

Christine Mendoza

AI Automation Specialist | GoHighLevel, WordPress & SEO

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SUMMARY

I build and fix the systems behind a business's website and leads: WordPress sites, technical SEO, GoHighLevel funnels and CRMs, and AI-powered tools and automations that save teams hours every week. I don't build systems just because I can. I start by understanding how a business runs, then build what actually moves it forward, and document it so the team can run it without me.

SELECTED PROJECTS

- **AI operations app:** built a standalone AI operations web app (WordPress with Supabase sign-in) for a marketing company serving US auto repair shops.
- **AI SEO toolkit:** built an AI SEO toolkit for a marketing agency to support SEO work such as schema markup.
- **AI content engine:** built an AI content engine that writes full SEO blog posts.

CORE SKILLS

AI Tools & Automation

- Custom AI tools and assistants built on Claude and Gemini
- Automating repetitive work with Make.com, n8n and Zapier; API integrations that keep data in sync across platforms
- Lead automation and client onboarding flows

GoHighLevel

- GHL automation workflows that reduced manual tasks by 80% and improved lead response and client success by 35%
- High-converting sales funnels and landing pages; one funnel project increased leads by 48%
- CRM setup, customization and pipeline management; workflows, email and SMS campaign automation
- Snapshots, troubleshooting and third-party integrations (Zapier, Calendly, Stripe); training teams and clients on GHL

WordPress, Hosting & SEO

- Custom lightweight WordPress themes, hand-coded with no heavy page builders; page builds, updates, bug fixes and speed improvements
- Hosting setup and management on WHM/cPanel: domains and DNS, AutoSSL with Cloudflare (Full strict), and daily off-site backups alongside UpdraftPlus
- WordPress connected to GoHighLevel through LeadConnector, so site forms and bookings land straight in the CRM
- Ongoing site care: plugin and theme updates, form fixes and small design changes
- Technical SEO audits, schema markup, on-page optimization and AI search readiness

Digital Marketing & Project Management

- Campaign performance tracking, ROI analysis and reporting; client retention and engagement strategies
- Influencer collaborations and social media content planning
- End-to-end project management and milestone tracking

TOOLS

Automation & AI: GoHighLevel, Make.com, n8n, Zapier, Claude, Gemini, Supabase

Web & SEO: WordPress, Cloudflare, Google Search Console

Marketing: HubSpot, ActiveCampaign, Mailchimp, Meta Business Suite, Hootsuite

Projects & collaboration: ClickUp, Asana, Trello, Monday.com, Slack, Zoom, Microsoft Teams, Google Workspace

Design: Canva, Figma, CapCut, Photoshop, Illustrator, After Effects, Premiere

HOW I WORK

I ask a few questions first, agree on scope and price up front, deliver on time, and hand over clear documentation.

EDUCATION & LANGUAGES

Bachelor's degree

English: C2 (Advanced/Mastery)