

RONDA SIMMONS

Marketing Operations Automation Specialist | RevOps Systems Builder

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PROFESSIONAL SUMMARY

Self-taught marketing operations and automation builder specializing in CRM systems, workflow automation, and AI-powered business processes. Designed and deployed end-to-end automation infrastructure using n8n, GoHighLevel, Supabase, Airtable, and API integrations — including lead enrichment pipelines, outbound systems, AI qualification workflows, and internal operational tools. Brings 15+ years of operational experience with a focus on eliminating manual work, improving data flow, and building reliable systems teams can scale.

CORE TECHNICAL STACK

- **Automation & Orchestration:** n8n (self-hosted/cloud), GoHighLevel Workflows, Zapier, Make
- **Integrations & APIs:** REST APIs, Webhooks, JSON payloads, OAuth, error-branching architecture
- **CRM & Lead Infrastructure:** GoHighLevel, Instantly, Apify, Reacher, Apollo
- **Data & Tooling:** Airtable (operational databases), Supabase (Postgres + Auth), Google Workspace
- **Languages & Systems:** JavaScript (code nodes), HTML/CSS, Docker, Linux CLI, VPS management
- **AI & Conversational Agents:** OpenAI API integration, Vapi (voice AI routing), prompt engineering

TECHNICAL & OPERATIONAL EXPERIENCE

Founder / Systems Builder • Growth Guerillas LLC

2024 – Present | Remote

- **Zero-Touch Outbound System:** Built a 33-workflow operational system spanning 96+ sending mailboxes — automated domain provisioning, DNS authentication (SPF/DKIM/DMARC), and Instantly warmup tracking. Integrated an AI decision engine to triage inbound replies in real time, routing qualified leads to automatic contract generation (html2pdf.app) and checkout flows with zero manual reply sorting.
- **Lead Enrichment Pipeline:** Designed a multi-source data pipeline in n8n that ingests business data from Apify scraping and purchased lead lists, normalizes records in Airtable, and routes email validation through a self-hosted Reacher instance on a dedicated \$10/month VPS — a flat cost regardless of volume, replacing per-credit verification APIs.
- **Heloflo Voice AI Agent:** Deployed an early-adoption outbound voice agent on Vapi orchestrated through n8n and GoHighLevel. Built real-time call event webhooks and structured call disposition logic to schedule callbacks and push structured lead data into the CRM.
- **Lead Revival System:** Built multi-stage re-engagement sequences in GoHighLevel for dormant client databases, using conditional branching, pipeline automation, and reply routing to surface warm conversations from previously dead lists.
- **Self-Hosted Infrastructure:** Designed, deployed, secured, and maintained a self-hosted n8n environment on Hostinger via Docker — managing instance configuration, environment variables, credentials, and container updates from terminal. Debugged a multi-day production incident (Traefik crash-looping, a port conflict with the host's native nginx) to stable uptime.
- **Operations Tooling Suite:** Built lightweight single-file web applications (Focus OS, Budget OS, DAMH HQ command center) in Vanilla JS and HTML/CSS backed by Supabase Postgres, syncing operational metrics bidirectionally with Airtable.

Licensed Insurance Producer • Catch Health

April 2026 – Present | Remote / Florida

- Manage end-to-end client pipeline from lead intake through policy issuance, maintaining CRM hygiene and accurate contact records to support reporting and automated follow-up sequencing.
- Translate complex regulatory guidelines and policy options into clear, customer-ready language across written and verbal communication.

Independent Notary & Loan Signing Agent • Self-Employed

2019 – Present | Remote / Field

- Operated an independent contractor business handling time-sensitive loan signing appointments with mortgage lenders, title companies, and signing services under strict regulatory and audit requirements, maintaining a 100% on-time, error-free signing record.
- Built personal scheduling and tracking systems in Airtable to manage concurrent signings across multiple platforms without errors.

Hospitality Operations & Shift Management • Various Establishments

2008 – 2023 | Multiple Locations

- Managed fast-paced, high-volume front-of-house operations for 15+ years, developing operational instincts around systems thinking, resource constraints, edge-case mitigation, and recovery procedures that translate directly to automation design.
- Built modular shift-level operating documentation and onboarding protocols that standardized team handoffs.

EDUCATION & CONTINUOUS DEVELOPMENT

- **Self-directed technical study:** API design, multi-tenant CRM architecture, and autonomous workflow design across n8n, GoHighLevel, and Supabase.
- **Community engagement:** Active contributor across n8n community forums, GoHighLevel user groups, and automation-focused developer networks.