

NATALIA NOGUEIRA

GoHighLevel Specialist | MarTech Automation & Product Analytics Consultant

Brazil • Open to Remote in US / UK / France

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PROFESSIONAL SUMMARY

GoHighLevel Specialist and MarTech Automation Consultant with strong experience designing and engineering CRM, Automation, Analytics, and Payment Systems for SaaS companies, Franchises, and Service-Based Businesses. Proven ability to translate business goals into scalable, production-ready systems using GoHighLevel, Stripe, analytics platforms, and API-based integrations. Combines product thinking, data analysis, and system engineering to improve operational efficiency, conversion, retention, and revenue growth.

CORE SKILLS

GoHighLevel (CRM, workflows, SaaS mode)

MarTech & Marketing Automation

Product & Growth Analytics

CRM Architecture & Data Flows

Customer Journey & Funnel Analysis

Revenue Operations (RevOps)

Workflow Automation (Zapier, Make)

Stripe Payments & Billing Logic

Webhooks & API Integrations

UX-Oriented Process Design

Data-Driven Decision Making

PROFESSIONAL EXPERIENCE

Automation Manager / UX Engineer

[Phlash Consultant](#) · Remote US · Contract

- Designed and engineered CRM and automation systems to streamline client operations and reduce manual work
 - Built UX-oriented customer journeys aligned with business logic and revenue goals
 - Integrated CRM, automation, analytics, and third-party tools into scalable operational systems
 - Improved process efficiency, visibility, and conversion through automation and data-driven workflows for **2M+ Revenue Business**.
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MarTech Consultant / Tooling Analyst

[OutDo Growth](#) · Remote UK

January 2024 – October 2025

- Analyzed client operations and redesigned workflows using GoHighLevel, Zapier, Make, WebinarKit, Webflow, HubSpot, and analytics tools
 - Built end-to-end MarTech ecosystems connecting lead acquisition, sales pipelines, automation, and reporting
 - Implemented scalable CRM architectures and automation strategies aligned with growth objectives
 - Supported multiple clients scaling their businesses, including companies reaching **\$1M+ revenue milestones**
 - Acted as a strategic partner to founders and leadership teams, translating business needs into technical solutions
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MarTech Consultant / Sales Operations Assistant

[OsteoStrong](#) · Remote · Consultant

- Designed and deployed CRM and Automation Systems for **200+ franchise locations** using GoHighLevel

- Collaborated directly with the CEO and Sales Leadership to structure scalable sales and retention processes
 - Improved lead management, follow-ups, and pipeline visibility through automation
 - Contributed to the company's expansion and achievement of **200 active Franchise Locations**
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PROJECT EXPERIENCE

UnitHub – Operations & CRM Platform

Founder Project | End-to-End Software Engineering

- Designed and engineered a full operations management platform for self-storage businesses
 - Built backend logic and data flows for tenant management, units, move-ins, move-outs, billing, and operations
 - Implemented **Stripe payment processing and billing logic**, including status synchronization
 - Developed **webhook-based and API integrations** between the platform and GoHighLevel CRM
 - Architected automation workflows connecting marketing, sales, operations, and payments
 - Enabled business owners to manage the full lifecycle from lead acquisition to contract and payment management
 - Focused on scalability, automation, data visibility, and operational efficiency
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EDUCATION

MBA in Data Science & Artificial Intelligence (*In Progress*) - UNIRP

Digital Marketing Technologist - UniDomBosco

Product Analytics – Professional Certification - UniDomBosco

Ecommerce Analytics - Professional Certification - UniDomBosco

CERTIFICATIONS

Fundamentals of Probability and Statistics for Data Science — University of São Paulo (USP)

Marketing Strategy & Paid Traffic — ESPM

Marketing Digital e Community Management - PUCRS

Product Analytics — UniDomBosco

Google Analytics Advanced — Google

Email Marketing Certified — HubSpot

Automation & Lead Pipelines — Zapier

TOOLS & TECHNOLOGIES

GoHighLevel · Stripe · n8n · Zapier · Make · HubSpot · Google Analytics · Webflow · WebinarKit

CRM Systems · Marketing Automation Platforms · Jobber · Service Titan · Analytics & Reporting

Tools · Looker Studio · Google Big Query

LANGUAGES

English — Professional Proficiency

Portuguese — Native