

CJ Gomba

Automation & Systems Consultant

Alaminos City, Pangasinan, Philippines · [upwork.com/freelancers/~01ed96ebe829cb086c](https://www.upwork.com/freelancers/~01ed96ebe829cb086c) · Top Rated Plus · 98% JSS

PROFESSIONAL PROFILE

Results-driven automation consultant with deep expertise in GoHighLevel, Make.com, Zapier, and API-first integrations. Specialized in building CRM systems, cross-platform data pipelines, and workflow automations that eliminate manual work and scale operations. Over two years of JotForm tech support experience underpins a strong foundation in form architecture and system integration. Consistently rated Top Rated Plus on Upwork with a 98% Job Success Score across 50+ client engagements.

CORE COMPETENCIES

- GoHighLevel (GHL) — CRM builds, subaccount setup, custom objects, white-label deployments
- Make.com & Zapier — multi-step automations, API Request actions, error-path logic, scenario migrations
- API Integrations — REST APIs, webhooks, OAuth flows across Airtable, JotForm, Stripe, EposNow, Xero, Katana
- CRM Strategy & Migration — Airtable, Pipedrive, Monday.com, GoHighLevel data migrations with pipeline mapping
- Google Apps Script — calendar sync systems, Gmail automations, Sheets-based data pipelines
- n8n — self-hosted workflow automation, AI-powered content pipelines
- E-commerce & Payments — Shopify, Stripe Payment Links, ACH vs. card routing, subscription logic
- Client Proposal & Scoping — fixed-price and retainer proposals, technical architecture documentation

SELECTED PROJECT EXPERIENCE

Freelance Automation & Systems Consultant 2022 – Present

Upwork — Independent · Remote

- Built an EPOS-to-GoHighLevel sync with custom Order and Order Items objects for WRF Design Center (luxury interior design showroom), and migrated five Zapier automations to Make.com.
- Designed and delivered a full GHL-to-Monday.com CRM migration plan for Murrar Law LLC (immigration firm), covering 7,900+ contacts with pipeline mapping and a detailed implementation proposal.
- Configured dual Stripe Payment Links with ACH vs. card payment method restrictions using Zapier API Request (Beta) for USMD (Nevada Medical Directors).
- Built a Shopify-to-Mirage Print automation for Jarrah Hart (art print business) covering Dropbox file routing, order-based folder structures, and print operator handoff logic.
- Architected a GoHighLevel operating system (Solvr CoPilot) for a hospice care client, including detailed system documentation and implementation proposals.
- Developed a Google Calendar ↔ Todoist sync engine in Google Apps Script and Make.com, handling complex recurring event logic (bulk vs. single edits, deduplication via sequence-number and freshness-window strategies).
- Created a YouTube script automation pipeline for Daniel Ayala Jr. using Google Apps Script, OpenAI, and X (Twitter) API for post automation and reply monitoring.

- Built an Airtable deal-sourcing automation with GHSL webhook integration and investor-level routing for a property investor client.
- Delivered a CoGS journal automation for Speedshield Technologies — Katana → Zapier/Google Sheets → Xero.
- Produced an EposNow API Make.com integration for transaction line item retrieval and downstream reporting.
- Built an n8n-based motivational short-form video content engine integrating ElevenLabs, Creatomate, and Google Drive.
- Developed JotForm/Make.com/SharePoint enterprise document automation for LUV Car Wash (Noelle) and a court case document workflow system.

HubSpot CRM Architect & Automation Lead 2023 – 2024

Reel Edge · Remote

- Built the entire HubSpot CRM from scratch for Reel Edge, a casino affiliate platform recruiting and onboarding players across New Jersey, Pennsylvania, Michigan, and West Virginia.
- Designed and implemented a multi-stage Onboarding Pipeline covering 10+ deal stages: NDA → Welcome Pack → General Training → Roulette Training → Slots Training → Practical Training → Checking Account → PayPal → Final Tasks → Debit Card → Onboarded.
- Integrated JotForm application forms (Joveo and Talroo job ad platforms) with HubSpot via hidden fields and conditional redirect logic — auto-creating contacts, populating custom properties, and routing applicants to qualified or disqualified thank-you pages based on knockout criteria (state, SSN status, background check consent, casino affiliation).
- Built five source/position-specific HubSpot enrollment workflows (Talroo, Joveo × Focus Group, Execution Specialist, Craigslist) that auto-set Application Status to 'Applied' or tagged disqualification reasons and triggered email notifications.
- Configured NDA chaser workflow (11-day sequence: 5 emails + 2 SMS) and post-NDA chaser workflow (10-day sequence) using Twilio–HubSpot SMS integration alongside HubSpot email sequences to drive completion rates.
- Integrated Cloudfiles for access-restricted Welcome Pack document generation (email-gated via one-time code), with the generated link saved to a HubSpot contact property and delivered via automated email + SMS.
- Automated Reel Edge sign-up link generation via Zapier webhook trigger on JotForm NDA signature completion, with the link stored in a custom HubSpot contact property.
- Connected training quiz completions (General, Roulette, Slots — 15/8/12-item quizzes) to Airtable for attempt tracking, with HubSpot contact properties updated (status + completion date) and deal stage auto-advanced on perfect score.
- Implemented backend HubSpot API calls from the Reel Edge platform to auto-transition deal stages (Checking Account → PayPal → Final Tasks) upon completion of account setup steps inside the app.
- Built a training chaser workflow (Day 1/4/9/20 email sequence with break-up email) and account setup chaser workflow (Day 1/5/10/21 with break-up email), both with exit conditions that remove contacts upon stage progression.
- Configured debit card confirmation step using a JotForm submission to trigger manual final deal movement to Onboarded stage, completing the full hire-to-onboard cycle.
- Set up Geolocation (Geocomply) troubleshooting flows including a Google Calendar appointment booking integration with Slack notification routing to CJ for support scheduling.

Tech Support Lead — JotForm Specialist 2020 – 2022

JotForm · Remote

- Served as dedicated JotForm technical support lead for over two years, resolving complex form logic, conditional routing, and third-party integration issues.
- Built multi-step forms with advanced conditional logic, payment gateways, and integrations across Zapier, Google Sheets, Salesforce, and HubSpot.
- Developed internal documentation and escalation procedures for technical support workflows.

TECHNICAL SKILLS

Automation Platforms: Make.com, Zapier, n8n, Google Apps Script

CRM & Business Tools: GoHighLevel, Airtable, Pipedrive, Monday.com, HubSpot

API & Integration: REST APIs, Webhooks, OAuth 2.0, EposNow, Stripe, Xero, Katana, Shopify

Form & Data Tools: JotForm, Google Sheets, Airtable, SharePoint

Languages & Scripting: JavaScript (Google Apps Script, Node.js), JSON, XML

Content Automation: ElevenLabs, Creatomate, OpenAI API, X (Twitter) API

Project Tools: Notion, ClickUp, Slack, Loom

UPWORK PROFILE HIGHLIGHTS

Status: Top Rated Plus

Job Success Score: 98%

Specialization: GoHighLevel · Make.com · Zapier · CRM Migrations · API Integrations

Profile: [upwork.com/freelancers/~01ed96ebe829cb086c](https://www.upwork.com/freelancers/~01ed96ebe829cb086c)