MICHAEL JAY JUAN

Albay, Philippines | mail@michaeljayjuan.com | (+63) 961-051-3391
michaeljayjuan.com | github.com/Mjay143 | linkedin.com/in/michaeljayjuan

PROFESSIONAL SUMMARY

Analytical and results-driven Marketing Operations Specialist combining a BS in Electrical Engineering background with 3+ years of expertise in digital marketing infrastructure, CRM automation, and performance creative. Proven track record of architecting scalable GoHighLevel (GHL) workflows and conversion-focused marketing engines that reclaim 15+ hours weekly for agency leaders while delivering a 20% average funnel opt-in rate. Adept at bridging technical systems thinking, funnel analytics, and high-retention design production.

CORE COMPETENCIES

- **CRM & Operations Architecture:** GoHighLevel (GHL) Workflows, Automated Lead Nurturing, Pipeline Management, CRM Data Hygiene
- **Funnel Engineering & CRO:** Sales Funnel Design, High-Converting Landing Pages, Conversion Rate Optimization (CRO), Lead Magnet Strategy
- **Creative Operations & Media:** Video Editing (CapCut, Filmora), Adobe Photoshop, Canva, Brand Identity Kits, Multi-Channel Content Distribution
- **Systems & AI Automation:** Webhook Integrations, AI-Powered Workflows, Google Workspace, Slack, Technical Problem Solving

PROFESSIONAL EXPERIENCE

TJ SOLUTIONS — Remote *Marketing Operations & Creative Lead | 2022 – Present*

- Architected and optimized GoHighLevel (GHL) CRM infrastructure, automating lead nurture sequences and deal pipeline workflows to reduce manual overhead.
- Engineered high-converting sales funnels and landing pages, consistently driving average opt-in rates of 20% across diverse marketing campaigns.
- Directed end-to-end performance video editing, producing high-retention short-form reels and long-form documentaries that boosted audience engagement.
- Designed unified Brand Identity Kits and lead assets (Ebooks, Guides) to establish visual consistency across client brand ecosystems.
- Streamlined agency backend operations, saving agency founders 15+ operational hours per week through workflow automation.

INDEPENDENT CONTRACTOR — Remote *Freelance Content & Media Strategist | 2020 – 2022*

- Produced high-retention short-form video content optimized for Instagram Reels, TikTok, and YouTube Shorts.
- Designed high-CTR YouTube thumbnails, carousels, and visual collateral using Adobe Photoshop and Canva to maximize organic reach.
- Partnered with digital creators to refine content positioning, audit creative performance, and improve viewer conversion metrics.

KEY METRICS & QUANTIFIABLE IMPACT

- **Operational Efficiency:** Reclaimed 15+ hours/week for agency leaders through GHL automation.
- **Funnel Performance:** Maintained a 20% average opt-in rate across custom-built lead funnels.
- **Project Execution:** Successfully delivered 50+ end-to-end marketing, design, and automation projects.
- **Client Retention:** Maintained 100% client satisfaction across US-based agency accounts.

EDUCATION & CERTIFICATIONS

Bachelor of Science in Electrical Engineering *2015 – 2020*

Bicol University

Professional Remote General Assistant Training *2021*

Surge Freelancing Marketplace