

Rafael Villanueva

General Santos City, South Cotabato, Philippines | +639359113507 | rafael@rvcodes.com

PROFESSIONAL SUMMARY

Tech-savvy Operations Manager and Automation Specialist with extensive experience in creating seamless client experiences through custom integrations, workflow automation, and data management. Proven track record of implementing innovative solutions that drive operational efficiency, enhance client satisfaction, and optimize business processes across multiple platforms.

EDUCATION

| | |
|--|-------------------------------------|
| Mindanao State University - General Santos City | General Santos City, South Cotabato |
| <i>Bachelor of Science in Information Technology</i> | |

WORK EXPERIENCE

| | |
|---------------------------|----------------------------|
| FirmOS Inc. | Wyoming, Canada |
| <i>Operations Manager</i> | <i>Nov 2024 - Mar 2025</i> |

- Managed comprehensive email workflow ecosystem including pre-calls, post-calls, and marketing campaigns, ensuring consistent communication and reducing client follow-up issues by 65%.
- Designed and implemented integration between GoHighLevel appointment bookings and Airtable, creating automated workflows for client onboarding, no-show handling, and call progression that reduced manual intervention by 85%.
- Developed a custom client portal allowing clients to join prospect calls under their branded domain, increasing client brand consistency and reducing technical support tickets by 70%.
- Launched and architected a company-wide referral system using GoHighLevel integrated with Airtable, resulting in a 45% increase in qualified leads and 30% reduction in customer acquisition costs.
- Streamlined client communication processes by enhancing email deliverability rates from 76% to 98% through implementation of DMARC, SPF, and DKIM protocols, resulting in improved operational reliability and client satisfaction.

| | |
|--|----------------------------|
| FirmOS Inc. | Wyoming, Canada |
| <i>Automation Specialist / Product Owner</i> | <i>Sep 2024 - Nov 2024</i> |

- Created a comprehensive team KPI dashboard by integrating Airtable with custom visualization tools, providing real-time performance insights and improving team productivity by 35%.
- Implemented automation connecting Go High Level CRM to Airtable, streamlining contact and appointment management while reducing manual data entry by 75%.
- Developed Slack-Airtable integration for Start of Day (SOD) and End of Day (EOD) reporting workflows, increasing team accountability and improving documentation compliance by 40%.
- Led development team in creating the critical client journey path, implementing a custom integration with Copilot client portal using Next.js and Copilot's SDK.
- Engineered automated contract signing, invoice generation, and billing systems through Copilot's API, reducing document processing time by 90% and eliminating billing errors.

| | |
|-----------------------------------|------------------------------------|
| Philippine National Police | South Cotabato, Philippines |
| <i>Data Controller I</i> | <i>Oct 2022 - Present</i> |

- Demonstrated ability to effectively store and secure all outgoing and incoming documents creating physical copy and digital copy.
- Designed interactive PowerBI dashboards to visualize complex data sets, providing actionable insights to stakeholders and increasing decision-making efficiency by 80%.
- Prepared and processed a large database of data, implementing automated systems for data categorization and advanced filtering, resulting in a 90% reduction in manual effort.

| | |
|-----------------------------------|------------------------------------|
| Philippine National Police | South Cotabato, Philippines |
| <i>Statisticain Aide</i> | <i>Mar 2019 - Oct 2022</i> |

- Conducted comprehensive data analysis on crime rates in target neighborhoods, identifying key trends and patterns to aid in the development of targeted intervention strategies, resulting in a 5% decrease in overall crime rates per year.
- Collaborated with cross-functional teams to develop and deliver informative presentations on crime statistics to local law enforcement agencies, effectively educating officers on emerging crime trends and providing actionable insights for improved response strategies.

SKILLS & INTERESTS

: Technical Skills

- **Programming:** JavaScript, Next.js, Python, HTML/CSS
- **Integration & Automation:** API Development, Workflow Design, ETL Processes
- **Data Management:** Airtable, Database Design, Data Visualization

: Software & Platforms

- GoHighLevel CRM, Copilot Client Portal, Airtable
- OpenAI, Claude and DeepSeek
- Email Marketing Systems.
- Slack, Microsoft 365, Google Workspace

: Soft Skills

- Critical thinking and Problem-solving
- Client relationship management
- Cross-functional team leadership
- Process optimization and redesign

Interests: AI, LLMs and Music