

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.

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