

# KEVIN E. GRIÑO

GHL EXPERT | WEB DESIGNER | FUNNEL DESIGNER | VIDEO EDITOR |  
REELS | GRAPHIC DESIGNER

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## PROFESSIONAL SUMMARY

Creative and tech driven Virtual Assistant with strong expertise in GoHighLevel, web and funnel design, CRM automation, video editing, and graphic design. Experienced in supporting CEOs and founders with daily operations, content production, and backend systems. Recognized for fast turnaround, problem solving, and the ability to streamline workflows and increase lead flow.

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## KEY ACHIEVEMENTS

- Built an end to end GoHighLevel funnel that increased monthly qualified leads by approximately 30 percent
- Reduced client response time by automating CRM workflows, email, SMS, and task routing, improving follow up speed by 60 percent
- Designed high converting landing pages and booking flows that achieved higher opt in rates compared to previous campaigns
- Integrated GoHighLevel with Process Street to automate client onboarding, internal checklists, and SOP execution
- Implemented n8n and Zapier automations to sync data across platforms, reduce manual entry, and improve data accuracy
- Streamlined marketing and content workflows, reducing editing and turnaround time per asset
- Standardized documentation and reporting processes, improving operational consistency and visibility
- Delivered ongoing automation optimizations that improved system reliability and workflow efficiency

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## PROFESSIONAL EXPERIENCE

### GOHIGHLEVEL SPECIALIST AND AUTOMATION EXPERT

*Freelance | Feb 2025*

- Built and managed advanced GoHighLevel CRM systems including pipelines, tags, workflows, and reporting
- Designed automated funnels, landing pages, professional websites, and appointment systems
- Integrated GoHighLevel with Process Street, n8n, and Zapier to automate operations and workflows
- Developed SMS and email automation for lead nurturing, follow ups, and client onboarding
- Optimized automation performance, data flow, and system documentation

### VIRTUAL ASSISTANT AND CREATIVE SPECIALIST

*Freelance | June 2024*

*Supplier of scientific laboratory equipment and solutions*

- Designed funnels, landing pages, and automations in GoHighLevel
- Managed CRM pipelines, tags, triggers, and integrations
- Built lead capture systems and appointment booking pages
- Edited reels and videos for TikTok, Instagram, and Facebook
- Designed branded graphics, social posts, and marketing materials
- Handled admin tasks including scheduling, inbox management, and research

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## SKILLS

- **Administrative & CRM Tools:** Go High Level, HubSpot CRM, Punchpass, Calendly, Microsoft Office, Google Workspace, Outlook, Microsoft Teams
- **Web and Funnel Design:** GHL Website Builder, WordPress, Elementor, Carrd, Figma, HTML, CSS, JavaScript
- **Programming:** Python, C++, Visual Basic
- **Data & Analytics:** Power BI, Google Analytics, Social Media Insights, SEO Optimization, Reporting & Dashboard Creation
- **Project & Task Management:** ClickUp, Notion, Asana
- **Content Creation & Editing:** Canva Pro, CapCut Pro, InVideo AI, Adobe Premiere, Final Cut Pro, Google Slides
- **Customer Engagement & Communication:** Client Relationship Management, Stakeholder Communication, Community Management, Customer Service, Lead Generation