

Eric Ferdinand Montera

GoHighLevel Automation Specialist

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SUMMARY

GoHighLevel automation specialist who builds and repairs the CRM systems that capture, route and follow up on leads. Workflows, funnels, A2P 10DLC registration, snapshots and full sub-account setups. Currently running GoHighLevel automation for a health insurance agency of roughly 80 agents, after seven years supporting remote business operations.

CORE SKILLS

GoHighLevel (HighLevel), Workflow Automation, CRM Automation, A2P 10DLC and Toll-Free Registration, Zapier, Make, Twilio, Webhooks, API Integration, Sales Funnels, Snapshots, Pipeline and Custom Field Architecture, Email and SMS Marketing, Python, ClickUp, Stripe, Zoom

PROFESSIONAL EXPERIENCE

GoHighLevel Automation and Systems Specialist

Phil-Am Insurance Agency | Remote | January 2026 to Present

- Recovered 1,280 leads that were never worked and rebuilt the reporting behind them, correcting true campaign reach from 36% to 50% across 8 pipelines.
- Took A2P 10DLC and toll-free registration end to end: 9 agent brands approved through carrier review, one submission scoring 22 of 22 on compliance review, and a toll-free number fully verified.
- Rolled out call-disposition automation to 8 sub-accounts with clean stage-ID mapping, replacing manual outcome logging entirely.
- Built and audited 100+ workflows covering lead nurture, appointment booking, disposition tracking, internal notifications and branching logic.
- Re-architected the weekly training and event RSVP system across GoHighLevel, Zapier and Zoom into a payload-driven engine, eliminating duplicate reminders and cross-event data collisions.

Founder, GoHighLevel Automation

GetLevelSupport | Remote | January 2026 to Present

- Built and configured 10+ GoHighLevel accounts end to end, including sub-account architecture, custom field mapping, pipeline structure and third-party integrations.
- Reverse-engineered HighLevel's internal API into a tool that reads and builds workflows programmatically across 12 step types, verified in production.
- Integrated GoHighLevel with Zapier, ClickUp, Stripe and custom webhooks to connect client systems end to end.

Executive Virtual Assistant and Online Business Manager

Multiple clients | Remote | March 2018 to December 2025

- Managed 10+ corporate sponsors and 100+ mentorship program participants, increasing sponsorship revenue 35% by end of year.
- Saved executives 15 to 20+ hours per week by owning day-to-day administrative and systems operations.
- Managed CRM platforms and contact databases, maintaining data integrity and pipeline hygiene for sales teams, and documented SOPs for client onboarding and offboarding.

Growth Partner

Kaulic Creative Design Agency | Remote | January 2024 to December 2025

- Delivered visual design and brand work for client engagement and visibility campaigns.

EDUCATION

Bachelor of Science in Business Administration, Major in Marketing Management

Liceo de Cagayan University | 2025 to 2026

Life Skills, Professional Skills and University Skills

BYU-Pathway Worldwide | 2023