

# Velonie Baluarte



## GoHighLevel CRM Specialist | Automation & Workflow Systems | Website Developer | AI Operations | Digital Project Management

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Portfolio: <https://velonieb-droid.github.io/velonie-portfolio/>

### PROFESSIONAL SUMMARY

GHL CRM specialist and automation builder with hands-on delivery across real estate, business coaching, hospitality, and photography. I build end-to-end systems — pipelines, follow-up sequences, booking flows, websites, and integrations — and document everything so they run without hand-holding. My background in technical project management means I map requirements before touching a tool, test every trigger before handover, and treat clean documentation as a non-negotiable part of the build.

### DIGITAL CAREER HIGHLIGHTS

<b>Business Website Builds</b> Create responsive websites, portfolio pages, service pages, landing pages, lead capture sections, and call-to-action structures for service businesses.	<b>CRM Pipeline Setup</b> Organize leads, contacts, client stages, follow-up tasks, tags, appointment flows, and sales or inquiry pipelines inside CRM systems.
<b>Automation Workflow Design</b> Connect forms, calendars, sheets, CRM records, notifications, email/SMS reminders, and task handoffs to reduce manual admin work.	<b>AI-Powered Operations</b> Use AI tools to create content drafts, client summaries, SOPs, research notes, website copy, social media ideas, and repeatable prompt templates.
<b>SEO &amp; AEO Support</b> Improve page structure, service descriptions, headings, FAQs, local intent content, and answer-ready copy for search and AI discovery.	<b>Executive &amp; Client Support</b> Handle documentation, calendar coordination, reporting, client communication, task tracking, and organized follow-through for business owners.

### TARGET ROLES

<b>Website Developer</b> Responsive websites, landing pages, portfolio pages, service pages, conversion copy structure, SEO-ready page setup.	<b>CRM / GoHighLevel Specialist</b> CRM setup, pipelines, forms, calendars, automations, lead follow-up, tagging, nurture workflows, client tracking.
<b>AI Prompt Engineer</b> Prompt libraries, AI-assisted research, content workflows, SOP drafting, client summaries, task planning, quality checks.	<b>Executive Assistant / Digital Operations</b> Calendar support, documentation, reporting, client coordination, task management, process organization.

### CORE SKILLS

- CRM & Automation: GoHighLevel, Zapier, Pabbly, n8n, workflow mapping, lead capture, follow-up automation, pipeline management.
- Website & SEO/AEO: HTML, CSS, WordPress, landing pages, website structure, search intent, FAQ planning, SEO audit basics, AEO-ready content.
- AI & Content Systems: ChatGPT, Claude, Gemini Studio, prompt engineering, content briefs, SOPs, email drafts, research synthesis.
- Project & Client Management: Scope planning, scheduling, reporting, client meetings, vendor coordination, requirements gathering, quality control.
- Business Support: Google Workspace, Microsoft Office, Excel, ClickUp, Infinity, documentation, admin support, communication tracking.
- Engineering Tools: Revit, AutoCAD MEP, Bluebeam, PlanSwift, ETAP, HAP6, Pipe-Flo, Primavera P6, Microsoft Project.

## PROFESSIONAL EXPERIENCE

### Freelance Digital Automation, CRM & Website Specialist

Remote / Philippines | October 2024 - Present

Provide freelance digital support for small businesses and service-based brands that need better lead handling, online presence, automation, and operating structure.

- Build and improve websites, landing pages, profile pages, service pages, booking pages, inquiry forms, portfolio pages, and lead capture sections for real estate, business coaching, blog/content, hotel, condominium, and photography businesses.
- Set up CRM structures including contact records, pipeline stages, lead sources, forms, calendars, appointment booking flows, tags, task reminders, and follow-up status tracking.
- Create automation workflows using CRM tools and integration platforms to reduce manual follow-up, route inquiries, organize client communication, and support faster response times.
- Design practical customer journeys from website visit to form submission, booking, consultation request, CRM record, follow-up reminder, and owner notification.
- Use AI tools such as ChatGPT, Claude, and Gemini to draft content, create prompts, summarize client information, build SOPs, plan website copy, generate FAQ ideas, and speed up research tasks.
- Support SEO and AEO improvements by organizing page content around buyer intent, local search relevance, service descriptions, FAQs, internal page structure, and clear calls to action.
- Assist business owners with digital operations, including task tracking, documentation, calendar coordination, email support, reporting, SOP creation, and process improvement.
- Apply systems-thinking discipline to every build — mapping requirements before touching any tool, testing every workflow branch, documenting logic, and delivering clean handoffs that teams can actually run.

## REPRESENTATIVE FREELANCE DIGITAL PROJECT WORK

<b>Real Estate &amp; Condominiums</b> Property-focused pages, inquiry forms, lead routing, buyer follow-up stages, appointment links, CRM tracking, and local SEO content structure.	<b>Business Coaching</b> Coaching offer pages, consultation booking workflows, lead magnets, nurture follow-up, client onboarding notes, and AI-assisted content planning.
<b>Hotels &amp; Hospitality</b> Service pages, room or venue inquiry flows, guest communication support, booking inquiry forms, FAQ sections, and operational follow-up tracking.	<b>Blogs &amp; Content Sites</b> Topic planning, article structure, SEO/AEO-friendly headings, AI-assisted drafts, internal content organization, and publishing support.
<b>Photography Services</b> Portfolio presentation, package pages, contact forms, client inquiry workflows, booking process setup, and CRM-based follow-up organization.	<b>Small Business Operations</b> Owner dashboards, task lists, workflow documentation, AI prompt templates, reporting files, and admin processes that make daily work easier to manage.

## DIGITAL DELIVERABLES I CAN OWN

- Website homepage, landing page, service page, portfolio page, booking page, contact page, and inquiry form setup.
- CRM pipeline creation, lead source organization, tagging structure, status stages, task reminders, and contact cleanup.
- Automated email/SMS follow-up, appointment reminder flow, missed inquiry response, owner notification, and spreadsheet/CRM sync planning.
- AI prompt library for content creation, email replies, client summaries, SOP generation, meeting notes, research, and website copy drafting.
- SEO/AEO content outline, FAQ section, keyword-intent mapping, local service wording, metadata draft, and page structure recommendations.
- Executive assistant support including schedule coordination, task tracking, business documentation, client updates, and workflow reporting.

## EARLIER ENGINEERING & PROJECT MANAGEMENT EXPERIENCE

### Project Manager

Inovus Building Solutions Inc. | Laguna Technopark, Binan, Laguna | August 2019 - October 2024

- Managed multiple mechanical, HVAC, and electrical projects while ensuring alignment with scope, budget, schedule, quality, and client requirements.
- Prepared project schedules, manpower plans, progress reports, cost estimates, quotations, bill of materials, and technical proposals.
- Led client coordination, bidding meetings, progress meetings, supplier and subcontractor evaluation, procurement coordination, and project documentation.
- Performed HVAC system design, heat load calculation, chilled water pipe sizing, VRF/VRV selection, BIM coordination, Revit modeling, and technical drawing review.
- Supervised engineers, supervisors, technicians, vendors, and service teams to ensure timely completion and proper handover.

### Operations and Maintenance Manager / Project Manager

Pristine Energy Transfer Corporation | Taguig City, Philippines | June 2013 - January 2019

- Managed operation and maintenance of HVAC, refrigeration, electrical controls, steam boiler, generators, wastewater treatment, water treatment, and instrumentation systems.
- Implemented preventive maintenance, corrective actions, troubleshooting, root cause analysis, SOP improvements, staff training, and maintenance documentation.
- Prepared technical estimates, design inputs, proposals, project schedules, procurement support, and client coordination for industrial and facility projects.
- Oversaw project execution for refrigeration systems, ventilation systems, cold storage rooms, boilers, wastewater systems, desalination, and automation/instrumentation projects.

## SELECTED DIGITAL SERVICE AREAS

- Real Estate: property landing pages, lead forms, booking links, CRM lead tracking, follow-up automations, buyer inquiry organization.
- Business Coaching: funnel pages, consultation booking workflows, email/SMS follow-up, content planning, client onboarding support.
- Blogs and Content Sites: content structure, AI-assisted drafting, SEO/AEO topic planning, internal page organization, publishing support.
- Hotels and Condominiums: service pages, inquiry forms, booking support flows, lead routing, guest or buyer communication support.
- Photography: portfolio pages, inquiry forms, package presentation, booking process setup, client communication workflows.

## EDUCATION, LICENSES & CREDENTIALS

- Bachelor of Electrical Engineering - Manuel Enverga University, Lucena City, Quezon, Philippines, 2019
- Electromechanical Technology - Dualtech Training Center, Calamba, Laguna, Philippines, 1999

## RESUME POSITIONING STATEMENT

Most automation builds fail after handover — wrong triggers, no documentation, logic no one else understands. My value is building systems that don't break: clear requirements, tested workflows, and full documentation so your team can run it without me in the loop. The technical project management background is why I build that way — not the headline, just the proof.