TERRENCE WENCEL B. SALAS

| | linkedin.com/in/Terrence-va
Baliuag, Bulacan, Philippines

GOHIGHLEVEL EXPERT | FUNNEL BUILDER | VIRTUAL ASSISTANT

Virtual Assistant and AI Automation Specialist helping coaches, real estate agents, and small businesses automate lead follow-up and CRM management. I build sales funnels and workflows in GoHighLevel and FunnelGenie, backed by 5+ years of real-world operations and team management experience — so I understand how business workflows actually run, not just how to build automations in theory.

STRENGTHS AND EXPERTISE

- Automation & CRM – GoHighLevel (Advanced), FunnelGenie (Intermediate), Sales Funnel Building, CRM & Pipeline Management
- Lead Nurturing & Follow-Up – Automated Follow-Up Sequences, Lead Nurturing, Conditional Workflow Logic
- AI Tools & Productivity – ChatGPT, Claude, Gemini, Google Workspace, Slack, Canva, CapCut
- Operations & Leadership – Team Supervision, Staff Training & Coaching, Process Documentation
- Customer & Inventory Management – Customer Service, Inventory & Cash Management

EDUCATION

Bachelor of Science in Aircraft Maintenance Technology
Jocson College | 2014 – 2020

PROFESSIONAL EXPERIENCE

GoHighLevel Specialist
Project Based | *January 2025 – September 2026*

- Designed and optimized sales, lead generation, and booking funnels, integrating social media platforms, webhooks, conditional workflows, and AI agents to automate processes and improve efficiency.
- Provided support with CRM setup, funnel design, workflow automation, AI agent implementation, and marketing campaigns to improve lead conversion and operational efficiency.
- Maintained accurate CRM data and pipeline tracking, providing visibility into leads, bookings, and campaign performance.
- Created and managed online courses and communities to support customer engagement.
- Scheduled and published content using the GHL Social Planner to maintain a consistent online presence.

Operations Manager | Assistant Restaurant Manager

Jollibee | April 2024 – September 2026

- Managed administrative reports (P&L, inventory, workforce schedules) with 100% accuracy, ensuring data integrity for decision-making.
- Oversaw calendar and task coordination, aligning staff schedules, vendor timelines, and operational priorities under strict deadlines.
- Handled email and communication management, ensuring timely correspondence with vendors, management, and customers.
- Delivered client support and issue resolution, improving customer satisfaction and retention.
- Implemented workflow improvements, reducing operational costs by 15% and increasing efficiency.
- Supported marketing initiatives, including social media content and campaigns, resulting in 25% higher engagement.
- Developed training materials and documentation, streamlining staff onboarding and improving compliance.

Customer Service Agent

1 Aviation Ground Handling Services Corporation | February 2021 – February 2024

- Coordinated ramp crews, staffing, and scheduling for an average of 10 flights per shift, collaborating across customer service, GSE, and gate planning teams.
- Supervised the safe loading and unloading of 10+ aircraft daily, maintaining a 100% safety compliance record with zero incidents.
- Held current Aircraft Marshalling Permit (No. 2022-12-0343) and Headset Permit (No. 2022-12-0348), supporting 95% on-time turnaround rates.
- Coordinated real-time updates and cross-team communication using Slack and Viber to keep multiple departments aligned during shift operations.

Operation Control Center Coordinator

1 Aviation Ground Handling Services Corporation | June 2022 – July 2022

- Managed flight documentation and crew rostering for 10 flights per shift, and initiated emergency response procedures across multiple departments, reducing average issue-resolution time by 10-15%.

KEY ACHIEVEMENT

- Awarded Manager of the Year.
- Reduced operational costs by 15% through workflow improvements.
- Improved customer satisfaction via service quality enhancements.
- Negotiated vendor contracts, lowering procurement costs by 10%.
- Increased customer engagement by 25% through marketing initiatives.
- Built and optimized sales/marketing funnels using GoHighLevel (GHL), improving lead conversion and retention.

KEY SKILLS

- Sales Funnel Building
- CRM & Pipeline Management
- Automated Follow-Up Sequences
- Lead Nurturing
- Conditional Workflow Logic
- Team Supervision & Training
- Process Documentation
- Customer Service & Inventory Management

TOOLS AND SOFTWARE

- Automation & CRM: GoHighLevel (Advanced), FunnelGenie (Intermediate)
- AI Tools: ChatGPT, Claude, Gemini
- Productivity & Design: Google Workspace, Slack, Canva, CapCut
- GoHighLevel (GHL) – Advanced proficiency in CRM, funnel building, and workflow automation

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CERTIFICATIONS

- Funnel Building Certification & Badge
- Automation Certification & Badge