PRINCESS C. LAGUARDIA

OPERATIONS & SYSTEMS MANAGER | CRM & AI AUTOMATION SPECIALIST

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PROFESSIONAL SUMMARY

Operations and automation professional with 7+ years supporting US and international businesses across client delivery, marketing operations, CRM systems, and remote team coordination. Founder of VA Techsavvy and Operations Manager at Summit CFO. Experienced in building documented workflows, automating lead-to-client journeys, managing client-facing processes, and implementing GoHighLevel, n8n, Zapier, Make, and AI-enabled systems.

CORE CAPABILITIES

Operations & Project Management • Client Onboarding & Delivery • Remote Team Coordination • CRM Administration & Migrations • LinkedIn Prospecting & Lead Generation • Marketing Campaigns & Newsletters • Funnel & Course Platforms • AI Workflows & Integrations • SOP Development • Quality Assurance

PROFESSIONAL EXPERIENCE

Operations Manager / Automation & Operations Expert | Aug 2024 – Present
Summit CFO | *United States* | *Freelance*

- Coordinate operational workflows, client-facing processes, team handoffs, and podcast production activities for a US-based fractional CFO business.
- Create SOPs, ClickUp processes, CRM workflows, and automation frameworks to improve consistency and follow-through.
- Manage guest outreach, scheduling, qualification, booking coordination, and production information for C-Suite Secrets.

Founder / Systems & Automation Lead | Jul 2019 – Present
VA Techsavvy | *International Clients*

- Lead an agency providing virtual assistant operations, CRM implementations, marketing support, and AI-driven automation for service businesses.
- Build and maintain GoHighLevel pipelines, funnels, calendars, forms, follow-up sequences, client onboarding, and email/SMS workflows.
- Implement integrations with n8n, Zapier, Make, APIs, and webhooks; document processes and coordinate remote delivery.
- Support property management and short-term rental operations, including guest communications and vendor coordination.

Marketing Specialist | Mar 2023 – May 2024
Freedom Property Management

- Planned social media strategy, posts, event promotions, and supporting marketing materials.
- Designed monthly brochures and coordinated production and printing with an external print provider.
- Prepared newsletters for ongoing marketing communications.

Funnel Tech Specialist | Jul 2019 – Jun 2022
George Wickens Super Funnel | *United Kingdom* | *Freelance*

- Configured ClickFunnels pages, lead capture, integrations, and backend automation; troubleshot technical funnel issues.

Senior Operations Project Manager | Sep 2019 – Jun 2022
Dent Trainer | *United States* | *Freelance*

- Managed freelancers, project delivery, assignments, client information, and communication workflows.

Kajabi Course Setup & Automation Specialist | Feb 2020 – Jun 2022
Pose to Purpose | *United States* | *Freelance*

- Set up Kajabi course structures, student enrollment and onboarding workflows, email sequences, and Zapier integrations.

SELECTED PROJECTS

Two separate GoHighLevel migrations — Transferred products, funnels, and contacts from Systeme.io to GHL for one client and ClickFunnels to GHL for another.

C-Suite Secrets guest pipeline — Built and managed GHL lead capture, pre-interview booking, confirmations, reminders, pipeline-stage triggers, recording invitations, and follow-ups.

AI and operations applications — Developed an STR guest-support dashboard with SLA timers and issue tracking, plus an AI-powered portfolio knowledge workflow using n8n and Supabase; building Techsavvy AI OS.

PLATFORMS AND TOOLS

CRM & Automation: GoHighLevel, n8n, Zapier, Make, APIs/webhooks | Funnels & Courses: ClickFunnels, Systeme.io, Kajabi, ThriveCart | Marketing & Content: Kit (ConvertKit), WordPress, Canva, CapCut, LinkedIn Sales Navigator | Operations: ClickUp, Google Workspace, Calendly, Slack | AI & Data: ChatGPT, Claude, OpenAI API, Supabase | Property Management: AppFolio, OwnerRez, Rentvine, LeadSimple, Hospitable

EDUCATION AND CREDENTIALS

Bachelor of Technical Teacher Education | Licensed Professional Teacher (Philippines) | AI Automation with n8n – Tara AI Community (2026) | Prompt Engineering – Tara AI Community (2026) | AdsLevelUp Certificate – Certopus (2023)