



MARY ANN CUSTODIO

GoHighlevel Specialist / Virtual Assistant

Contact

- +63-939-148-4286
- anncustodio@myyahoo.com
- Rizal, Philippines

Education

2014 - 2016

Siquijor State College
Bachelor of Business Management

2013 - 2014

Siquijor State College
Bachelor of Industrial Technology

Skills

Communication Skills
Automation / Workflow Setup
Vibe Coding
Web Development
Analytical Skills
Sales
Critical Thinking
Technical Skills

Language

English

About Me

I am a dedicated Virtual Assistant, GoHighlevel Specialist and Vibe Coder with experience managing administrative tasks, handling customer inquiries, and providing timely, accurate solutions. I excel in streamlining workflows using automation, integration, organizing data, and supporting daily operations to improve efficiency. With a strong background in problem-solving and communication, I ensure customers receive clear, friendly, and effective assistance. I am committed to delivering exceptional service and contributing to a smooth, professional customer experience.

Core Competencies

- * AI & Prompt Engineering: Advanced System Prompting, Chain-of-Thought (CoT), Few-Shot Prompting, Persona Design, Vibe Coding, LLM and API Integration (Gemini, Claude, Claude Code)
- * Systems & Full-Stack Automation: Logic Blueprint Extraction (Trigger → Logic → Output), GoHighLevel CRM, Webhooks, Conditional Workflows, SaaS Architecture (Vercel, Supabase, Cloudflare, Resend, Sentry)
- * Client & Operations Management: End-to-End Workflow Optimization, Escalation Resolution, Data Reporting, Cross-Channel Communication, Stakeholder Relations

RELEVANT TECHNICAL PROJECTS

Founder & Systems Architect | LifeNode OS

June 2026 - Present

- * Designed and built LifeNode OS, a full-stack AI-powered SaaS web application, leveraging Cursor, Claude Code, Vercel, Supabase, Sentry, Resend, and Cloudflare.
- * Developed and refined complex system prompts and AI instruction architectures using Gemini and Claude to execute context-aware outputs and structured decision logic.
- * Integrated GoHighLevel CRM forms and conditional automation sequences using N8N and Make.com to streamline user onboarding, automated communications, and lead-tracking pipelines.
- * Translated complex user needs into automated "If-This-Then-That" logic workflows, significantly enhancing app efficiency and user retention.

References

Mary Berizal

Supervisor / Sky

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Grace Diane Guadalupe

Customer Service Agent / iFive

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Juliet Mae Brigildo

Customer Service Agent

Phone: +63-928-197-0505

Email: julietmaebrigildo@gmail.com

Experience

Virtual Assistant / Receptionist

Dec 2022 – Apr 2025

Affinity Gaming / Edible Arrangement – WorkfromHome LLC

- * Optimized daily operations and client communications across multiple channels, resolving complex inquiries, escalation requests, book room reservation, sending housekeeping/engineer maintenance and process payment/refund.
- * Prepared day-to-day sales and performance reports, maintaining precise data organization across internal databases.
- * Coordinated third-party operations and vendor workflows to maintain high quality-of-service metrics.

SMM / Virtual Assistant

May 2022 – Aug 2023

RockSolid Groundworks and Design / Direct Client

- * Designed targeted client outreach, lead generation pipelines, and automated inbox/calendar workflows.
- * Engaged directly with prospective clients to identify operational bottlenecks and establish appointment-setting funnels.

Travel Advisor

June 2021 – Dec 2022

Expedia – WNS

- * Managed end-to-end B2B and B2C operational inquiries, cancellations, and complex reservation modifications.
- * Served as a primary escalation point, maintaining empathetic listening and clear communication to resolve sensitive customer concerns.

Customer Service Associate

Sept 2016 – Apr 2021

VM UK / Sitel

- * Managed multi-channel customer communications across voice, chat, email, and SMS.
- * Handled complex retention, account modifications, and technical dispatch logic while maintaining strong client rapport and retention metrics.