

Marcelo Veliz

GoHighLevel and CRM Automation Specialist

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

PROFILE

GoHighLevel specialist with about two years of CRM and automation experience, one year using n8n professionally, and one year coordinating project delivery. I build workflows, connect Shopify and other systems through APIs and webhooks, troubleshoot production issues, and document changes for teams. Native Spanish speaker with C1 English.

SKILLS

- CRM and sales operations: GoHighLevel workflows, pipelines, snapshots, forms, calendars, lead routing and follow-up
- Integrations: n8n, Zapier, REST APIs, webhooks, GHL API v2, Shopify and Square
- AI and quality: Conversation AI, Knowledge Bases, voice-agent migrations, testing and troubleshooting; Codex and Claude Code for assisted development

EXPERIENCE

GoHighLevel Implementation Specialist | Asinpro

Jan 2026–Present | Remote

- Configure CRM workflows, calendars, custom fields and sales processes, including an account with 16 pipelines.
- Build WhatsApp follow-up with reply-based branching, team alerts and exit conditions after conversion; migrated about 15 voice agents from Dapta to Asinpro.

GoHighLevel Builder | Go High Level Assemblers

Jan–Dec 2025 | Remote

- Built client accounts and reusable snapshots; configured lead capture, nurture and reactivation workflows with sales-team notifications.

GoHighLevel Specialist | High Level Solutions LLC

Jul 2024–Dec 2025 | Remote

- Maintained sub-accounts for US and LATAM clients; repaired Zapier connections, removed duplicate fields and integrated external systems through GHL API v2 and webhooks.

SELECTED PROJECTS

- Shopify to CRM: Connected checkout events to the CRM through webhooks, with separate paths for paid orders and follow-up; verified the paid-order path with a real purchase.
- WhatsApp reliability: Traced 136 failed follow-ups to affected GHL steps and rebuilt them; subsequent checks recorded 41 delivered messages and zero failures in the observed period.
- Conversation AI: Rebuilt a retailer's assistant around 61 FAQs; caught and corrected seven truncated entries through read-back checks before owner-approved launch.

EDUCATION AND LANGUAGES

Higher University Technician in Informatics (TSU) | UPTPC, Puerto Cabello | 2021–2025

Spanish native | English C1 Advanced, EF SET 69/100