

Christian Perales

Mexico (Remote) | 214-898-6352 | perales_c@ymail.com | English & Spanish

CRM & Business Systems | GoHighLevel, Make.com, Workflow Automation

PROFESSIONAL SUMMARY

Marketing operations and automation specialist with 7+ years in B2B sales and revenue operations. Built CRM workflows, AI phone agents, automated call auditing, and scheduled publishing for a U.S. marketing agency. Connects lead capture, qualification, booking, follow-up, and reporting around the way sales teams work.

CORE SKILLS

CRM & Workflows: GoHighLevel pipelines, workflows, tags, custom fields, campaigns, lead routing, Make.com, webhook and API integrations

Voice AI: VAPI inbound and outbound agents, qualification, human transfers, prompt design, calendar booking

Reporting & Quality: call transcription and scoring, call-quality audits, KPI tracking, performance reports, workflow monitoring

Sales & Marketing: B2B discovery, appointment setting, follow-up, script refinement, rep coaching, landing pages and funnels

PROFESSIONAL EXPERIENCE

Marketing Operations & Automation Consultant (Contract, Remote)

Restoration Marketing Group | 2025 - 2026

- Built and operated AI phone agents for inbound and outbound calls, connecting VAPI qualification, human transfers, and calendar booking with GoHighLevel.
- Built an automated call-auditing system that transcribed and scored customer calls and generated coaching reports across 20+ partner accounts.
- Managed GoHighLevel pipelines, workflows, tags, custom fields, lead routing, and missed-lead follow-up.
- Built scheduled publishing for social posts and Google Business Profile updates.
- Produced video ads and landing pages, and built monitoring to flag workflow failures for investigation.

B2B Sales & Operations Lead (Remote)

DOT Compliance Services LLC | Nov 2022 - Aug 2025

- Helped scale a remote B2B sales operation from roughly \$10K to over \$200K in monthly revenue.
- Owned GoHighLevel pipeline structure, lead routing, automation sequences, and data hygiene.
- Analyzed sales KPIs and call recordings to refine scripts and appointment qualification.
- Supported hiring, onboarding, and rep performance, and implemented automation across sales and support.

B2B Appointment Setter & Inbound Lead Specialist (Remote)

Restoration Marketing Group | Mar 2022 - Nov 2022

- Qualified inbound and warm leads for restoration companies and booked 5 to 10 sales appointments per week for closers.
- Sold and supported SEO, PPC, Google Service Ads, and Google Guarantee, managing follow-up in GoHighLevel.

EARLIER EXPERIENCE

Compliance Processing Group - B2B Inbound Sales | 2021 - 2022: FMCSA compliance services; top 3 of 15 reps.

SPEAKEasy Marketing - B2B Appointment Setter | 2020 - 2021: booked marketing consultations for law firms.

EDUCATION

High School Diploma - Sachse High School, Dallas, TX