

# Jackielene S. Pomoy

Sta. Monica, Surigao del Norte,

+639953120464 | [pomoy.jackielene.s@gmail.com](mailto:pomoy.jackielene.s@gmail.com) | <https://jackielene-portfolio.vercel.app/>

## PROFESSIONAL SUMMARY

Results-driven **Web Developer** and **Funnel Automation Specialist** with hands-on experience in designing and developing responsive websites, high-converting funnels, and **automated marketing workflows** using **GoHighLevel (GHL)**. Proficient in implementing **CRM automations**, **appointment scheduling**, and **SMS/email marketing campaigns** that enhance customer engagement and lead conversion. Strong technical foundation in **HTML**, **CSS**, **JavaScript**, **PHP (Laravel)**, **ReactJS**, and **UI/UX design**. Adept at integrating tools and optimizing business systems for seamless digital operations.

## EXPERIENCE

### Full-Stack Web Developer | Funnel Design, Automation & CRM Specialist (GoHighLevel)

**ConnectUs Marketing Solutions Inc.**, – *Batangas City*, July 15, 2025 – Present

- Develop, update, and maintain responsive company websites and internal web systems using modern frameworks.
- Design, build, and optimize GoHighLevel funnels and landing pages to increase lead generation and conversion rates.
- Configure and manage CRM automations, including SMS and email marketing sequences, drip campaigns, and client follow-up workflows.
- Implement appointment scheduling, pipeline tracking, and form integrations to automate lead management and client onboarding.

### Front-End Developer (On-the-Job Training)

**Surigao del Norte State University – Del Carmen Campus**, March 2025 – June 2025

- Developed the university's Online Enrollment UI Portal using HTML5, CSS3, JavaScript, and Bootstrap.
- Designed responsive UI components for student enrollment and user data entry.
- Implemented form validation and dynamic feedback features to enhance usability.

### Lead Full Stack Developer (Capstone Thesis Project)

**Surigao del Norte State University – Del Carmen Campus**, August 2024 – March 2025

- Led the development of an IoT-Enabled Smoke Detector System to improve emergency response times.
- Integrated ESP32, GSM, and Blynk API for real-time monitoring and SMS alert notifications.
- Conducted testing, documentation, and system deployment with a multidisciplinary team.

## TECHNICAL SKILLS

**Web Development:** HTML5, CSS3, JavaScript, PHP, Laravel, ReactJS, Bootstrap, Tailwind CSS, MySQLCSS, MySQL,

**Funnels & Automation:** GoHighLevel, ClickFunnels, CRM Workflows, Automation Builder, Appointment Scheduling

**Marketing & Communication:** Email Marketing, SMS Campaigns, Lead Generation Funnels

**Tools & Platforms:** WordPress, Git/GitHub, Figma, API Integrations, Web Hosting

## CERTIFICATIONS

- **DICT-WD002 – Using HTML and CSS to Design a Website**
- **DICT-WD003 – Basic JavaScript for Web Development**
- **DICT-ICT007 – Data Privacy & Good Governance**
- **DICT-ICT006 – Introduction to Data Privacy**
- **Coursera – Cybersecurity for Everyone**
- **Google – Build Dynamic User Interfaces for Websites**
- **Google – Foundations of User Experience (UX) Design**

## EDUCATION

**Bachelor of Science in Information Technology**

*Surigao del Norte State University – Del Carmen Campus*

**Graduated:** June 2025