

Justine Gomboc

GoHighLevel Solutions Architect

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PROFESSIONAL SUMMARY

GoHighLevel (GHL) Solutions Architect with 4+ years of experience designing and deploying CRM automation systems for real estate and service-based businesses. Joined Closer Control as one of its first technical builders when the platform had roughly 8 clients, and helped build the core systems that supported growth to over 200 active client accounts. Specializes in multi-stage lead lifecycle automation, AI-driven lead qualification, snapshot-based deployment, and compliance-critical workflow design (A2P/10DLC, foreclosure-stage disposition logic). Experienced in leading technical client onboarding and cross-platform integrations at scale.

CORE SKILLS

GoHighLevel (GHL) Solutions Architecture • Advanced Workflow Automation • CRM Implementation & Migration • Sales Pipeline Design • Funnel & Website Development • Membership Sites • Forms & Surveys • Calendar Systems • Email & SMS Automation • Webhooks & API Integration • Zapier Integrations • AI Implementation (Closebot AI, Native GHL AI Voice Agents) • Stripe Payment Integration • A2P/10DLC Compliance • Snapshot Deployment • Business Process Automation • Technical Client Onboarding & Mentorship

PROFESSIONAL EXPERIENCE

Senior GoHighLevel Solutions Architect — Closer Control

Oct 2024 – Present

- Joined as one of the platform's first technical builders when Closer Control had approximately 8 clients; helped architect and build the core CRM systems that supported growth to 200+ active client accounts.
- Architected a 20-stage lead lifecycle automation system (Seller Disposition Automation Engine) driven by a single custom field, deployed as a GoHighLevel snapshot across 200+ active client accounts.
- Extended the core disposition-sync automation with 7 additional compliance-critical branches for a client-commissioned foreclosure-stage (NOD/NTS) disposition system, including an automated auction-date stop-loss trigger and a zero-outreach bankruptcy compliance hold.
- Integrated Closebot AI to autonomously qualify and advance positive-sentiment leads toward booked appointments, reducing manual lead-routing workload.
- Designed and deployed 11 niche-specific outbound SMS campaigns with delivery-tracking infrastructure for county-record lead targeting (Signal Sniping system).
- Led technical onboarding for new clients, including snapshot deployment, A2P/10DLC compliance setup, legacy CRM migration, and Zapier integrations across 10+ real estate lead platforms (Motivated Sellers, Leadzolo, iSpeedToLead, Carrot, Smarter Contact, and others).

Tech Lead — Miestro

Sept 2023 – Oct 2024

- Oversaw CRM setup, funnel building, automations, integrations, and client onboarding in GoHighLevel.
- Managed WordPress sites, plugins, analytics integrations, and site maintenance.
- Led QA and bug-testing efforts, documenting and verifying fixes.
- Directed project management operations and coordinated client deliverables.

GoHighLevel / Tech Specialist — virtualassistant.io

Nov 2022 – Sept 2023

- Built GoHighLevel systems from scratch for multiple clients.
- Migrated funnels, campaigns, and automations from ClickFunnels, Kartra, and ActiveCampaign to GoHighLevel.
- Managed VA time tracking, project workflows, and client communications via Monday.com.
- Delivered full CRM setups, including funnels, email campaigns, automations, and membership sites.

INDEPENDENT / FREELANCE PROJECTS

AI Voice Appointment Setter & Sales Pipeline Automation — Residual Marketing (Houston, TX) — Independent Contract 2026

- Independently scoped, architected, and delivered an AI-powered lead qualification and appointment-booking system in GoHighLevel using native AI Voice Agents, reducing dependency on manual outreach and booking qualified meetings within 3 days of project kickoff.
- Integrated Stripe payment infrastructure with GHL automation to trigger "Closed Won" status only on verified payment, ensuring accurate sales pipeline reporting.

EDUCATION

Bachelor of Science in Information Technology — City of Malabon University

2015 – 2019