

Reynald Mart Jison

CRM & Automation — GoHighLevel, Base44, portals, pipelines, booking, follow-up

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- Open to remote roles and selected projects

SUMMARY

I build the systems a business runs on: client portals and CRMs with role-based access, booking and ordering flows, pipelines and the automated confirmations, reminders and follow-ups around them — on GoHighLevel and Base44 — and I test them across roles, clients and screen sizes before launch. Remote since 2019; clients in the Philippines, the United States, Australia and Singapore.

CORE SKILLS

Platforms

- GoHighLevel — dashboards, funnels, lead capture, calendar booking
- Base44 — portals, records, workflows
- Supabase / Next.js (MVP)

Automation

- Confirmation emails and reminders
- Approval flows and receipt automation
- Follow-up sequences
- CRM logic and information architecture

Systems

- Client and staff portals with role-based access
- Service requests, uploads and compliance checklists
- Booking, scheduling and QR entry points
- Invoicing with payment-proof uploads

Quality

- Regression and cross-client isolation testing
- Responsive checks
- Bug reproduction and launch-readiness reviews

SELECTED PROJECTS

Excelsior Growth Systems Growth systems agency · International · Live · excelsiorgrowthsystems.com

Growth systems agency (GoHighLevel + automation) — built its live website; Growth & Automation Lead.

- Built the live website, excelsiorgrowthsystems.com — home, the Growth Engine system page, industry sections, testimonials and team pages
- GoHighLevel on the site: an embedded booking calendar for strategy calls, and the GHL chat widget on every page
- A 9-question free assessment ("Find the leak that's costing you the most") that leads to a Growth Systems blueprint
- GoHighLevel dashboard styling and customization, following Excelsior's official brand kit

The Courtyard Sports & recreation · Booking · Live · thecourtyard.pro

Pickleball venue — booking app with a CRM-style admin dashboard, on Base44.

- An admin dashboard that works like a CRM — bookings, payment receipts to confirm, courts, the schedule and the players behind them
- Booking workflows: real-time court availability, court and time selection, and My Bookings for players
- Bank QR payments with receipt upload, confirmed by staff, plus confirmation emails

FBD Bookkeeping & Accounting

Bookkeeping & accounting · Live · ongoing · fbdbookkeeping.base44.app

Bookkeeping firm — client portal, staff workspace, billing.

- System scoping, information architecture and CRM logic
- Admin, staff and client portal workflows — onboarding, login and role-based access
- Base44 build and iteration: service requests, VAT / Non-VAT workflows, uploads, invoices and payment flows, progress visibility
- QA and regression testing — cross-client isolation, responsive checks, bug reproduction and launch-readiness reviews

Apo ni Lola

Food & pasalubong retail · Built

Food brand — ordering flow with approval and receipt automation.

- Order and client records with QR payments and payment-proof uploads
- Receipt automation for 80mm thermal printing via PrintNode, only after approval

EXPERIENCE

2022 – present

Freelance Funnel Builder & Digital Strategist

Self-employed, remote — Davao City, Philippines

- End-to-end sales funnels, landing pages and email automations for businesses in the Philippines and Southeast Asia — strategy, copy, design and technical setup.
- Expanded in 2023 to clients in Singapore, Australia and the United States.
- Current engagements: a bookkeeping firm's client portal, CRM and marketing (FBD); healthcare content and video for a U.S. podiatry practice (Grandville Foot & Ankle); positioning, website and paid-media groundwork for a B2B market-entry firm (FIME Group).

Current

Founder — GrowthOps Media & Co.

Own agency, Davao City

- Packaged services connecting social media, static and AI video creative, Meta Ads management, lead generation, websites, booking systems and CRM follow-up.
- Monthly package: 12 static creatives, 3 AI videos and Meta Ads management, written to a five-beat direct-response arc.

2020 – present

Freelance Social Media Manager & Content Strategist

Various clients, remote

- Social accounts, content calendars and paid Facebook and Instagram campaigns.

2019 – 2020

Virtual Assistant, marketing focus

Online agency, remote

- Research, scheduling, email management and basic graphic design.

TOOLS

GoHighLevel

Base44

Lovable

Supabase

Next.js

Netlify / Vercel

Meta Ads Manager

ChatGPT / Claude / Codex / Cursor

PROFESSIONAL DEVELOPMENT · LANGUAGES

- 2021 — Training in conversion optimization, funnel psychology and advanced copywriting.
- Languages: English, Tagalog, Bisaya
- Remote since 2019; clients in the Philippines, United States, Australia and Singapore

Case studies with scope, evidence and honest status for every project above: reynjison.netlify.app/work — no invented metrics or testimonials.