

Jackielene S. Pomoy

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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.

Freelance Web Developer & GoHighLevel Specialist | 2022 – Present

- Delivered end-to-end website and funnel solutions for startups, agencies, and business owners.
- Built responsive websites using HTML, CSS, JavaScript, React, WordPress, and Laravel.
- Designed and automated CRM workflows, landing pages, lead funnels, email/SMS campaigns using GoHighLevel.
- Collaborated with clients to translate business requirements into functional digital solutions.

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.

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