RHODORA SANTOS

GoHighLevel (GHL) Automation Specialist

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PROFESSIONAL SUMMARY

Hands-on GoHighLevel automation specialist with builder-level experience in workflows, triggers, forms, custom fields, calendars, opportunities, pipelines, landing pages, payments, and multi-step lead-nurture systems. Founder of WiseCore Systems, a GHL-based CRM and automation consultancy serving service businesses across multiple verticals. Experienced in managing multiple sub-accounts, migrating forms and operational tools into GHL, deploying AI conversational bots, configuring payment and email infrastructure, and connecting third-party tools through webhooks and APIs. Builds clean, logic-driven automations, performs end-to-end QA, and works independently across time zones. Backed by 15+ years of procurement and operations leadership, bringing strong process discipline, documentation, stakeholder coordination, and proactive problem solving.

CORE COMPETENCIES

GoHighLevel Workflows & Triggers • Opportunities & Pipeline Management • Forms, Surveys & Custom Fields • Conditional Logic & Lead Qualification • Calendar & Booking Systems • Landing Pages & Funnels • Email & SMS Nurture Campaigns • Payment Gateway / Product Setup • AI Conversational Bots • Webhook & API Integrations • Multi-Brand Sub-Account Management • QA Testing & Troubleshooting • Whitelabel Domain & Email Configuration • Tool Consolidation & Platform Migration • WordPress Site Edits • Node.js / Railway Deployment • Google Cloud APIs • Mailgun

PROFESSIONAL EXPERIENCE

Founder & GoHighLevel Systems Specialist | WiseCore Systems | Sep 2025 – Present
Philippines | Remote

- Built and operate a GHL-based CRM and business automation consultancy, architecting platform infrastructure across multiple client verticals and sub-accounts.
- Built and deployed 5+ multi-step workflows for lead capture, nurture, internal notifications, appointment confirmation, document follow-up, and opportunity stage automation using triggers, tags, custom fields, and dynamic variables.
- Configured opportunities and pipelines including a 6-stage discovery pipeline, supplier accreditation pipeline, and four procurement management pipelines for Project/Capex, Monthly Bidding, Daily Supply, and Non-Food Regular purchasing.
- Configured forms, surveys, custom fields, calendars, smart lists, workflow triggers, and lead qualification logic; migrated external form and survey processes into GHL and connected them to downstream automations.
- Set up complete GHL sub-accounts for procurement systems, RentWise property management, Smart Stay short-term rental concierge, and financial advisory operations.
- Designed and deployed the AI conversational bot 'Liv' inside GHL with Taglish personality prompts, appointment-booking flows, qualification logic, and human-handover triggers.
- Built and integrated a Railway-deployed Node.js procurement API connecting GHL to Claude AI for intelligent workflow responses and third-party process support.
- Configured TaraPayments / Xendit payment integration, products and payment-connected funnels; set up whitelabel domains through CNAME records and a dedicated Mailgun sending domain for email deliverability.
- Built GHL-hosted landing pages and funnels and launched email marketing systems with nurture sequences, broadcasts, booking reminders, and follow-up automation.
- Performed end-to-end QA across forms, calendars, workflows, triggers, opportunity movement, notifications, payment flows, and customer-facing pages before deployment.

GHL Systems Owner | Living Wisely – FWD Life Insurance Practice | Sep 2025 – Present
Philippines

- Built full GHL CRM infrastructure for a financial advisory practice, including a 5-stage opportunity pipeline: Booked, Confirmed, Call Done, Proposal Sent, and Closed Won.
- Built 5 automation workflows supporting appointment confirmation, lead follow-up, pipeline movement, and advisor notifications.
- Deployed an AI conversational bot with appointment booking, Taglish brand voice, and escalation-to-human logic; coordinated lead capture and social content workflows through GHL.

GHL Affiliate Brand Manager | CoreScale Systems | Sep 2025 – Present
Philippines | Remote

- Set up and manage a separate GHL affiliate brand targeting Filipino virtual assistants, maintaining distinct positioning, messaging, and sub-account configuration.
- Manage brand-level funnel, CRM, and automation assets while keeping the affiliate operation separate from WiseCore Systems.

Procurement & Business Systems Consultant | Freelance | Sep 2025 – Aug 2026
Remote

- Supported small businesses in designing procurement and operations systems, including GHL-based workflow automation tailored to purchasing and operational use cases.
- Managed client communication, process documentation, implementation coordination, and proactive status updates across time zones.

EARLIER PROFESSIONAL BACKGROUND

15+ years in procurement, purchasing, supply chain, and operations across Sheraton Manila Bay (Marriott International), Hilton Manila, Papa John's Philippines, and multi-brand F&B organizations. Managed RFQs, purchase orders, vendor communication, delivery tracking, inventory coordination, documentation, reporting, and cross-functional workflows. This background informs a systems-first approach to GHL implementation: automations are designed around real operating processes, approval points, data accuracy, and team accountability.

SELECTED TECHNICAL PROJECTS

- Procurement Automation: supplier accreditation, RFQ/bidding, project purchasing, recurring supply, status tracking, document follow-up, and operational pipeline automation.
- RentWise Property System: lead capture and property-management workflows using GHL forms, CRM pipelines, automation, and follow-up.
- Smart Stay Concierge: short-term rental guest journey with lead capture, guest communication, concierge flows, and upsell automation.
- Financial Advisory Funnel: consultation booking, lead nurture, opportunity tracking, AI conversation support, and advisor follow-up.
- Website + CRM Builds: conversion-focused pages connected to forms, calendars, workflows, pipelines, payment steps, and reporting rather than standalone brochure sites.

TOOLS & SYSTEMS

GoHighLevel (Agency-level hands-on) • TaraPayments / Xendit • Mailgun • Google Cloud APIs • Node.js • Railway • WordPress • Airtable • Notion • Canva • Meta Business Suite • Microsoft Office Suite

EDUCATION

B.S. in Business Administration – Management, Philippine School of Business Administration, Quezon City

CERTIFICATIONS & COURSES

- GoHighLevel Platform – Agency-level hands-on implementation
- AI Prompt Engineering & API Integration