

Mark Noriski F. Milca

GoHighLevel Specialist | Automation Engineer | CRM & AI Systems

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PROFESSIONAL SUMMARY

GoHighLevel Specialist and Automation Engineer building CRM, automation, AI, and operational systems that reduce manual work and improve how businesses manage leads, customers, and day-to-day processes. Experienced across customer journeys, integrations, marketing automation, and business operations, with a focus on building systems that are practical, reliable, and easy to manage.

CORE EXPERTISE

GoHighLevel, CRM & Customer Journeys

GoHighLevel · Ivorey · Funnels · CRM · Email Marketing · Lead Nurturing · Forms & Calendars · Payments · Communities · Conversation AI · Voice AI

Automation, AI & Business Systems

n8n · Make · Zapier · APIs · Webhooks · AI Agents · Databases & Backend Systems · Dashboards · Web Apps · Shopify

PROFESSIONAL EXPERIENCE

Automation & Systems Developer — Spandis Catering 2026

- Built a website, meal builder, CRM, operations dashboard, automations, and Conversation AI supporting 1,000+ daily enquiries across web and Facebook.
- Connected admin and kitchen workflows, reducing manual handoffs and helping resolve a sales discrepancy.

GoHighLevel & Automation Intern — Multiply Talents 2024 – 2026

- Managed end-to-end GoHighLevel setups across websites, funnels, CRM, workflows, forms, calendars, payments, communities, and email marketing.
- Implemented Conversation AI, Voice AI, webhooks, private integrations, custom fields, custom values, and external integrations for client processes.

CRM, Funnel & Automation Specialist — Freelance Australian Clients | 2026

- Used Ivorey to build funnels, CRM journeys, email nurture workflows, appointment flows, payments, and customer follow-up.
- Connected landing pages, forms, email sequences, bookings, payments, and automated delivery to reduce manual handling from enquiry to purchase.

Web & CRM Automation Developer — Ability Cleaning 2026

- Built the company website and connected enquiry forms directly to CRM.
- Automated lead capture, follow-ups, and admin processes to reduce repetitive work.

E-commerce & AI Operations Assistant — Bajka O Mnie 2025 – 2026

- Managed Shopify products, collections, and storefront content.
- Used generative AI for illustration production and QA across books and customer orders.

SELECTED SYSTEMS & PROJECTS

AI Lead Recovery Agent

GoHighLevel · n8n · Supabase · AI

- Built an AI-assisted lead recovery system that evaluates CRM activity and determines the next follow-up action.
- Connected GoHighLevel, n8n, and Supabase with safeguards for bookings, contact preferences, recovery state, and human approval.

Automation Engineering Playground

n8n · APIs · Webhooks · AI Automation

- Built a web-based learning app that teaches automation engineering through guided labs, debugging exercises, and hands-on workflow challenges.
- Covers APIs, data transformation, retries, error handling, AI workflows, safeguards, and production-style automation patterns.

EDUCATION

Bachelor of Science in Information Technology

STI College Carmona

2026