

Jason Almine

Operations & Automation Specialist
CRM Systems · Workflow Automation · Paid Media

Cebu, Philippines (UTC+8) · Remote	+63 977 248 5490	email@jasonalmine.dev
jasonalmine.com	cv.jasonalmine.dev/work	linkedin.com/in/jason-almine-89784655

PROFESSIONAL SUMMARY

Operations and automation specialist who builds the CRM and workflow systems service businesses run on. 14 years in operations, the last 6 spent designing GoHighLevel architecture, n8n automation, and paid acquisition for clients across Australia, the United States, and the Philippines. Currently sole operator of Ventryx.ai and embedded automation strategist with NPA Group in Brisbane. Has managed \$10M+ in cumulative Meta and Google ad spend across 20+ accounts, at cost per lead ranging \$1.82 to \$22.46. Specializes in the whole path a lead takes: capture, routing, follow-up, and the reporting that proves it worked.

CORE SKILLS

CRM & Automation

GoHighLevel, n8n, Make.com, Zapier, HubSpot, Workflow Architecture, Pipeline Design, Lead Routing, SOP Documentation

Paid Media & Analytics

Meta Ads Manager, Google Ads, TikTok Ads, Meta Pixel & Conversions API, Google Analytics 4, Google Tag Manager, Offline Conversion Import, A/B Testing, ROAS & CPL Optimization

Systems & Integration

REST APIs, Webhooks, BigQuery, Airtable, Asana, ClickUp, Xero, Slack, Google Workspace, Shopify

Build & Deployment

React, TypeScript, Python, HTML / CSS / JavaScript, Vercel, Git, Funnel & Landing Page Development

AI & Productivity

Claude, ChatGPT, Gemini, Prompt Engineering, AI Workflow Design, Voice AI Agents (Vapi, Retell), AI-Assisted Research & Reporting

PROFESSIONAL EXPERIENCE

2025 — Present

Digital Marketing & AI Automation Strategist NPA Group

Brisbane, Australia · Remote

- Architected a 90+ workflow n8n automation suite keeping GoHighLevel and 10 other platforms reconciled across 5 property pipelines without manual intervention; 64 workflows live in production.
- Built a self-healing reconciliation layer that auto-creates missing pipeline opportunities, audits tags, and recreates dropped leads on a schedule, removing the month-end manual audit that used to catch these errors after the fact.
- Consolidated 8 property portal and ad-source lead formats into one enrichment-and-routing pattern with a redundancy catch-net, so no lead lands untagged, unassigned, or duplicated.
- Designed and deployed an email builder app serving 2 audiences from one codebase, an internal builder for the marketing team and public no-login approval pages for clients, with two-way GoHighLevel sync and a timestamped audit trail on every sign-off.
- Shipped a real-time reporting dashboard unifying CRM leads and property sales that surfaced \$3.33M in sales for a single project alongside cost per lead and cost per sale, plus a weekly summary email that sends itself.
- Design and build the EDM program across 8 developments: on-brand property campaigns assembled from structured fields rather than hand-written HTML, each passing a preflight check before it sends.
- Replaced a manual month-end reconciliation with an Asana-to-Xero billing workflow that turns tracked time into validated, deduped invoices, with a dedupe guard that prevents double-billing on re-runs.

2024 — Present

Founder & Automation Consultant

Ventryx.ai

Cebu, Philippines · Remote (clients in Australia, US, Philippines)

- Run CRM and automation infrastructure for 6 retained clients across Australia, the United States, and the Philippines, built on GoHighLevel, n8n, and Make.com.
- Built a GoHighLevel CRM around one enquiry-to-enrolment pipeline for an Australian training academy: AU\$930K of pipeline valued and tracked, AU\$122.5K won, and an 18.99% enquiry-to-won conversion rate measured rather than estimated across 179 live opportunities.
- Designed and built funnels for 7 coaching and advisory brands, including migrating 9 offers off Kartra into GoHighLevel with funnels and automation rebuilt for each.
- Built 4 assessment and scorecard funnels that score in the browser in custom JavaScript and post to CRM webhooks, adding segmentation GoHighLevel cannot do natively.
- Manage Meta and Google ad accounts for retained clients against ROAS and cost-per-lead targets, wiring lead capture directly into the CRM for speed-to-lead follow-up.
- Document every workflow with Slack failure alerts and an off switch the client can reach without me, so systems stay operable after handover.

2022 — 2024

Meta Ads Strategist

CA Marketing (Contract)

Sydney, Australia · Remote

- Owned \$30K/month in Meta ad spend across auto finance, truck finance, printer finance, and POS finance on a pay-per-lead model, where every lead was billed on qualification rather than volume.
- Structured campaigns and creative around finance-vertical compliance constraints, keeping accounts live in a category where ad rejections and account restrictions are routine.
- Built and iterated lead-form and landing-page funnels per finance product, segmenting by asset type and applicant profile so the sales team received pre-qualified leads instead of raw enquiries.
- Reported weekly on cost per lead, lead-to-application rate, and cost per funded deal, moving budget toward the finance verticals that actually closed rather than the ones that filled forms.

2022 — 2024

Meta Ads Strategist

Red Herring Digital (Contract)

Sydney, Australia · Remote

- Managed \$20K/month in Meta ad spend across ecommerce, construction, and home improvement, running ROAS-driven catalogue campaigns and lead-generation campaigns from a single account structure.
- Ran full-funnel creative testing on hook, format, and offer through structured A/B tests, retiring fatigued creative before cost per acquisition drifted rather than after.
- Implemented Meta Pixel and Conversions API tracking so server-side events survived iOS signal loss and attribution stayed reliable enough to make budget decisions on.
- Built retargeting and lookalike audience structures from first-party customer data, lowering acquisition cost on repeat-purchase ecommerce accounts.

2020 — 2024

Media Buyer & Automation Specialist

Student Convert

Victoria, Australia · Remote

- Designed and managed 20+ Meta and Google Ads accounts with monthly budgets up to \$70K, consistently holding 6:1 return on ad spend.
- Generated 21,583 leads across education, financial services, and HR verticals at cost per lead ranging \$1.82 to \$22.46, on campaigns run to a 21-month horizon.
- Delivered 15,529 leads on a single HR lead-generation campaign at \$16.49 cost per lead across \$256,002 in spend, sustaining volume over a 21-month run.
- Ran 48 concurrent Meta campaigns in a single month at \$32,246 spend (January 2024), and a parallel Google Ads program at \$28.7K/month delivering \$28.71 cost per conversion on a \$1.85 average CPC.
- Built GoHighLevel funnels and marketing automations that lifted lead generation 25%, converting a manual follow-up process into automated nurture.

2020 — 2021

E-commerce Sales Associate

EcomExperts

Montreal, Canada · Remote

- Consulted with Shopify store owners to diagnose site performance bottlenecks, scoped custom development against the revenue impact of each fix, and translated store-level ecommerce metrics into specific merchandising and user-experience changes.

2019 — 2020

Problem Management Analyst

RealPage

Cebu, Philippines

- Built ad hoc analyses and recurring performance reports for management and sales teams, cutting decision-making time 15% by replacing request-driven reporting with a standing report set.

2012 — 2019

Senior Online Banking Specialist

JPMorgan Chase

Cebu, Philippines

- Supported branch bankers, private client bankers, and branch managers on online banking escalations across a 7-year tenure, resolving issues spanning account access, security, and transaction integrity under strict verification and compliance procedures.

EDUCATION

2014 – 2018

Bachelor of Science in Business, Major in Banking & Financial Management

Cebu Institute of Technology – University · Cebu, Philippines

CERTIFICATIONS

GoHighLevel Certified Specialist