

KEVIN SESE ORDOÑEZ

AI Automation Specialist | SEO Specialist

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Portfolio: kevinordonez.net | Video Intro: [Loom](#)

PROFESSIONAL SUMMARY

AI Automation Specialist and SEO professional with hands-on experience building agentic AI workflows and end-to-end automation systems across GoHighLevel, Zapier, Make.com, and n8n. Skilled in deploying AI agents, API and webhook integrations, CRM and custom field configuration, funnel design, and connecting large language models such as Claude to automation platforms. Brings nearly two years of technical and on-page SEO experience to build data-driven, results-focused solutions.

WORK EXPERIENCE

AI Automation Specialist

November 2025 – Present

Freelance / Project-Based

- Build AI automation workflows using GoHighLevel (GHL), Zapier, Make.com, and n8n.
- Design, deploy, and maintain agentic AI solutions, including the Hermes AI agent, to handle conversations, lead qualification, and automated task execution.
- Create sales funnels and nurture sequences to support lead generation and conversion.
- Integrate systems through webhooks and APIs, including connecting Claude and other LLMs to automation platforms.
- Configure custom fields and data mapping across CRMs to accurately capture, route, and sync lead information.
- Set up SMS and voice automation using Twilio, and manage A2P (application-to-person) messaging compliance.
- Manage CRM automation and contact workflows in HubSpot and GoHighLevel.
- Organize project workflows, tasks, and client deliverables in ClickUp to keep automation builds on schedule.
- Build and customize client websites in WordPress using Elementor and WooCommerce to support automation and lead-capture needs.

SEO Specialist

January 2024 – October 2025

CT SEO Pro

- Conducted in-depth SEO audits and created actionable optimization plans.
- Performed strategic keyword research to identify high-value opportunities and improve organic visibility.
- Built topical maps to guide content strategy and strengthen content authority.
- Wrote SEO-optimized homepage, service page, and blog content to drive targeted traffic.
- Optimized on-page elements including meta tags, descriptions, headers, internal links, and schema markup.

- Performed technical SEO fixes such as XML sitemap submission and robots.txt configuration.
- Built quality backlinks and citations to improve Domain Authority (DA) and Domain Rating (DR).
- Optimized Google Business Profile and created GBP strategic plans to rank in the Local Map Pack.
- Monitored and resolved technical SEO issues using Screaming Frog, and tracked performance with Google Search Console, Ahrefs, and Semrush.

EDUCATION

Technological University of the Philippines <i>Undergraduate, Electronics Engineering Technology</i>	2011 – 2012
Saint John Bosco Institute <i>Associate Graduate, Computer Hardware Servicing</i>	2009 – 2011

SKILLS & TOOLS

AI Automation & Agents: Agentic AI, Hermes AI Agent, LLM / Claude Integration, Funnel Design, Nurture Sequences, API & Webhook Integration, Custom Fields & Data Mapping, A2P Messaging

Automation Platforms: GoHighLevel (GHL), Zapier, Make.com, n8n

CRM & Communication: HubSpot, GoHighLevel, Twilio, ClickUp

Web Design: WordPress (Elementor, WooCommerce)

SEO: Technical SEO, On-Page SEO, Keyword Research, Schema Markup, Local SEO (Google Business Profile, Map Pack), Link Building, Topical Mapping, Content Optimization

SEO Tools: Screaming Frog, Google Search Console, Ahrefs, Semrush