

TIMILEYIN ADENIYI

GoHighLevel CRM & Marketing Automation Specialist

Lagos, Nigeria

PROFESSIONAL SUMMARY

GoHighLevel CRM & Marketing Automation Specialist with hands-on experience building automated marketing systems, CRM workflows, and sales funnels for agencies, coaches, and service-based businesses across different industries. I build the systems behind the marketing, from lead capture and follow-up to pipeline management, customer journeys, and sales automation. I mainly work with GoHighLevel, while also having experience with platforms like HubSpot, Mailchimp, and ClickFunnels.

My focus is on making businesses run more efficiently by reducing manual work, improving follow-up, and making sure leads don't get lost in the process. I combine automation, strategy, and conversion optimization to build systems that help turn more leads into conversations and booked clients.

My approach is simple: build with purpose, keep improving, and let the results speak.

CORE COMPETENCIES

CRM & AUTOMATION

- GoHighLevel CRM Management
- Marketing Automation
- Workflow Automation
- Lead Lifecycle Management
- CRM Optimisation
- Pipeline Management

FUNNELS & CONVERSION

- Sales Funnel Strategy
- Landing Page Optimisation
- Lead Nurture Sequences
- Conversion Rate Optimisation
- Audience Segmentation
- Customer Journey Mapping

REPORTING & OPERATIONS

- CRM Auditing
- Automation Strategy
- Campaign Performance Tracking
- Data & Workflow Analysis
- Systems Documentation
- Cross-Platform Integration

PROFESSIONAL EXPERIENCE

GoHighLevel CRM & Marketing Automation Specialist *February 2026 – August 2026*

SignalCRM AI — Remote • Hawaii, United States

- Lead the development and optimisation of CRM and automation systems for service-based businesses using GoHighLevel and integrated marketing platforms
- Design scalable lead lifecycle workflows, automated follow-up systems and pipeline management structures that improve conversion efficiency and customer engagement
- Build and manage automated onboarding systems, appointment booking workflows and multi-step email/SMS nurture campaigns aligned with business growth objectives
- Collaborate with agencies and business owners to streamline backend operations, improve CRM organisation and reduce manual administrative workload
- Develop automation strategies focused on lead tracking, sales visibility and customer journey optimisation across multiple touchpoints
- Conduct CRM audits and system optimisation reviews to identify workflow inefficiencies, automation gaps and reporting limitations

GoHighLevel CRM & Funnel Specialist *May 2025 – December 2025*

FitBiz — Remote • United States

- Designed and implemented a complete lead generation and sales funnel system integrated with automated CRM workflows
- Built automated lead follow-up and appointment confirmation systems that improved response consistency and customer communication flow
- Structured nurture workflows and customer journey automations aligned with conversion-focused business goals
- Optimised funnel logic and lead capture systems to improve operational efficiency and user experience

Marketing Automation & CRM Consultant *March 2024 – December 2024*

Intuity Sync — Remote • United States

- Developed and managed automated marketing workflows using GoHighLevel for consulting and service-based campaigns
- Integrated CRM systems with email marketing infrastructure to improve lead segmentation, nurture flow and customer engagement processes
- Built landing page systems and backend automation structures supporting scalable customer acquisition initiatives
- Assisted with workflow optimisation, campaign automation and CRM organisation to improve operational performance

CRM Operations Specialist *August 2023 – February 2024*

HyperSocial — Remote • United States

- Conducted full CRM audits to identify workflow leakages, automation inefficiencies and pipeline visibility issues
- Recommended and implemented improvements that streamlined lead management processes and improved backend workflow organisation
- Assisted in restructuring automation systems to support more efficient customer communication and follow-up management
- Supported ongoing CRM optimisation initiatives focused on automation reliability and operational consistency

ADDITIONAL EXPERIENCE

Freelance CRM & Automation Specialist *Ongoing*

Self-Employed — Remote

- Designed automated CRM systems, lead nurturing workflows and conversion-focused funnel infrastructures for multiple clients across service-based industries
- Built automated email and SMS campaigns that improved customer follow-up consistency and appointment booking workflows
- Managed multiple CRM implementation projects simultaneously while maintaining structured delivery timelines and client communication
- Assisted businesses in reducing manual processes by implementing scalable automation systems aligned with customer acquisition goals

KEY ACHIEVEMENTS

- Built and managed automated CRM and funnel systems across, GoHighLevel, Hubspot, Mailchimp and ClickFunnels for international clients across Australia and the United States
- Developed backend automation systems that improved lead management efficiency, customer follow-up consistency and sales workflow organisation
- Conducted CRM audits and optimisation strategies that identified workflow inefficiencies and improved platform performance
- Successfully delivered multiple automation and funnel implementation projects across marketing, consulting and service-based industries
- Built scalable lead nurturing systems that helped businesses automate customer communication and reduce operational bottlenecks
- Worked with international agencies and businesses to align CRM infrastructure with marketing and sales objectives

TOOLS & TECHNOLOGY

CRM & AUTOMATION	MARKETING & ANALYTICS	INTEGRATION & WORKFLOW	PROJECT MANAGEMENT	AI & PRODUCTIVITY
• GoHighLevel • HubSpot • Mailchimp • ClickFunnels	• Google Analytics • Meta Business Suite • CRM Analytics Tools	• Zapier • Workflow Automation Systems	• Trello Notion	• ChatGPT Claude

EDUCATION

B.Sc. Tourism Management *September 2019 – August 2023*

Osun State University • Nigeria

My academic background developed strong analytical, communication and organisational skills that now support my work in CRM operations, automation strategy and customer journey optimisation.

CERTIFICATIONS

- GoHighLevel CRM & Automation Training
- HubSpot CRM Certification
- Marketing Automation Certification
- Email Marketing Certification

LANGUAGES

English (Fluent) • Yoruba (Native)

I build scalable CRM and automation systems that help businesses streamline operations, improve lead conversion and grow sustainably. Strategy-led. Systems-driven. Results-focused.