

Kenneth Lopena

AI Automation Specialist | n8n | Make.com | GHL | Zapier

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Portfolio: ken.portfolio

PROFESSIONAL SUMMARY

AI Automation Specialist and Technical Consultant with hands-on experience building end-to-end automation systems for real client products. Specializes in n8n, Zapier, Make, GoHighLevel, and WordPress — with a proven track record delivering AI-powered voice agents, multi-platform content pipelines, automated video upload and course creation workflows, CRM sales systems, conversion tracking, and custom KPI dashboards. Comfortable across the full stack – from PHP snippets and REST API integrations to CRM automation and social media publishing – building reliable, production-grade systems that eliminate manual work and scale with the business.

CORE SKILLS

- Workflow design & optimization (n8n, Zapier, Make)
- AI agent & LLM integration
- GoHighLevel CRM setup, automation & pipelines
- WordPress / Elementor / MemberPress / WooCommerce
- AI voice agent development (inbound & outbound)
- REST API integration & webhook architecture
- WPCode PHP & custom WordPress development
- Facebook Pixel & conversion event tracking
- Discord bot & webhook automation
- GA4 analytics & reporting
- Sales funnel & pipeline management
- Content repurposing & social media automation
- Marketing automation & email design (HTML/CSS)
- Bubble.io no-code development

TOOLS & PLATFORMS

- N8n, Zapier, Make (Integromat)
- GoHighLevel (GHL), Retell AI, Sympana
- WordPress, WPCode, Elementor, MemberPress, WooCommerce
- Vimeo API, Google Drive, Google Workspace
- Buffer, Facebook Graph API, Instagram, TikTok, X/Twitter API
- GA4 Data API, Claude API, LLMs (OpenAI, Gemini, etc.)
- Discord, Telegram, Cloudflare, Kinsta
- CRM: GHL, Pipedrive, Airtable, Zoho
- Notion, Slack, Trello, Typeform, Jotform
- Bubble.io

PROFESSIONAL EXPERIENCE

CRM & AI Automation Specialist | The Madden Academy

November 2025 - July 2026

Automation Pipelines (n8n)

- Built an automated video upload and course creation pipeline — detects new video files, uploads to a video host, and auto-creates published course lessons, fully hands-free
- Developed a Discord-triggered AI content repurposing agent that generates platform-specific captions from source posts and publishes automatically to Facebook, Instagram, and Twitter
- Built a daily content research agent that pulls trending content from multiple sources in parallel, analyzes with AI, and posts a structured report to Discord each morning
- Developed a YouTube-to-CRM notification workflow with bulk contact tagging via batched API calls
- Planned and scaffolded a Funnel Metrics KPI Dashboard with plain-English AI daily briefs and automated Discord reports

Automation Pipelines (Zapier)

- Built a multi-platform short clip distribution workflow — automatically uploads short clips to TikTok, Instagram, Twitter, and Facebook whenever a new YouTube video is published
- Automated the review collection process — triggers review requests and manages the full review flow without manual intervention
- Built an auto-publishing workflow that automatically posts 4–5 star reviews to social channels, turning positive feedback into organic content

AI Voice Agents

- Built an AI outbound closer agent for warm lead calls targeting the \$495 Grandmaster Membership, with full CRM integration and branching workflows across multiple call outcomes
- Built an AI appointment setter agent for outbound calls to free course leads, with real-time CRM updates, calendar booking, and post-call data extraction
- Configured batch calling, retry workflows, and pipeline automation for a 4,000+ lead database with daily rate limiting

WordPress Development

- Built and deployed multiple PHP code snippets for: automated lesson migration between courses, auto-tagging with recommendation and upload badges on lesson publish, dynamic course renaming, and logged-in user redirects
- Developed a multi-course review popup system with testimonial card generation, per-lesson tracking, and routing to Google Sheets and Discord
- Redesigned the homepage and sales page as Elementor-compatible HTML with custom CSS matching the site's dark/red aesthetic
- Built a heavily customized WooCommerce checkout with BNPL gateway support, country eligibility forcing, and coupon field control by product
- Built a WordPress Content Studio web app for the admin team, embedded in a role-gated Elementor page
- Implemented Facebook Pixel Purchase event tracking using PHP sessions and transients to handle a redirect override issue on the order confirmation page
- Built an automated WordPress account creation system triggered on GHL form submission — instantly provisions user accounts and delivers login credentials via email

- Implemented automatic account creation for guest purchasers — generates and assigns a WordPress account on order completion, with credentials sent to the customer automatically

GoHighLevel CRM & Marketing

- Managed and implemented a full GHL CRM sales system: lead capture funnels, follow-up sequences, pipeline stages, and SMS/email appointment workflows
- Built and connected a landing page subdomain via Cloudflare CNAME
- Built post-purchase email sequences, a Discord-to-multiplatform broadcast system with AI-powered posting decisions, and GHL HTML email templates
- Designed and maintained responsive email campaigns in HTML/CSS

Full Stack Developer Intern | S.P. Madrid & Associates

March 2025 - Jul 2025

- Developed web applications in Bubble.io, including a custom platform for PetronGasul and a multiplayer game
- Built responsive interfaces, dynamic workflows, and database structures; integrated APIs and implemented real-time logic

AI Prompt Engineer Intern | S.P. Madrid & Associates

Feb 2025 - Jul 2025

- Built 15+ AI agents, designing prompt workflows for accurate, context-aware responses; conducted QA testing and refined agent performance
- Integrated business scripts into AI agents for call center operations and managed multi-agent conversations for applicants and customers

NOTABLE PROJECTS

Automated Video Upload & Course Creation Pipeline

Detects new video uploads in cloud storage, streams to a video host, and auto-creates and publishes course lessons — fully hands-free content pipeline for a Madden coaching platform.

AI Content Repurposing Agent

Discord-triggered AI agent that takes social media posts, video links, or screenshots and generates captions for Facebook, Instagram, and Twitter — posts automatically via social scheduling tools.

AI Outbound Voice Agent — Sales Closer

AI voice agent for warm lead outbound calls targeting a high-ticket membership. Handles full conversation flow, post-call data extraction, and branches CRM pipeline across multiple outcome tags with automated follow-up workflows.

Multi-Platform Short Clip Distribution

Automatically distributes short clips to TikTok, Instagram, Twitter, and Facebook on every new YouTube upload — zero manual reposting required.

Automated Review Collection & Publishing

Automates the full review flow from collection to publishing — 4–5 star reviews are automatically posted to social channels as organic content.

AI Invoice & Receipt Extractor

Extracts invoice details from PDFs uploaded to cloud storage, stores in a database, and sends reminders before due dates. Eliminated manual tracking and ensured timely payments.

Multi-Source Lead Qualification & CRM Sync

Centralized lead collection from multiple form sources via webhooks; AI classifies leads by intent and syncs qualified leads to CRM automatically.

Customer Email Support Automation with Ticket Routing

AI analyzes incoming emails for sentiment, category, and urgency; generates suggested replies and routes tickets to the correct team. Result: 60% faster triage, 3× faster response times.

EDUCATION

Bachelor of Engineering Technology Major in Computer Engineering Technology

Technological University of the Philippines — 2025

GPA: 1.489 | Cum Laude

Accounting, Business and Management

Dr. Carlos S. Lanting College - 2021

Senior High School | With Honors