



CONTACT

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[Portfolio](#)

CORE SKILLS

GoHighLevel
Workflow Automation
CRM Management
Email Marketing
SMS Marketing
Funnel Development
Landing Pages
Website Design
Zapier & Webhooks
Pipeline Management
ActiveCampaign
HubSpot
WordPress
SOP Creation
Technical Support

TOOLS & PLATFORMS

GoHighLevel
Zapier
HubSpot
ActiveCampaign
ClickFunnels
Ontraport
WordPress
Klaviyo
ManyChat
Mailchimp
Calendly
Kajabi
Jotform

EDUCATION

BS Information Technology
Don Honorio Ventura
State University
2018 - 2023

KENNETH YANDAN

GoHighLevel Automation Specialist | CRM & Funnel Expert

PROFESSIONAL SUMMARY

Results-driven Marketing Automation Specialist with 2+ years of hands-on experience architecting and optimizing GoHighLevel ecosystems, CRM administration, workflow automation, lead nurturing funnels, and business process optimization. Proven track record supporting agencies and growth-focused brands through scalable automation systems that drive efficiency, strengthen customer engagement, and deliver measurable business outcomes. Deep expertise in GoHighLevel, Zapier, ActiveCampaign, HubSpot, multi-channel marketing automation, pipeline management, and platform integrations.

PROFESSIONAL EXPERIENCE

BIG LEAP BRANDS

GoHighLevel Automation Specialist | 2025 - Present

- Architect and manage end-to-end GoHighLevel CRM systems and automation environments
- Design and deploy high-converting websites, funnels, landing pages, forms, and booking calendars
- Engineer email and SMS workflow sequences optimized for lead conversion and retention
- Implement strategic automation frameworks that elevate operational efficiency
- Diagnose and resolve complex integrations, API connections, and platform workflows
- Scale business operations through systematized processes and automation infrastructure

AUTOMATION AGENCY

Marketing Automation Specialist | 2024 - 2025

- Built and optimized GoHighLevel workflows and multi-channel marketing campaigns
- Administered client CRM systems, pipeline automations, and intelligent lead routing
- Developed automated lead nurturing sequences via email and SMS channels
- Created high-performance landing pages and sales funnels to maximize conversions
- Integrated platforms using Zapier, webhooks, and API connections for seamless data flow
- Authored SOPs and process documentation to support scalable agency delivery

VXI CLARK PAMPANGA

Technical Support Representative | 2022 - 2023

- Delivered expert technical support and rapid issue resolution with a customer-first approach
- Troubleshoot software, connectivity, and platform issues for diverse client base
- Maintained consistently high satisfaction scores through clear, professional communication