ISRAELITO FERRER

BUSINESS SYSTEMS & AI IMPLEMENTATION CONSULTANT

Philippines · Open to Remote Opportunities
israelitoferrer@gmail.com · raelferrer.com · linkedin.com/in/raelferrer

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PROFESSIONAL SUMMARY

Business Systems & AI Implementation Consultant who helps founder-led service businesses replace operational chaos with structured workflows, CRM systems, and controlled automation. Experience spans stakeholder discovery, process analysis, requirements, workflow and solution design, CRM implementation, testing, documentation, reporting, and continuous improvement. Hands-on with CRM platforms (HubSpot, GoHighLevel, Salesforce, Zoho), automation tools (n8n, Make, Zapier), APIs, webhooks, and Google Workspace. Systems-first: understand the work before choosing the tool.

CORE SKILLS & CAPABILITIES

Business Systems Design · Process Analysis · Workflow Architecture & Automation · CRM Implementation · Process Improvement · AI & Automation Implementation · Systems Integration · Testing & Validation · Documentation

PROFESSIONAL EXPERIENCE

Business Systems Strategist | Independent Consulting / Velzenith | Apr 2026 - Present

- Analyze operations and workflows to identify bottlenecks, process gaps, unclear ownership, fragmented information, repetitive work, and systems-improvement opportunities.
- Map current-state work, define future-state workflows, and design business systems, SOPs, implementation guidance, and decision-support structures before recommending automation or AI.
- Design AI-assisted research, analysis, documentation, and decision-support workflows with explicit rules, evidence controls, human review, and validation.

Workflow & Process Optimization Specialist | Olavin Corp. | Mar 2022 - Apr 2026

- Supported approximately 8-12 businesses and brands and designed approximately 15-25 workflow systems across operations, client management, information flow, reporting, and execution.
- Built approximately 10-15 Google Sheets and business systems and produced approximately 20-30 SOPs, process maps, workflow documents, and playbooks.
- Assessed 50+ automation opportunities and managed systems work from discovery and requirements through design, build/configuration, testing, revisions, delivery, and support.
- Worked directly with founders and stakeholders to clarify needs, translate operational problems into practical system requirements, and provide implementation support.
- Designed and configured GoHighLevel CRM, pipeline, lead-routing, booking, communication, onboarding, and funnel-to-CRM workflows; also built dashboards and reporting views for operational decision support.

Ecommerce Operations Lead | Dezenith | 2014 - 2022

- Ran day-to-day e-commerce operations across inventory, order processing, customer service, supplier coordination, digital marketing, reporting, and process improvement.

SELECTED PROJECTS

Operational Clarity Audit (OCA)

Business Process Analysis · Operational Diagnosis · Workflow Mapping

- Designed and implemented a structured diagnostic system that preserves evidence, reconstructs how work actually happens, identifies operating constraints, and determines next-step direction before automation or AI is chosen.
- Built repeatable discovery, evidence-review, workflow-analysis, prioritization, recommendation, and delivery structures, including questionnaires, mapping templates, scorecards, reports, and implementation guidance.

Opportunity Intelligence System (OIS)

AI-Assisted Decision Support · n8n · PostgreSQL · Structured Data

- Designed the product, data, and workflow architecture for an evidence-grounded system that turns structured opportunity information into research and decision-support intelligence.
- Built and tested workflow components for intake, validation, research-context preparation, AI-assisted analysis, and downstream processing, with deterministic controls around AI, evidence preservation, and error handling.
- Prepared database, migration, testing, and implementation documentation to support controlled transition into the target n8n and PostgreSQL architecture.

Lead-to-Client System (LCS)

Workflow Automation · n8n · PostgreSQL · Gmail · HubSpot CRM

- Designed and built a controlled inquiry-to-CRM system covering intake, validation, identity and deduplication, qualification, routing, human review, acknowledgement, SLA monitoring, follow-up, conversion, CRM handoff, audit, and recovery.
- Implemented the reference workflow in n8n with PostgreSQL as the system of record, Gmail communication, HubSpot CRM handoff, AI-assisted interpretation, and deterministic controls for identity, lifecycle state, routing, and retries.
- Validated duplicates, identity conflicts, concurrent events, follow-up stop conditions, Gmail and HubSpot provider paths, failure recovery, lifecycle rules, and cross-module behavior in a controlled test environment.

EARLIER EXPERIENCE

SAP Business Analyst | Fasttrack Solutions Inc. | 2013 - 2014

- Worked with SAP Business Intelligence and operational reporting, translating business data into dashboards and stakeholder-facing reports.

IT Support | Axis Global Technologies | 2010 - 2013

- Supported day-to-day IT operations, troubleshooting, users, and systems.

TECHNICAL SKILLS

Automation & Workflow: n8n · Make · Zapier

CRM & Sales Systems: HubSpot CRM · GoHighLevel · Salesforce · Zoho

AI & Integration: OpenAI / ChatGPT · Claude · Gemini · REST APIs · Webhooks · JSON · Google Apps Script

Business Systems: Google Workspace · Notion · Airtable · ClickUp · Slack · Asana · LarkSuite · Monday.com · Trello

Analytics & Technical Literacy: Power BI · Tableau · Google Sheets · Basic SQL · Python · HTML · CSS · JavaScript

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science in Computer Engineering | Angeles University Foundation | 2008

Professional Development: Google AI Essentials · Google Data Analytics Professional Certificate · Google Business Intelligence Certificate · McKinsey.org Forward Program