

Guen Sy

WORKFLOW AUTOMATION & CUSTOM SYSTEMS

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BASED IN Manila, Philippines

WORK Remote · contract & consulting

PORTFOLIO [guen-syvercel.app](#)

I help businesses **replace manual work with automations and custom web apps** built around how they already operate. With 8+ years across sales, marketing and cross-department operations, I map the process, automate what should be automated, and build a custom system where off-the-shelf tools fall short.

8+

YEARS IN
OPERATIONS

9

CUSTOM
APPS BUILT

1:1

SCOPING TO
HANDOVER

Services

✦ WORKFLOW AUTOMATION

Existing apps connected so intake, reporting and handoffs run on their own.

✦ CUSTOM WEB APPS

Booking, membership, content, inventory and property systems the client owns.

✦ MIGRATION & CONSOLIDATION

Scattered spreadsheets and old tools moved into one source of truth.

✦ OPS & PROCESS CONSULTING

Process mapping, bottleneck fixes and documentation for a clean handover.

Skills

- ✦ Process & workflow automation
- ✦ Systematic problem solving (APIs, webhooks)
- ✦ Project planning & roadmaps
- ✦ Risk & issue management
- ✦ Quality assurance
- ✦ Communication across time zones

Toolkit

AUTOMATION

n8n

Zapier

GoHighLevel

Jira Automation

BUILD & INTEGRATE

React

TypeScript

Convex

Clerk

Vercel

APIs

Webhooks

GraphQL

JSON

PLATFORMS

Jira

Monday.com

Sprout Social

SharePoint

Google Workspace

Microsoft Office

ERP

CRM

Experience

WORKFLOW & AUTOMATIONS SPECIALIST

2024 – Present

Tribute Technology

- ✦ Moved from Digital Marketing Team Lead to a cross-functional automation role, managing workflows across departments and countries.
- ✦ Led the migration of department data and operations from Monday.com to Jira, streamlining access and reducing redundancies.
- ✦ Designed and deployed a multi-app automation that became part of the company's client-facing SKU.
- ✦ Consolidated siloed Sheets, Excel, SharePoint and Drive workflows into unified systems with automated syncing and reporting.

SALES & MARKETING HEAD

2019 – 2024

Corand Support Marketing Inc.

- ✦ Designed and led marketing campaigns; implemented ERP and CRM systems to strengthen sales operations.
- ✦ Lead point of contact for key accounts, driving lead acquisition and conversion strategies.

SALES & MARKETING HEAD

2018 – 2019

Pioneer Truck Parts & Equipment

- ✦ Managed campaigns, implemented ERP and CRM systems, worked with foreign suppliers on sales planning, and trained sales staff.

Custom web apps

Scheduler Pro

Reusable

Multi-client content library that tracks when each asset was last used and publishes scheduled posts via Sprout Social.

Web app · Sprout Social

Appointment Tracker

Client build

Booking and sales management for a touring entertainment client: inquiry screening, deposits, tour scheduling, income.

Web app · Sheets · Zapier

CoHabits

Own product

Shared household organizer. A 4-way flick sorts notes into events, tasks or shopping lists; Gmail add-on included.

React · TypeScript · Convex · Clerk

Flexer Gym

Client build

Gym membership system: tiers, usage plans, check-in, billing and renewals, with its own design system.

React · Convex · Vercel

Inventory Management

Reusable

Multi-location stock control with POs, delivery receipts and invoices numbered per business.

Web app · Multi-tenant

Property Management

Reusable

Units, tenants and leases in one place, with rent tracking, maintenance requests and owner reports.

Web app · Automations