Mabini Villamin III

GoHighLevel CRM & Automation Specialist

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mabiniautomation.com
View my portfolio →



PROFESSIONAL SUMMARY

Three years managing marketing and sales quality for a remote sales team, now building the CRM systems that do that work automatically. I build GoHighLevel pipelines, forms, calendars and lifecycle workflows, and extend them with Make.com, webhooks and OpenAI for AI-assisted lead qualification. Systematic about testing, troubleshooting and documentation.

EXPERIENCE

Schiebel Immobilien & Media GmbH — 2023 – 2026 · Remote

Marketing and Sales Quality Manager

Owned customer-data quality and sales-process consistency for a remote team, the same problems GoHighLevel automation solves.

- Maintained organized customer information and sales activity records to support consistent follow-up.
- Analyzed customer interactions and sales activity to find opportunities to improve conversion and follow-up.
- Coordinated and supported a remote sales team with guidance, performance feedback and workflow improvements.

SELECTED PROJECTS

AI + CRM

Elevate Digital · AI lead qualification
GHL form → Make.com → OpenAI scoring, routed to Qualified, Needs Review or Nurture. 10 workflows from intake to won/lost.

Clinic

BrightSmile Dental Care · Patient booking
Landing page, form and calendar booking with confirmations, reminders, cancellations and no-show recovery.

Real estate

Elite Realty Group · Buyer pipeline
Budget, timeline and pre-approval qualification with consultation booking and 24-hour / 1-hour reminders. 9 workflows.

Project details on page 2. Full walkthroughs at **mabiniautomation.com**.

CORE SKILLS

GoHighLevel
Contacts, tags, custom fields, opportunity pipelines, forms, calendars, workflow automation

Lifecycle automation
Nurture sequences, appointment reminders, cancellation handling, no-show recovery

Integrations
Make.com scenarios, webhooks, JSON parsing, router logic, OpenAI-assisted qualification

Quality
Workflow testing, field-mapping troubleshooting, exception handling, SOP-style documentation

EDUCATION

Cebu Institute of Technology – University
BS Civil Engineering
2016 – 2021

LANGUAGES

English	Professional working
Filipino	Native

Open to remote work
Full-time or part-time

PORTFOLIO

Selected Projects

GoHighLevel CRM and automation systems, built and tested end to end.

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AI & CRM AUTOMATION

Elevate Digital

Lead-to-client system for a boutique CRM agency

BUILT WITH
GoHighLevel · Make.com · OpenAI · Webhooks · JSON

A GoHighLevel form fires a webhook to Make.com, where OpenAI scores the lead and summarizes its needs. The result updates the contact, and a router sends the lead down one of three paths with a matching opportunity.

SYSTEM FLOW GHL form → Webhook → Make.com → OpenAI → JSON → GHL update → Router

OUTCOMES Qualified • Needs Review • Nurture — each path creates its matching opportunity

Lead intake
Form captures leads into structured CRM records.

AI processing
Make.com sends the lead to OpenAI to score.

Routing
Splits Qualified, Needs Review, Nurture paths.

Quality checks
Mapping, branches and updates tested.

WORKFLOWS
WF01–02 Intake: assignment, tags, AI scoring
WF03–05 Routing: booking, review task, nurture
WF06–08 Sales: booking, proposal, negotiation
WF09–10 Closure: won and lost outcomes

CLINIC CRM

BrightSmile Dental Care

Patient lead capture, appointment booking and follow-up

BUILT WITH
GHL forms, calendars, pipelines, tags, workflows

Connects patient lead capture to calendar booking, CRM visibility and follow-up. Receptionist and dentist views show each patient's booking status and next action.

JOURNEY Landing page → Form capture → Calendar booking → CRM pipeline → Follow-up

STAGES New • Booked • No-show • Cold • Returning

Confirmations
Booking confirmation and reminders before the visit.

Cancellations
Cancelled visits reopen the slot.

No-show recovery
A follow-up sequence re-engages missed visits.

Exceptions
Out-of-hours bookings, reschedules, emergencies.

What testing caught: on a calendar with an attached form, appointment triggers alone did not fire reliably. Pairing Form Submitted with Appointment Status fixed it. It is now a standard pre-handover check.

REAL ESTATE CRM

Elite Realty Group

Home-buyer pipeline and consultation automation

BUILT WITH
GHL forms, custom fields, tags, pipelines, calendars

Organizes home-buyer inquiries from capture through qualification, consultation and follow-up. A home-buying pipeline tracks each buyer, and qualification fields drive routing.

JOURNEY Lead capture → Qualification → Consultation → Pipeline progression → Follow-up

Budget
Collects and evaluates the stated range.

Buying timeline
Records the intended purchase time.

Pre-approval
Mortgage pre-approval as a gate.

New lead & fields
Contact details and fields that drive routing.

APPOINTMENTS Booked → 24-hour reminder → 1-hour reminder → Cancellation / no-show

All three are portfolio demonstrations. No client performance metrics or production results are claimed.

TECHNICAL PROFILE

Technical Capabilities

CRM setup · workflow automation · integrations · quality assurance

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CORE CAPABILITY AREAS

CRM & Sales Systems	Contact management, lead capture, pipeline organization, appointment scheduling and follow-up processes.
Workflow Automation	Trigger and action configuration, conditional logic, tagging, custom-field updates and lifecycle management.
Integrations & AI	Make.com scenarios, webhooks, JSON payloads, OpenAI integration, data mapping and AI-assisted qualification.
Testing & Troubleshooting	Trigger validation, workflow testing, edge-case handling, data-flow checks and automation debugging.
Documentation & Delivery	Requirements capture, workflow documentation, process diagrams, organized assets and handover materials.

TOOLS & PLATFORMS

GoHighLevel
Pipelines, workflows, calendars, forms

Make.com
Multi-module scenarios, router logic

Webhooks / JSON
POST payloads, parsing, field mapping

OpenAI / ChatGPT
Lead scoring and summaries via API

Claude
Build planning and documentation

Google Workspace
Docs, Sheets and Drive delivery

IMPLEMENTATION PROCESS

01 Understand
Clarify goals, customer journey, fields and rules

02 Design
Map CRM structure, triggers and decision paths

03 Build
Configure assets and workflows in stages

04 Test
Check expected paths, edge cases and exceptions

05 Document
Record logic, assumptions and open questions

LET'S CONNECT

Looking for a GoHighLevel specialist?

Open to full-time or part-time remote roles with agencies and businesses running GoHighLevel.

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