



LOUISE YSABEL BRIONES

CUSTOMER SUCCESS SPECIALIST |
WORKFLOW AUTOMATION SPECIALIST | GEN. VA

PERSONAL PROFILE

Dedicated Virtual Assistant with over a decade of experience spanning customer service, client onboarding, digital marketing, and administrative support. Skilled in onboarding and configuring tools like GoHighLevel (GHL), creating automation workflows, and managing social media and email marketing campaigns.

WORK EXPERIENCE

Customer Service Representative

Qualfon Inc. | Nov 2012- Jan 2019

- Ensure customer satisfaction and provide professional customer support.
- Maintaining a positive, empathetic and professional attitude towards customers at all times.
- Keeping records of customers interactions, transactions and complains.

Customer Success Support | GHL Specialist

UpLaunch | Jan 2019 - Present

- Create, build, and maintain relationships and rapport with clients - Answering product questions and explaining technical concepts to a non-technical client via email and live chat.
- Help customers better utilize our software by providing best-practice consulting and product training
- Investigate and diagnose system issues via research and testing
- Identify complex problems and information to develop and evaluate options and implement solutions
- Effectively communicate with staff at all levels in an organization
- Remain current on and adhere to updated policies and standard operating procedures
- GHL New Account Configuration
(Snapshot Installation, Business Account Setup, Assist A2P Registration, Assist Adding Website Domain, Assist Adding Dedicated Email Domain, Website Form Creation, Calendar Setup,
- GHL Campaign Automation Workflow Creation
- Campaign Workflow Migration from other CRMs to GHL
- Ensure that customers are happily engaging with the products and services offered, Workflow Creation, Opportunities and Pipeline Creation
- Provide Assistance for other CRM migrations to GHL
- Ensure that customers are happily engaging with the products and services offered.

SKILLS SUMMARY

- Workflow Automation & CRM Systems
- AI-Powered Content Production
- GoHighLevel (GHL) Specialist
- Problem Solving & Resolution
- Process Improvement & SOPs
- Client Onboarding & Customer Success
- Attention to Detail
- Communication
- Relationship Management

TOOLS & PLATFORMS

- ChurnZero
- Monday.Com
- ClickUp
- Stripe
- Notion
- ClickFunnel
- Zapier
- FullStory
- Airtable
- GoHighLevel
- Twilio
- JIRA
- HubSpot
- SalesForce
- ChatGPT
- Gemini
- ClaudeAI
- Canva
- Descript
- VIMEO
- CapCut
- WordPress

General Virtual Assistant

Partner Playbook | March 2023 - Present

- Managed HubSpot Inbox, ensuring clean organization by responding to inquiries and maintaining the spam folder.
- Oversaw and maintained HubSpot Forms for accurate data collection.
- Uploaded video content to WordPress, ensuring proper titles, descriptions, and URL slugs were applied.
- Managed LinkedIn account by sending connection requests to professionals within the same industry.
- Communicated with clients via LinkedIn to request updated email addresses for bounced messages.
- Managed end-to-end video production workflows in Descript — creating highlight reels, session clips, and AI-generated content packages for webinar events
- Used AI tools (ChatGPT + Descript AI) to generate LinkedIn post copy from session transcripts, optimized for engagement and watch time
- Scheduled and published multi-day LinkedIn content calendars featuring speaker clips, tagging speakers and tracking post status
- Built and followed structured SOPs for post-production, caption creation, export/publish pipelines, and content distribution
- Coordinated across tools including Descript, ChatGPT, LinkedIn, and a Schedule Sheet to execute content workflows independently

General Virtual Assistant

CrossFit Hastings | March 2024 - Present

Management of GHL Account

- Oversaw the setup and functionality of GHL automation systems to ensure optimal usage.
- Managed GHL conversations and interactions with contacts to maintain effective communication.

Email Marketing

- Developed email marketing templates for lead nurturing, client engagement, and former client outreach.
- Created weekly email templates and bi-monthly newsletters to keep members informed and engaged.

Reporting

- Compiled weekly reports highlighting top attendance, top scores, and top contributors for inclusion in member updates.

Social Media Management

- Ensured all events and celebrations were effectively promoted on social media platforms.
- Assisted in managing social media presence by creating content for various posts.
- Designed graphics and posters using Canva to enhance visual appeal and engagement of marketing materials.

EDUCATIONAL HISTORY

Cebu Institute of Technology - University

BSBA Marketing Management | Dec 2020