

Ralph Matthew Marty

Automation Developer · n8n · Zapier · GoHighLevel · CRM Automation

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Looking for a full-time remote role as an automation developer, GoHighLevel / CRM specialist or AI automation builder. Open to contract work too.

SUMMARY

Automation developer with a background in remote operations and customer support. I start from the process and the problem, then pick the tools that fit: so far n8n, Zapier, GoHighLevel, Supabase, Google Workspace, Zoho CRM and Slack. Four of my systems run inside five real businesses today: cash reconciliation at two businesses, a tuition ledger and its web app at a school, a studio operations suite at a tattoo and barber studio, and a lead-to-sale CRM for a forklift sales agent. I build with AI assistance (Claude) and own the requirements, testing and support.

EXPERIENCE

AUTOMATION DEVELOPER (FREELANCE) Remote DEC 2025 – PRESENT

- Built a 6-workflow n8n tuition accounts-receivable system for a school with 400+ student accounts (kinder to grade 10), covering admin approval, parent receipts, due-date reminders and monthly leadership reports. Delivered in under 3 weeks and now live; recording a confirmed payment went from ~5-10 minutes to under a minute.
- Added a Google Apps Script web app on top of the same ledger (live Oct 2026): separate encode and approve roles that enforce the two-person rule, OR-number and balance checks, uniform orders and monthly backups. Built with AI assistance (Claude) and tested on a simulated school year of 396 students and 1,252 payments; the six workflows ran unchanged. Approving the day's payments dropped from ~25 to ~8 minutes.
- Designed and deployed an 8-workflow n8n cash reconciliation system (Google Sheets, Forms, Drive, Gmail, Telegram bot) that flags cash shortfalls the same day instead of at month end.
- Adapted the reconciliation system for a second business (coffee shop / photo studio), live since August 2026.
- Set up a GoHighLevel account from scratch for a forklift sales agent: a 7-stage pipeline, 13 custom fields and 6 workflows for lead intake, Messenger replies, speed-to-lead alerts, booking reminders, quote follow-up and after-sales maintenance dates. Designed the landing page whose quote form feeds it by webhook; live since October 2026, handling 63 inquiries and 12 quotes in its first 6 days, with first replies to Messenger and form inquiries in 1-2 minutes.

OWNER & OPERATOR LvlUp E-Cafe DEC 2024 – PRESENT

- Launched and operate a 15-unit internet cafe with snack sales.
- Ran daily operations hands-on before hiring staff to manage the day-to-day.
- Built automated cash reconciliation and reporting to monitor the business remotely.

OPERATIONS AND CUSTOMER SERVICE EXECUTIVE (VA) Alpha IOTA, Kuala Lumpur (Remote) 2021 – 2024

- Operations Executive, 2022 – 2024: supported daily operations, workflow monitoring and reporting for management, and coordinated schedules and tasks across teams.
- Customer Service Executive, 2021 – 2022: handled 30-60 customer chats per shift in LiveChat with a 90-95% satisfaction rating, resolving 90% of inquiries on first contact and logging each case in internal CRM systems.

PROJECTS

STUDIO OPERATIONS SUITE (N8N) Tattoo & barber studio · live 2026

- 14-workflow n8n suite (Supabase, Jotform, Slack, Square, Gemini) covering inventory, weekly payouts, multi-session tattoo tracking and error alerting.
- Piloted with a real part-time studio and now live there; 9 of 14 workflows in use, including weekly payouts calculated from live Square data.

ZAPIER CRM AUTOMATION SERIES 7 builds · Zapier + Zoho CRM 2026

- Lead routing, lead scoring with MQL/SQL handoff, stalled-deal alerts, client onboarding, weekly pipeline reporting, customer health and churn alerts, and a two-way CRM sync.

SKILLS

AUTOMATION	n8n · Zapier (Paths, Filters, Formatter, Tables, Looping, Code) · GoHighLevel workflows
CRM AND DATA	GoHighLevel (pipelines, custom fields, tags) · Zoho CRM · Supabase (Postgres, pgvector) · Google Sheets
INTEGRATIONS	Webhooks · REST APIs · Square · Telegram Bot API · Slack · Facebook Messenger · Jotform · Gmail · Google Forms · Apps Script
AI	AI-assisted development with Claude (chat and Claude Code) · Google Gemini (RAG)
WEB	Google Apps Script web apps · Landing pages · HTML/CSS · form validation · webhooks
OPERATIONS	Process mapping · documentation · error handling · reporting · customer support

EDUCATION

BS INFORMATION TECHNOLOGY Centro Escolar University 2015 – 2020

LANGUAGES

English, Tagalog