



GUILLERMO CHOTO

About Me

I keep business systems running in production: CRM automations, API integrations, and AI agents. GoHighLevel Certified Admin, building on GHL since its early days. I orchestrate with n8n, Make, and Zapier, run backends on Supabase and Airtable, and build voice and chat agents with Retell AI, Vapi, ElevenLabs, and the OpenAI / Claude APIs. 14+ years improving processes across teams.

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San Salvador, El Salvador

Language

- Spanish (Native)
- English (Professional working proficiency)

Education

BUSINESS ADMINISTRATION

Universidad José Simeón Cañas (UCA)
2006 – 2012

JAVASCRIPT DEVELOPER

Universidad Don Bosco
2018 – 2021

Technical Operations & Automation Specialist — GoHighLevel Certified Admin

Experience

ORA AI

Development Operations Manager | 2025 – Present

- Lead the operations of a team building AI voice and chat agents for US clients.
- Wrote the team's onboarding SOP, job descriptions, and KPI framework from scratch.
- Own delivery quality: builds get reviewed and QA'd before they reach a client.

AppEx Innovations (Freelance)

CRM Automation & AI Integrations | 2024 – Present | US clients in personal injury law, real estate, and healthcare

- Run a production SMS lead-qualification bot in GoHighLevel for a personal injury law firm: workflow logic, tags, triggers, debounce handling, and AI conversation management.
- Built a QA automation (n8n + GHL + GPT-4.1) that audits AI voice-agent call transcripts and flags failures automatically.
- Audited a client's 114 GHL custom fields with a usage dashboard I built (Next.js + PostgreSQL) before running the cleanup.
- Integrated a medical clinic's ERP with a WhatsApp / Instagram AI agent, including two-way calendar sync.
- Built a real estate outbound calling system connecting Salesforce, GoHighLevel, Supabase, and Retell AI voice agents.
- Manage my own VPS infrastructure (Hetzner, Docker) running AI agents connected to Discord and Telegram.

Allieddev / Vestright

Process Automation Lead | 2024 – 2025

- Automated workflows across Marketing, Sales, IT, HR, Quality, and Ops teams.
- Replaced manual, error-prone steps with n8n and Zapier flows, then documented each one.
- Coordinated with cross-functional teams and reported results to leadership.

Technical Proficiency

- **CRM & Lead Platforms:** GoHighLevel (Certified Admin), HubSpot, Zoho, Salesforce, LeadByte
- **Automation & Integration:** n8n, Make, Zapier, Google Apps Script, JavaScript, Webhooks / REST APIs
- **Voice & Conversational AI:** Retell AI, Vapi, ElevenLabs, OpenAI API, Claude API, Twilio / Telnyx (SIP, Studio, A2P)
- **Data & Backends:** Supabase, Airtable, PostgreSQL, Google Sheets
- **Infrastructure:** Hetzner VPS, Docker, GitHub, MCP servers
- **Project Management:** ClickUp, Monday.com, Asana, Trello
- **QA & Process:** Lean Six Sigma, SOP documentation, call and conversation auditing

Guillermo Choto

Experience (cont.)

CRWannamaker Law

Integration Engineer — Zoho & Airtable | 1-year contract

- Built two-way sync between Zoho CRM and Airtable (contacts, deals, notes) with unique IDs, status rules, and ownership logic.
- Wrote Google Apps Script jobs against the Zoho and Airtable APIs, with scheduling and error handling.
- Created Retool internal apps for lead review and pipeline updates.
- Wrote documentation, trained users, and handed off the system.

Instant Virtual Assistant

Client Success Manager | June 2021 – February 2023

- Onboarded new clients and designed training tailored to each client's niche.
- Handled client escalations and support end to end.
- Tracked VA performance KPIs and coached the team on quality standards.

Instant Virtual Assistant

Data Analyst Specialist | February 2020 – May 2021

- Owned database integrity: validated entries against source documents targeting zero discrepancies.
- Managed data storage, retrieval, and confidentiality standards.

Call Center Operations

Agent → Team Lead → QA Specialist | March 2012 – February 2021 | Hilton, AT&T, 7-Eleven, Kohl's

- 9 years across hospitality, telecom, and retail accounts, promoted from agent to Team Lead to QA Specialist.
- Built and refined KPIs using Lean Six Sigma; audited calls and coached agents against quality standards.
- Managed CRM platforms for client communication tracking.

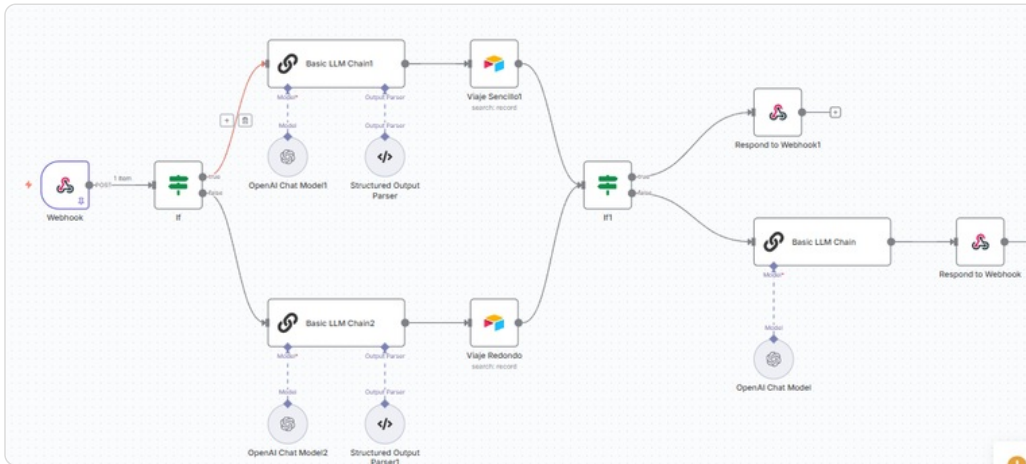
Portfolio — n8n Automation Samples

Summary

I build clean, reliable automations in n8n around CRMs like GoHighLevel, HubSpot, and Zoho. I work with APIs, webhooks, and JavaScript when needed, and I use Zapier or Make for quick setups or MVPs, migrating to n8n when scale or cost requires it.

Main skills

- **GoHighLevel:** workflows, tags, triggers, custom fields, email / SMS campaigns, and funnels.
- **n8n:** modular workflows, error handling, retries, rate limits, webhooks, Code nodes, and alerts to Slack or email.
- **Data quality:** validate before writing, use unique IDs, keep audit logs.
- **Voice / Comms:** Retell AI, Vapi, ElevenLabs, and Twilio / Telnyx events enriching the CRM.

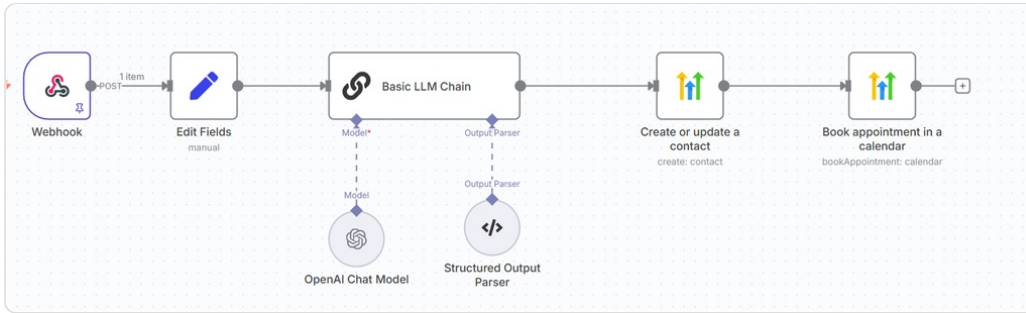


Screenshot 1 — Trip Type Router (n8n + LLM)

Goal: read a user message, detect trip type, find the right record, and reply.

- Webhook receives the message; an IF node checks the request.
- LLM Chain + Structured Output Parser turn free text into clean JSON.
- Two paths — Viaje Sencillo (one-way) or Viaje Redondo (round-trip) — each searches records and routes to the right reply.
- **Why it helps:** fast, accurate replies without manual work; clear logic, easy to maintain.

Portfolio — n8n Automation Samples (cont.)



Screenshot 2 — Contact + Appointment Builder (n8n + LLM)

Goal: turn a chat message into a CRM contact and a calendar booking.

- Webhook receives the lead; Edit Fields normalizes inputs.
- LLM Chain + Structured Output Parser extract name, phone, email, and date / time.
- Create-or-update contact (upsert pattern), then book the appointment and return confirmation.
- **Why it helps:** clean data in the CRM, instant scheduling, fewer errors.
- **Note:** works with GoHighLevel, HubSpot, or any CRM with an API.

Tech I use often

n8n, GoHighLevel, Zapier, Make, Google Apps Script / JavaScript, Webhooks / REST APIs, Airtable, Supabase, Twilio / Telnyx, Retell AI, Vapi, ElevenLabs, OpenAI / Claude APIs, Slack, Retool.