAL SUMMARY

Results-driven CRM and Automation Specialist with hands-on experience in GoHighLevel, workflow automation, funnel building, and website development for lead generation businesses. Skilled in automated SMS/email systems, CRM pipelines, appointment booking workflows, real estate funnels, A2P 10DLC registration, and multi-app Zapier integrations. Open to remote freelance, contract, or full-time opportunities.

CORE SKILLS

CRM & Automation: GoHighLevel, Workflow Automation, Pipeline Management, CRM Optimization, Automation Testing

Funnels & Web: Funnel Building & Optimization, Landing Page Development, Lead Conversion, Appointment Booking

Messaging: SMS & Email Automation, A2P 10DLC Registration & Compliance, Re-engagement Campaigns

Technical: Trigger & Condition Logic, API Integrations & Webhooks (Familiar), Multi-App Workflow Design

TOOLS & PLATFORMS

Primary: GoHighLevel, Zapier, Brevo, Twilio, Slack, Trello, Google Workspace, Canva

Familiar With: Airtable, Notion, Asana, ClickUp

PROFESSIONAL EXPERIENCE

CRM & Automation Specialist — Self-Initiated Projects | Remote | Ongoing

- Built complete GoHighLevel lead management systems from lead capture to appointment booking
- Designed behavior-based automation with triggers, conditions, timing delays, and exit rules
- Developed 30-day nurture campaigns and long-term reactivation workflows for inactive leads
- Managed CRM pipelines aligned with customer journey stages and built real estate lead gen funnels
- Handled A2P 10DLC registration, compliant opt-in messaging, and Twilio SMS compliance setup

KEY PROJECTS

Real Estate Lead Generation Funnel

- Built high-converting landing pages and funnels in GoHighLevel with integrated forms, calendars, and follow-up workflows
- Created SMS and email nurture campaigns for buyers and sellers leads with automated appointment booking

Zapier Wedding RSVP Multi-App Integration

- Built multi-step Zapier automation with conditional Paths routing responses by RSVP status (attending vs. declined)
- Attending path: Slack notification → Trello card → delay → Brevo record update → Google Drive upload
- Declined path: auto-generated personalized Google Doc from template using guest form data

Portfolio Website & Lead Re-Engagement System

- Built GoHighLevel portfolio website with responsive landing pages, calendar booking, and CRM pipelines
- Designed 30-day and long-term SMS/email nurture sequences with behavioral triggers for re-engagement

EDUCATION

Bachelor of Science in Food Technology | USTP Claveria