Loomwell Ops

Japhette Alec Pulido

Executive Assistant | Operations Support | GoHighLevel Automation

Philippines (PHT), available to overlap US business hours

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SUMMARY

Executive Assistant and Operations Support who builds GoHighLevel funnels and follow-up automation. Fourteen years running my own business and three years supporting US-based clients remotely. I turn leads into members with fast replies, clear next steps, and reporting that shows what is working.

EXPERIENCE

Executive Assistant and Operations Support — Jan 2026 – Oct 2026
DHL Express Partner Shop

- Managed the owner's calendar, email, and scheduling, and handled inbound and outbound calls.
- Ran about 20 discovery meetings a week, with notes and follow-ups.
- Wrote operations handbooks, streamlined compliance and onboarding forms, and advised staff across 5 stores in 4 states.
- Created social media content for each store's market.

General Virtual Assistant — Sep 2023 – Dec 2025
Fit Body Boot Camp

- Built GoHighLevel funnels and automations (follow-up sequences, email blasts, contact tagging) so every lead got a quick reply.
- Made and took about 100 calls a day and booked about 50 gym appointments a month, around 90% of quota.
- Prepared weekly and monthly reports on lead sources, show rates, and trial-to-member conversion.
- Handled billing, refund, and cancellation requests.

Social Media Creative — Mar 2024 – Jan 2026
Chicken Chingu (project-based)

- Created and delivered social media content on a project basis.

Owner and Operations Manager — Sep 2012 – present
WJ Construction and Engr. Services

- Run every part of the business, part-time alongside remote work since 2020.

Earlier roles — 2019 – 2023
Samsung, TikTok, 1-800-Flowers (via Inspiro)

- Technical Support, Samsung (Feb 2019 – Mar 2020).
- Content Moderator, TikTok (Mar 2020 – Apr 2023).
- Customer Service, 1-800-Flowers via Inspiro (Apr – Aug 2023).

SKILLS

GoHighLevel funnels and automation • Lead follow-up and nurture sequences • Cold calling • Customer support • Calendar and inbox management • Reporting • Social media management • Operations documentation • Workflow automation • Email marketing

TOOLS

CRM and automation: GoHighLevel, Salesforce, Zendesk, HubSpot, Zapier, Make.
Payments and booking: Stripe, PayPal, Calendly. **Email and video:** Mailchimp, Loom, Zoom, Google Meet.
Productivity: Google Workspace, Google Sheets, Microsoft 365, Notion, Asana, Trello, Slack.
Social and design: Meta Business Suite, Buffer, Canva, CapCut. **Web and data:** GitHub, Supabase.
AI: ChatGPT, Claude, Gemini, Higgsfield AI.

EDUCATION

BS Information Technology, Major in System Engineering, Colegio de San Juan de Letran — 2008 – 2012