



EDUARD MARK ALBARRACIN

DIGITAL SYSTEMS
BUILDER & GHL
OPERATIONS SPECIALIST
GoHighLevel • Automation • Web
Development

CONTACT ME

-  [+63 992 309 0163](tel:+639923090163)
-  contact.eduardmark@gmail.com
-  eduardportfolio.online

CORE CAPABILITIES

- GoHighLevel CRM & Automation
- Websites, Funnels & Landing Pages
- AI Chat, Voice AI & Knowledge Bases
- WordPress, Elementor & Wix
- APIs, Webhooks & Integrations
- Local SEO, RankMath & GHL SEO
- Email, SMS & Meta Campaigns
- Figma, Canva & Digital Design
- Shopify, Amazon & Etsy
- ADS (Meta, Microsoft, Google)

PROFILE

Digital Systems Builder and Operations Automation Specialist with hands-on experience since 2022 building CRM systems, websites, funnels, AI workflows, and internal operations platforms. I began freelancing while still in senior high school, driven by curiosity and a genuine interest in helping businesses solve operational problems through technology.

Skilled in GoHighLevel, WordPress, cloud technologies, APIs, integrations, SEO, and marketing automation, with experience delivering projects across multiple industries. I enjoy transforming disconnected tools, repetitive tasks, and unclear workflows into organized systems that improve lead management, communication, team efficiency, and long-term business growth. My work combines technical problem-solving, conversion-focused design, and close client collaboration to create solutions that are practical, scalable, and built around how each business actually operates.

EDUCATIONAL BACKGROUND

ST.PETER'S COLLEGE OF TORIL BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY	2025 - Present
UNIVERSITY OF MINDANAO - DAVAO BACHELOR OF SCIENCE IN COMPUTER SCIENCE	2024 - 2025
DOÑA CARMEN DENIA NATIONAL H.S SHS INFORMATION COMMUNICATION TECHNOLOGY • AWARDED OUTSTANDING STUDENT	2022-2024
DOÑA CARMEN DENIA NATIONAL H.S JHS JUNIOR HIGH SCHOOL SPECIALIZED IN INFORMATION COMMUNICATION TECHNOLOGY	2018-2022

PROFESSIONAL EXPERIENCE

-  **FREELANCE DIGITAL SYSTEMS BUILDER**
Self-Employed | 2022-Present
 - Started freelancing during senior high school, working on websites, graphic design, CRM support, lead generation, and digital marketing projects.
 - Progressed into building complete GoHighLevel systems, including websites, funnels, pipelines, workflows, calendars, forms, email, SMS, and AI automation.
 - Expanded into WordPress, Elementor, Wix, Shopify, SEO, APIs, webhooks, Google Workspace integrations, Figma, Canva, and cloud-based operational platforms.
 - Helped businesses reduce manual work, organize customer journeys, improve lead management, and connect their digital tools into structured systems.
-  **GOHIGHLEVEL SPECIALIST**
Flexify | Outsourcing Agency
 - Designed and launched responsive, conversion-focused websites and sales funnels for businesses across different industries.
 - Built GoHighLevel workflows, CRM pipelines, forms, calendars, lead-capture systems, and automated email and SMS follow-up sequences.
 - Improved website visibility and usability through SEO optimization, mobile responsiveness, and user-friendly page structures.
 - Collaborated with clients to translate their business goals into practical websites, funnels, automation systems, and digital solutions.



SALES TELEMARKETER

Veratex Telecommunications

- Conducted outbound calls to prospective customers and introduced the company's telecommunications products and services.
- Explained service benefits, answered customer questions, handled objections, and delivered persuasive sales presentations.
- Recorded customer responses, identified interested prospects, and supported lead-generation and sales follow-up activities.

PROJECT EXPERIENCE



LAVERNE MOORE

Real Estate

- Designed and developed a professional real estate website using GoHighLevel.
- Created responsive service pages, property-focused content, inquiry pathways, and conversion-focused calls to action.
- Applied SEO optimization to improve website structure, search visibility, and online discoverability.



EMPIRE OF EASE

SAAS

- Built a modern SaaS website using GoHighLevel with responsive layouts and clear product communication.
- Organized service sections, platform benefits, calls to action, and lead-generation pathways.
- Applied SEO optimization to improve content structure and search visibility.



AURA ASSISTANT

AI Receptionist Platform

- Designed and developed a SaaS website using WordPress and Elementor for an AI-powered receptionist and communication system.
- Created localized website and SEO versions for the United States, Canada, Turkey, and GCC markets.
- Built industry-specific service pages, lead-generation pathways, conversion sections, and product explanations.
- Produced supporting advertisements, posters, social media graphics, and digital campaign materials.



NAMAOS

AI Revenue Infrastructure Platform

- Developed the website, brand direction, messaging, and digital positioning for an AI Revenue Infrastructure company.
- Structured the website around lead capture, qualification, automated follow-up, appointment booking, dashboards, and revenue operations.
- Designed premium responsive interfaces using WordPress and Elementor with custom visual systems and conversion-focused layouts.
- Applied SEO planning, metadata, accessibility improvements, and structured content architecture.



ARIMO MEDIA

Website and Systems

- Designed and developed a professional website using WordPress and Elementor.
- Created service pages focused on website development, automation, digital systems, and business solutions.
- Applied SEO optimization and responsive design across desktop, tablet, and mobile devices.



SERENA HOMES GLOBAL

Real Estate

- Designed and developed a premium real estate website using WordPress and Elementor.
- Created responsive pages for properties, services, investors, buyers, sellers, and international real estate opportunities.
- Applied SEO optimization and structured lead-generation pathways for inquiries and consultations.



HOMECOMING PILATES

Health and Wellness Website & Operations System

- Built and optimized a responsive health and wellness website inside GoHighLevel with retreat sales pages, content pages, and conversion-focused customer journeys.
- Developed checkout workflows, payment plans, abandoned-payment recovery, application systems, affiliate workflows, and client onboarding automation.
- Created email and SMS campaigns, chatbot knowledge bases, vendor tracking, sponsorship systems, and branded marketing materials.
- Applied native GoHighLevel SEO, responsive optimization, metadata, and structured content across the website.



TOOFRESH

AI Marketing

- Built a modern AI marketing website using WordPress and Elementor.
- Designed responsive service pages, conversion pathways, and calls to action for prospective clients.
- Applied SEO optimization to improve website organization, discoverability, and search visibility.



1791 FINANCIAL SERVICES

FINANCIAL SERVICES CRM & CALLING SYSTEM

- Built and optimized a financial services website using GoHighLevel with native GHL SEO.
- Developed lead intake, verification, deduplication, CRM pipelines, caller workflows, Google Sheets logging, and contact segmentation.
- Configured Power Dialer queues, callback systems, dashboards, state and zone filters, and caller reporting.
- Supported phone-system testing, workflow automation, controlled calling operations, and migration planning.



MIRAMAR BMW SERVICE

Automotive Website and AI System

- Designed and developed a localized BMW service website using GoHighLevel with multiple SEO-optimized service pages.
- Built appointment forms, lead-capture pathways, automated notifications, follow-up workflows, and booking systems.
- Configured Conversation AI and Voice AI to answer questions, qualify prospects, and encourage calls or appointment requests.
- Applied localized native GHL SEO, metadata, structured content, and responsive optimization.



ZUO ZUO STUDIO

Arts Studio Website

- Revised and developed an arts studio website using WordPress and Elementor.
- Created responsive pages for studio services, events, creative work, inquiries, and bookings.
- Implemented RankMath SEO to improve metadata, website structure, and search visibility.



4GEN PRIVATE CARE

Private Care Services Website

- Designed and developed a private care services website using WordPress and Elementor.
- Created clear service pages, inquiry pathways, and responsive layouts for families and prospective clients.
- Implemented RankMath SEO to improve online visibility, page structure, and metadata.



MODEL WAY PODCAST

Podcast

- Designed and developed a podcast website using WordPress and Elementor.
- Created responsive pages for episodes, hosts, guests, videos, and audience engagement.
- Implemented RankMath SEO to improve metadata, page structure, discoverability, and audience growth.



WATCHCERT

Watch Certification Website

- Designed a professional watch certification website using WordPress based on interface designs created in Figma.
- Translated the visual design into responsive website pages with clear service information and customer inquiry pathways.
- Applied SEO optimization and tested usability across desktop, tablet, and mobile devices.