

MARK ROWELL L. LACNO

GoHighLevel Specialist | AI Automation and Integration Specialist | Funnel and CRM Systems Builder

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PROFESSIONAL SUMMARY

I am a GoHighLevel Specialist and Automation Builder with experience in creating complete business systems from the ground up. I build CRM pipelines, funnels, and automation workflows, and I integrate AI tools to improve efficiency, lead handling, and decision-making.

I focus on building systems that connect marketing, sales, and operations using automation and AI-assisted workflows. I am comfortable working with tools like ChatGPT and other AI platforms to enhance processes, automate repetitive tasks, and support scalable business systems.

CORE SKILLS

- GoHighLevel CRM Setup and Funnel Building
 - AI-Assisted Automation and Workflow Optimization
 - Automation Tools (Zapier, Make, n8n)
 - Lead Management and Pipeline Systems
 - Email and SMS Automation
 - AI Tools (ChatGPT, Claude) for workflow enhancement
 - Webhook and API Integration
 - System Building from Ground Up
 - Process Automation and Optimization
 - CRM Data Management and Segmentation
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PROFESSIONAL EXPERIENCE

GoHighLevel and AI Automation Specialist

Freelance / Remote

I build complete systems inside GoHighLevel including funnels, pipelines, automation workflows, and integrations. I create structured systems that manage lead flow from capture to conversion.

I use automation tools like Zapier, Make, and n8n to connect platforms and ensure smooth data flow. I also incorporate AI tools such as ChatGPT to assist with automation tasks, data handling, and workflow efficiency.

I design systems that reduce manual work, improve response time, and support business growth across multiple projects.

Key Results

Reduced manual processes by up to 60 percent through automation

Improved response time and lead handling efficiency

Built scalable systems for multiple clients and business models

Funnel Builder and Automation Specialist

I build funnels including landing pages, follow-up systems, and automation workflows. I ensure that every step of the customer journey is connected and optimized.

I also integrate AI-assisted workflows where needed to improve speed and efficiency in marketing and operations.

CRM and Integration Specialist

I connect systems using APIs, webhooks, and automation tools. I ensure accurate data flow between platforms and build workflows that support daily operations.

I also troubleshoot and improve automation systems to maintain performance.

Tech Virtual Assistant

I supported business operations by building automation, managing CRM systems, and improving workflows using both traditional automation tools and AI-assisted processes.

Senior High School Teacher and College Instructor

7 Years Experience

I developed structured thinking, problem-solving, and communication skills. I apply these when building systems and explaining workflows to clients.

TOOLS AND TECHNOLOGIES

- GoHighLevel
 - Zapier
 - Make
 - N8n
 - ChatGPT
 - Claude
 - Google Sheets
 - Webhook and API integrations
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PROJECTS AND SYSTEMS BUILT

- Full CRM and funnel systems built from scratch
 - Automation workflows with AI-assisted processes
 - Lead nurturing and follow-up systems
 - Webhook and API integrations
 - Multi-business system setups
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LEADERSHIP AND MINISTRY EXPERIENCE

Victory Church Santa Maria, Bulacan (Every Nation)

- Discipleship Graduate 2023, Class President, Servant Leadership Award
 - Leadership 113 Graduate 2024, Evangelism Award
 - Serve Team Captain 2025 to 2026
 - Head of Parking and Security Ministry
 - Active member of Engaging Team, Technical Management Team, and Prayer Team
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POSITIONING STATEMENT

I help businesses build smart, automated systems using GoHighLevel and AI tools to streamline operations, improve lead management, and support scalable growth.