

# JONATHAN A. GUINTU

CRM & Automation Specialist | AI & Web Developer |  
Digital Marketing

yesu0725@gmail.com | nathan@goldsolutions.dev  
0936-031-7731 | Skype: yesu0725  
Bacolor, Pampanga, Philippines | Available for  
Remote Work Worldwide

## PROFESSIONAL SUMMARY

Versatile independent contractor with 10+ years of professional experience and 5+ years as a freelance specialist in CRM management, workflow automation, AI agent deployment, web development, and digital marketing. Experienced across real estate, agency services, and digital business environments. Proficient with leading CRM platforms, automation tools, AI APIs, and creative production software. Delivers high-quality work with clear English communication, strong documentation, and a proactive approach to solving business problems.

## SKILLS & TOOLS

<b>CRM Platforms:</b>	GoHighLevel (GHL), FollowUpBoss, Ylopo, Lofty, Sierra, Zoho — setup, optimization, workflow automation & data management
<b>Automation:</b>	Zapier (5+ yrs), GHL Workflows, n8n (learning), Make.com — workflow design, API connections, trigger-based automation
<b>AI &amp; LLMs:</b>	Closebot (RAG-based AI agents), OpenAI API, Anthropic API — sales automation, chatbot deployment, app integration, daily use of ChatGPT & Claude
<b>Web Development:</b>	Website build & maintenance, CRM-integrated landing pages, performance & UX optimization
<b>Digital Marketing:</b>	Facebook, Instagram, LinkedIn, YouTube, Pinterest — paid & organic campaigns, lead generation, email marketing
<b>APIs &amp; Webhooks:</b>	REST API integration, GHL & Zapier webhooks, personal app development (Server Manager, Budget App, Game Mods)
<b>Creative Production:</b>	Adobe Photoshop, Illustrator, Premiere Pro — graphics, video editing, promotional materials
<b>Data &amp; Reporting:</b>	Google Sheets, MS Excel — data entry, reporting, database management

## WORK EXPERIENCE

### Web Development, Automation, CRM & Digital Marketing Specialist — Freelance

Independent Contractor | February 2021 – Present

- Deployed RAG-based AI sales agents using Closebot (OpenAI & Anthropic APIs), automating lead qualification and appointment booking for real estate clients.
- Designed and maintained complex Zapier automation workflows connecting CRMs, lead sources, notification systems, and reporting tools across the real estate industry.
- Managed multi-CRM environments (GHL, FollowUpBoss, Ylopo, Lofty, Sierra) ensuring data accuracy, pipeline health, and workflow optimization.
- Developed and maintained client websites with focus on performance, UX, and CRM-integrated lead capture.
- Created and executed digital marketing campaigns (paid & organic) across Facebook, Instagram, and LinkedIn driving measurable lead generation.
- Built personal apps using REST APIs and webhooks: Server Admin Manager (Anthropic API), Budget Manager, and game modification tools.
- Produced multimedia marketing assets (graphics, video, promotional materials) using Adobe Creative Suite.
- Provided data management, reporting, and database administration with Google Sheets and MS Excel.

### Creative Virtual Assistant

Global Virtual Assistant Co. | January 2020 – February 2021

- Designed and built landing pages and websites with seamless CRM integration for lead capture and client management.
- Managed CRMs (FollowUpBoss, Ylopo, Sierra, Zoho) to streamline workflows, track leads, and support client retention strategies.
- Created paid and organic social media campaigns across 6 platforms; produced marketing materials using Adobe Creative Suite.
- Organized and managed data using Google Sheets and MS Excel for reporting and business decision-making.

### Technical Support Representative

Concentrix (formerly Convergys) | July 2018 – January 2019

- Provided technical troubleshooting and customer support for wireless services; managed cases, follow-ups, and dispute resolution.

### Customer Service Representative

IQOR / RMS Clark | November 2016 – April 2018

- US credit card account support including payments, disputes, fraud management in a high-compliance BPO environment.

### Online English Tutor

J-P Networking Inc. / Academic Society (Acadsoc) | January – December 2019

- Taught English pronunciation, conversational skills, and listening comprehension to foreign students via online platforms.

### ESL Tutor

Nadezhda English Skills Dev't Inc | January 2011 – February 2013

- Taught English to students of varying proficiency levels with focus on listening and conversational fluency.

## EDUCATION & TRAINING

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<b>2019–2021:</b>	BS Secondary Education, Major in Science — Pampanga State Agricultural University
<b>2019:</b>	Bridging Program, Best in Mathematics — Pampanga State Agricultural University
<b>2015–2018:</b>	Advance Course in Information Technology — Informatics Baguio City Center Inc.
<b>Ongoing:</b>	AI agent architecture, LLM API integration, n8n automation — continuous self-directed learning

## LANGUAGES

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Filipino (Native) | English (Professional — spoken & written)