

HANNAH BEA FORMENTO

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 [LinkedIn](#) |  [Portfolio](#)

PROFESSIONAL SUMMARY

Detail-oriented and adaptable System Engineer with hands-on experience in CRM automation, workflow optimization, and system integration. Skilled in Python, PHP, and data management, with a proven ability to improve operational efficiency through automation and cross-platform solutions.

TECHNICAL SKILLS

Programming Languages: Python, Java, C++, PHP, JavaScript

Web Development: HTML, CSS, JavaScript, PHP

Database Management: MySQL, SQL

Automation & CRM Tools: GoHighLevel, Zapier, Monday.com, Slack

Tools & Platforms: Git, Unity, Blender, Canva

Data Analytics & Visualization: Microsoft Excel, Google Sheets

Testing & Debugging: System testing, Troubleshooting

SOFT SKILLS

- Project Management
- Team Collaboration
- Adaptability
- Attention to Detail
- Time Management
- Problem Solving
- Communication

EXPERIENCE

OptoGrow Operations Management Solutions, Philippines — *Systems Engineer*

DECEMBER 2024 - PRESENT

- Manage and configure CRM systems using **GoHighLevel**, optimizing lead generation, pipeline automation, and client onboarding workflows.
- Implement workflow automations with **Zapier**, reducing manual data handling by **40%** and improving operational efficiency across departments.
- Collaborate with internal teams via **Slack** and **Monday.com** to streamline project tracking, cross-functional communication, and task management.
- Monitor and maintain system integrations across multiple SaaS platforms, ensuring **99% uptime** and seamless data synchronization.
- Document system configurations, SOPs, and automation logic to support scalability, knowledge sharing, and efficient maintenance.

OptoGrow Operations Management Solutions, Philippines — *IT Intern*

NOVEMBER 2024 – DECEMBER 2024

- Assisted in daily IT operations and troubleshooting, gaining hands-on experience with software deployment and system maintenance.
- Conducted system testing and user training to support smooth adoption of new CRM workflows and internal tools.
- Contributed to process documentation and reporting, reinforcing best practices in operational support and knowledge transfer.

Torres Technology Center Corporation, Philippines — *Data Analytics Intern*

JANUARY 2021 – MARCH 2021

- Cleaned and prepared raw datasets using **Microsoft Excel**, improving data accuracy and readiness for analytical reporting.
- Created dashboards and reports to track performance metrics, aiding management decisions and operational improvements.
- Collaborated with technical and analytical teams to align data requirements with business needs.
- Maintained data documentation to ensure consistency, integrity, and compliance with internal database standards.

EDUCATION

City College of Calamba — *Bachelor of Science in Computer Science*

2021 - 2025, Calamba City, Laguna

Relevant Coursework: Data Structures, Web Systems, Database Management, Software Engineering, Artificial Intelligence, Machine Learning, Cybersecurity, Game Development, And Cloud Computing.

Calamba Doctors' College — *STEM (Science, Technology, Engineering, And Mathematics) Strand*

2019 - 2021, Calamba City, Laguna

RELEVANT PROJECTS

Appointment Booking & Reminder Flow

An end-to-end appointment management solution

- Developed a booking system integrated with **GoHighLevel** to automate client scheduling, confirmation, and reminder notifications.
- Reduced missed appointments by **30%** through SMS and email reminder automations.
- Documented workflow logic and integration points for scalability and reusability.

Automated Lead Capture & Nurturing Workflow

A scalable CRM automation using GoHighLevel and Zapier

- Designed a fully automated lead pipeline using **GoHighLevel** and **Zapier**, enabling real-time lead assignment and follow-ups.
- Integrated web forms and behavioral tagging to personalize client communication and increase lead conversion efficiency.

Task Management Automation

A streamlined task assignment and notification system

- Built an automated task creation and notification system using **Monday.com**, **Slack**, and **Zapier**.
- Reduced manual task updates by **50%**, improving visibility, accountability, and project turnaround time.