

MARK ANTHONY S. CONCEPCION

AI AUTOMATION SPECIALIST | AUTOMATION VA

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PROFESSIONAL SUMMARY

Results-driven AI Automation Specialist with hands-on experience designing and deploying intelligent workflows using n8n, Zapier, and GoHighLevel. Skilled in end-to-end automation for marketing, sales, and operations; AI and API integration; process mapping; troubleshooting; and documentation. Currently driving automation initiatives at RC DIGITALS.

AI AUTOMATION EXPERIENCE

AI Automation Specialist | RC DIGITALS | January 2026 – Present

- Design, build, and optimize end-to-end workflows using n8n, Zapier, and GoHighLevel.
- Develop AI-powered automations for lead qualification, customer journeys, data processing, and intelligent task routing.
- Integrate CRMs, marketing platforms, payment systems, and third-party tools through APIs, webhooks, and custom logic.
- Map business processes and translate requirements into maintainable automation architectures.
- Monitor, troubleshoot, and improve automation performance, reliability, and error handling.
- Document workflows, create SOPs, and train team members on automation practices.

CORE AUTOMATION SKILLS

Platforms: n8n, Zapier, GoHighLevel (GHL) | **AI:** OpenAI, Claude, Gemini APIs, Prompt Engineering

Integration: REST APIs, HTTP Requests, Webhooks, JSON, Authentication, Data Transformation

Systems: Workflow Architecture, Conditional Logic, Error Handling, Logging, CRM & Marketing Automation, Lead Scoring, Customer Journeys, Documentation, SOPs, Performance Monitoring

ADDITIONAL WORK EXPERIENCE

Residential & Commercial Painter / Roof & Ceiling Installer | OS Concepcion Builder | Aug 2024 – Jan 2026

Installed roofing and ceiling systems; built wood and metal framing; prepared and finished interior and exterior surfaces; maintained safe work sites.

Pipe Fitter | EEI / ARCC | Feb 2022 – Jul 2023

Read blueprints; measured, cut, installed, and tested piping systems; repaired leaks and followed PPE and safety procedures.

Welder Fabricator / Roof & Ceiling Installer | Freelance Contractor | Jan 2020 – Jan 2022

Fabricated metal structures, followed engineering drawings, and completed precise roofing, framing, and flashing work.

Personal Driver | Raon Appliances Center | Jul 2016 – Dec 2017

Provided dependable driving support.

Painter | Villa Concepcion Wet and Wild Waves Inc. | Aug 2009 – Nov 2013

Prepared surfaces and applied paints, stains, and finishes while maintaining tools and safe work areas.

Lifeguard / Pool Maintenance | Villa Concepcion Wet and Wild Waves Inc. | Mar 2007 – Jun 2009

Maintained guest safety, responded to emergencies, provided basic life support, and maintained pools.

EDUCATION & CERTIFICATIONS

Vocational Course, SMAW I, II and GTAW — RTCCL, Guiguinto (TESDA), Aug 2019 – Dec 2020

Certificates: NCI and NCII

Seafarer Rating Course — Dr. Yanga's Colleges Inc., June 2004

Secondary Education — Masagana High School, March 2000

Character references available upon request.