

Russel Charleston Lema

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SUMMARY

Detail-oriented AI & Workflow Automation Specialist with hands-on experience designing, building, testing, and optimizing automated workflows using n8n, Zapier, Make, and GoHighLevel. Skilled in AI-powered automation, CRM workflows, API integrations, webhooks, data mapping, triggers, actions, filters, and multi-step workflow processes. Experienced in identifying repetitive tasks, improving business processes, connecting applications, and troubleshooting automation workflows. Brings over 10 years of customer service and operations experience across telecommunications, technology, financial services, healthcare, and hospitality, providing a strong understanding of business processes, customer workflows, and operational efficiency.

EDUCATION

Pasig Christian Academy

Polytechnic University Of the Philippines

Bachelor of Science in Business Administration Major in Marketing Management

EXPERIENCE

Short-Term Rental Virtual Assistant

2023

AdventureStays

South Lake Tahoe

- Provided online front desk support for property owners and guests in South Lake Tahoe.
- Managed reservations, guest inquiries, and property-related requests.
- Coordinated information between guests and property owners to support smooth operations.
- Handled multiple requests and prioritized tasks to maintain efficient day-to-day operations.
- Used attention to detail and problem-solving skills to resolve guest concerns and provide a positive customer experience.

Customer Service Representative

2019

Medtronic

- Provided customer support for Medtronic products and services.
- Assisted customers with product inquiries, orders, troubleshooting, and account-related concerns.
- Investigated customer issues and identified appropriate solutions based on established processes.
- Maintained accurate customer information while handling multiple requests.
- Communicated technical and product information clearly to customers.
- Developed strong troubleshooting, problem-solving, and process-following skills applicable to automation and workflow optimization.

Healthcare Provider Services

2018

Aetna

- Assisted healthcare providers, including doctors and nurses, with insurance coverage and benefits information.
- Handled claim-related inquiries, including claim status, denial reasons, and claim reprocessing.
- Reviewed account and claim information to identify issues and provide accurate resolutions.
- Followed structured processes and guidelines when handling complex provider requests.
- Developed strong attention to detail and analytical problem-solving skills while working with sensitive business information.

Customer Care Professional

2015

American Express

- Assisted credit card members with payments, transactions, disputes, card replacements, and account-related concerns.
- Processed credit card applications and assisted with reports of potentially fraudulent transactions.
- Investigated account concerns and followed established procedures to resolve customer issues.
- Managed multiple types of customer requests while maintaining accuracy and compliance.
- Strengthened problem-solving, data handling, and process management skills.

Technical Support

2014

Dish Network

- Provided technical and billing support for television, internet, and signal-related issues.
- Troubleshoot technical problems and guided customers through appropriate solutions.
- Explained billing charges, credits, balances, and account information clearly to customers.
- Followed structured troubleshooting procedures to identify and resolve issues.
- Developed strong analytical and troubleshooting skills through handling complex technical concerns.

Customer Support

2013

Virgin Mobile

- Assisted customers with phone-related concerns, including payments, device troubleshooting, orders, balance conversion, network coverage, and 3G issues.
- Diagnosed customer concerns and followed troubleshooting procedures to identify appropriate solutions.
- Assisted with account and payment-related requests while maintaining accurate customer information.
- Managed multiple customer issues efficiently while maintaining service quality.
- Developed foundational customer service, troubleshooting, and process management skills.

PROJECTS

AI Job Scraper & Resume Optimizer

- Built an AI-powered workflow that automates job discovery and collects relevant job opportunities.
- Automated job data processing and organization for easier job searching.
- Integrated AI capabilities to analyze job information and optimize resume content based on job requirements.
- Designed multi-step workflow logic to process and manage multiple job listings.

AI Email Assistant

- Designed an AI-powered email workflow to process incoming emails and generate appropriate AI-assisted responses.
- Used filters and workflow conditions to determine how emails should be processed.
- Connected email, AI, and communication applications to automate repetitive email-related tasks.
- Created a workflow that allows generated responses to be reviewed and modified before sending.

AI Document Processing Automation

- Built an automation workflow that monitors incoming emails for attachments.
- Retrieves and processes attached files using AI.
- Uses AI to analyze documents and generate appropriate file names.
- Automatically uploads processed files to Google Drive and records document information in Google Sheets.
- Automates summary notifications after document processing.

CRM & Lead Automation

- Designed workflows for lead capture, follow-up, and CRM management.
- Configured triggers, actions, filters, and conditions to automate lead processes.
- Connected applications to streamline information flow between systems.
- Tested and troubleshoot workflows to ensure reliable automation.

TECHNICAL SKILLS

AI Workflow Automation

Business Process Automation

Workflow Design & Optimization
AI-Powered Automation
CRM Automation
Lead Capture & Follow-Up Automation
Email Automation
Multi-Step Workflows
Workflow Testing & Debugging
Process Improvement
Data Mapping & Transformation
Triggers, Actions & Conditions
API Integrations
Webhooks
Application Integrations
Automation Troubleshooting

CERTIFICATIONS

Tara - AI Course Training
n8n Workflow Automation
Zapier Automation
Make Automation
GoHighLevel Automation
AI & Workflow Automation Training

TECHNICAL SKILLS

Automation Platforms: n8n, Zapier, Make, GoHighLevel
AI Tools: ChatGPT, Google Gemini, AI Workflow
Automation Integrations: APIs, Webhooks, Application Integrations, Data Mapping
CRM & Marketing: GoHighLevel, Lead Management, Pipeline Automation, Lead Capture, Email Follow-Ups
Workflow Functions: Triggers, Actions, Filters, Conditions, Loops, Data Transformation, Workflow Testing, Debugging
Productivity & Communication: Gmail, Google Sheets, Google Drive, Slack

PORTFOLIO

[Portfolio URL]

LINKEDIN

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