

CONTACT

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Davao City, Philippines 8000

CORE SKILLS

Automation & Systems

Google Apps Script · HubSpot · GoHighLevel · Hubstaff · AI Workflows · API Integrations

Operations

Process Mapping · Workflow Optimization · Internal Tools · Task Tracking · Team Training

Marketing Automation

Email Automation · CRM Pipelines · Lead Nurturing · SEO · Social Media

Data & Reporting

Google Sheets · Looker Studio · YouTube Analytics · Competitor Analysis · Dashboards

Marquis Ambroe Tan

Automation Specialist & Operations Engineer

APPS SCRIPT • HUBSPOT • GOHIGHLEVEL • AI WORKFLOWS

PROFILE

Automation Specialist and Operations Engineer with **10+ years** in operations, data analytics, and client-facing roles, including **4+ years building automations**. I design internal tools and workflows in Google Apps Script, HubSpot, GoHighLevel, and AI platforms that replace manual work with reliable systems. My background in data analytics, QA, and team operations means I build tools that teams actually adopt, and I measure whether they work.

HIGHLIGHTS

10+ yrs
Operations, analytics, and client-facing work across 8 companies

1M → 10M
Subscriber growth supported with YouTube analytics at Pencilmation

4+ yrs
Building automations in Apps Script, HubSpot, GHL, and AI tools

EXPERIENCE

Automations Specialist / Operations Engineer
Jan 2026 — Present

CatalyzeX

- Build and maintain **email marketing automations**, from list segmentation to triggered nurture sequences.
- Design **HubSpot workflows** that automate lead routing, lifecycle updates, and follow-up tasks.
- Built a **Hubstaff-to-Google Sheets integration** that syncs time and activity data for automatic reporting.
- Developed internal systems in **Google Apps Script**, including a Notion-style task tracker with views, statuses, and assignments.
- Partner with the team to identify manual processes and convert them into automated, documented workflows.

Automation & Operations Specialist
May 2025 — Present

Axis Business Services

Started as Freelance Social Media Manager & Virtual Assistant; moved into automation and operations.

- Build **internal automation tools in Google Apps Script** that cut repetitive admin and reporting work.
- Configure **GoHighLevel (GHL)** workflows, pipelines, and triggers to automate client and lead management.
- Integrate **AI tools** into internal processes for content drafting, data handling, and task automation.
- Earlier in the role, produced marketing videos and static posts that grew engagement on Facebook and Instagram.

MORE SKILLS

Creative

Canva · Adobe After Effects · Video Editing · Thumbnail Design

Quality & Support

QA & Compliance · Customer Service · Admin Support

LANGUAGES

English — Fluent

Filipino — Native

STRENGTHS

- Attention to detail
- Systems thinking
- Adaptability
- Clear communication
- Customer-oriented
- Teamwork

Data Analyst, SEO & Social Media Manager, Video Editor, Automation Specialist
Jan 2022 — May 2025

Gateway Creative Management

- Analyzed social media and YouTube performance and turned findings into reports using Google Sheets, Looker Studio, and Canva.
- Managed e-commerce operations for an online car care shop, streamlining order and fulfillment processes.
- Developed SEO strategies and managed social platforms to grow online visibility and engagement.
- Designed thumbnails for **The Dental Digest** YouTube channel (21.1M subscribers) using Canva.
- Produced video intros in Adobe After Effects and custom thumbnails for **Dr. Gabrielle Lyon's** podcast.

Data Analyst
Jun 2019 — Dec 2021

Ross Bollinger LLC / Pencilmation

- Analyzed YouTube metrics and competitors to find growth opportunities, producing reports that supported the channel's growth from **1M to 10M subscribers**.

Executive Officer / Operations Manager
Oct 2018 — May 2019

Galax Telemarketing

- Oversaw operations, including hiring and training lead generation agents and keeping the team aligned on targets.

Quality Assurance Analyst
Feb 2018 — Sep 2018

L Media

- Audited agent compliance with call flow guidelines and ran QA training programs.
- Worked with department heads to raise quality standards.

Medical Biller
Apr 2017 — Feb 2018

Focus Inc. Group Corporation

- Managed billing for patient medical supplies, including supplements and ostomy care, with accurate records and on-time processing.

Sales & Customer Service Representative
Jun 2015 — Dec 2016

iQor Philippines

- Handled inbound and outbound customer orders and delivered consistent, positive customer experiences.

EDUCATION

Bachelor of Science in Information
2014

Ateneo de Davao University · Davao City, Philippines