JOE MAR ASIS

Senior GoHighLevel Specialist | AI Automation | Client Onboarding & Support

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PROFESSIONAL SUMMARY

Senior GoHighLevel specialist with 6 years of experience building CRM automations, websites, sales funnels, and AI-powered lead follow-up systems for agencies, SaaS businesses, and service-based companies. Built hundreds of GoHighLevel websites and the training program (100+ SOPs) behind 100+ trained virtual assistants; supported a SaaS operation of approximately 1,600 sub-accounts. Builds end-to-end with custom code, webhooks and APIs, GoHighLevel MCP, and voice and chat AI agents; creates custom tools and product features agencies can upsell.

CORE SKILLS

- **GoHighLevel:** account setup, sub-account customization, snapshots, workflows, pipelines, calendars, triggers, custom values, tags, websites, funnels, forms, memberships, courses & communities (SaaS mode), nurture sequences; domains, white-label, users & roles
- **AI & Automation:** conversational AI, voice AI, speed-to-lead follow-up (SMS, call, nurture), appointment-booking workflows, prompt configuration, chatbot integrations, compliance-aware flows
- **Integrations:** Zapier, Make, n8n, webhooks, APIs, GoHighLevel MCP, Aloware, UpHex/UTM, WordPress, GTM & pixels
- **Client Success:** onboarding, live office hours, technical troubleshooting, instructional videos, SOP development, virtual-assistant training
- **Website Customization:** HTML/CSS customization, embedded forms, AI-assisted page building
- **Product Development:** custom tools and product features agencies can upsell: client portals, browser extensions, compliance review tools, and page QA automation (see Selected Projects)

PROFESSIONAL EXPERIENCE

Senior GoHighLevel Specialist | LeadJuice / Stanzyk.com

- Built GoHighLevel landing pages for an agency serving 200+ chiropractic clients, translating marketing-team copy into accurate, published pages
- Delivered 100+ healthcare client systems snapshot-to-launch, many in a single day, with QA checklists, documentation, and team training on every handoff
- Built niche-specific funnels, nurture sequences, workflows, and snapshots for healthcare campaigns, including back pain and neuropathy
- Customized client pages with GoHighLevel's native builder, custom code, and AI-assisted tools

Independent GoHighLevel & AI Automation Specialist | Freelance / Project-Based Clients

- Built and customized GoHighLevel workflows, websites, funnels, and lead-nurture sequences for agencies and appointment-based service businesses
- Implemented conversational AI and voice AI for lead engagement, inbound and outbound follow-up, and appointment-related processes
- Configured CloseBot integrations with GoHighLevel for automated lead nurture
- Connected tools and business processes using Zapier, Make, n8n, webhooks, and GoHighLevel integrations across niches including roofing, cleaning, coaching, healthcare, and wedding venues

GHL Systems Builder - Client Builds | Seven Figure MSP, StandOut Funnels, Smith Barid, Agent FlyWheel, 7FigureCRM

- Built B2B coaching MRR engines, SaaS-mode memberships, legal conflict-check intake, mortgage speed-to-lead, and Medicare-compliant CRM systems, plus 50+ side builds across automation, funnels, integrations, and AI implementations
- Supported a SaaS business with approximately 1,600 sub-accounts: ran daily onboarding sessions, hosted live office hours, and troubleshot GoHighLevel accounts
- Recorded instructional videos and created SOPs and self-service guidance covering account features, automations, and common setup tasks

Onboarding & Customization Specialist | Extendly

- Onboarded GoHighLevel users and customized accounts to match client requirements, supporting them through live Zoom sessions and hands-on assistance
- Taught GoHighLevel to virtual assistants through daily 1-hour lessons and webinars on delivery systems, coaching 70+ students

Earlier Roles | Appointment Setter (lead generation) • Sales Rep / Retention Agent, Top Agent (SiriusXM)

SELECTED PROJECTS & ACHIEVEMENTS

- **Wedding Client Portal:** Built a wedding-packet application with email-code access, an admin panel, packet submissions, vendor information, and reminder emails, powered by webhooks, contact matching, tags, and opportunity-update workflows
- **A2P Registration Reviewer:** Built a tool that scans a business's website content for likely A2P messaging-registration rejection issues and suggests fixes before submission
- **Copyproof (Landing Page QA Tool & Chrome Extension):** Built a QA tool that compares a live landing page against approved copy word by word, flags dead buttons and broken links, and outputs a fix list; its Chrome extension learns from reviewer corrections
- **Marlo (AI Marketing Assistant):** Built an AI assistant that watches a GoHighLevel sub-account from Telegram, runs daily lead-leak checks and a morning brief, and takes CRM actions (send, tag, move, follow up) after one-tap approval
- **GHL Tab Renamer (Chrome Extension):** Renames and color-groups GoHighLevel tabs by client, automatically follows client switches, and learns every visited page so a search palette jumps to it in any sub-account
- **Agency Client Index Portal:** Indexes hundreds of client accounts across an agency's CRM, automation, chat, and project tools, so any client's accounts are one search away

TOOLS

GoHighLevel • Zapier • Make • Pabbly • n8n • CloseBot • Vapi • Assistable • Meta Business Manager • Google Ads • UpHex • Twilio • Aloware • Slack • Asana • WordPress • Claude Code • Codex • ChatGPT • DeepSeek • APIs • Webhooks