

JENNIFER LOZANO

IMPLEMENTATION & DIGITAL SYSTEMS SPECIALIST

El Paso, TX | 915-539-5267 | lozanojennifer5@gmail.com

PROFESSIONAL SUMMARY

Implementation and digital systems professional with hands-on experience building CRM workflows, client onboarding systems, websites, automations, and internal business tools. Experienced with GoHighLevel, Supabase, WordPress, AI-assisted application development, technical SEO, workflow design, QA testing, and process improvement. Combines technical problem-solving with 10+ years of operations, project coordination, customer experience, and team leadership. Bilingual in English and Spanish.

TECHNICAL SKILLS

Systems & Platforms	GoHighLevel CRM, Supabase, WordPress, Divi, Rank Math, Microsoft 365
Implementation	SaaS Implementation, CRM Configuration, Workflow Automation, Client Onboarding, Requirements Gathering, QA Testing, Troubleshooting
Data & Access	User Authentication, Role-Based Access, Row Level Security (RLS), Database Configuration, Data Migration
Web & Operations	Technical SEO, On-Page SEO, Schema Markup, Website Management, Forms & Funnels, Project Coordination, Process Improvement

PROFESSIONAL EXPERIENCE

Your Growth Friend | El Paso, TX

Founder | Digital Systems & Implementation Consultant | 2026 - Present

- Build and improve digital systems for small businesses, including websites, CRM workflows, onboarding processes, client portals, automations, and SEO infrastructure.
- Designed and implemented a multi-client portal using GoHighLevel AI Studio and Supabase with authenticated accounts, role-based access, Row Level Security, onboarding workflows, strategy management, task libraries, activity tracking, and administrative controls.
- Configure business workflows and data structures that support secure client access, internal operations, task management, and account administration.
- Translate business requirements into practical digital workflows and troubleshoot implementation issues across WordPress, GoHighLevel, and Supabase environments.

Moving & Grooving Pediatric PT | Scottsdale, AZ

Lead Coordinator | Aug 2024 - Jul 2026

- Built and maintained GoHighLevel CRM workflows, forms, funnels, email/SMS automations, and lead-management processes supporting client acquisition and follow-up.
- Managed website and SEO improvements including keyword research, metadata, internal linking, page optimization, and content planning.
- Developed client onboarding systems, training resources, and operational processes while coordinating scheduling, family communication, payment follow-up, clinician support, and concurrent business projects.
- Created landing pages, lead magnets, digital campaigns, and outreach materials to support business development.

Starbucks Coffee Company | Phoenix, AZ

Store Manager | May 2021 - Aug 2024

- Managed a high-volume location generating approximately \$4.5M in annual sales and serving nearly 1,200 customers per day.
- Led nine shift supervisors and one assistant store manager while overseeing staffing, payroll, inventory, financial performance, and day-to-day operations.
- Increased year-over-year sales by 28.5% and partnered with district leadership on operational planning, talent development, candidate evaluation, and risk management.

Starbucks Coffee Company | Phoenix, AZ

Assistant Store Manager | Shift Supervisor | Oct 2016 - May 2021

- Promoted through progressive leadership roles supporting hiring, training, scheduling, operational analysis, change management, and high-volume customer operations.
- Created schedules for approximately 45-50 employees, used daily business analysis to monitor performance and customer feedback, and helped reduce average drive-thru times by 15-20 seconds year over year.

SELECTED TECHNICAL PROJECTS

Client Operations Portal | *GoHighLevel AI Studio* | *Supabase*

- Built a multi-client operations portal with separate administrator and client experiences, email/password authentication, user roles, and client isolation.
- Implemented Row Level Security, onboarding tracking, monthly strategy management, task libraries, templates, packages, and client-visible activity logs.
- Created diagnostic and testing workflows to verify client access and prevent cross-client data exposure.

Internal CRM & Estimating Platform | *GoHighLevel AI Studio* | *Supabase*

- Built an internal business application for customer records, projects, qualification, property information, scope, risk, estimating, design, permits, and reporting.
- Migrated project data from local storage to Supabase and implemented authentication, database relationships, Row Level Security, and multi-user access.
- Structured workflows around real-world estimating and project-management processes.

WordPress & Digital Systems Implementation | *WordPress* | *Divi* | *Rank Math* | *Technical SEO*

- Managed staging and production workflows for a design-build remodeling website, including Divi 5 migration, page rebuilding, troubleshooting, and production deployment.
- Implemented technical SEO improvements, service-page optimization, schema configuration, internal linking, site architecture, and conversion-path updates.

OT Study Bug | *GoHighLevel AI Studio* | *Supabase*

- Built and tested a mobile-optimized study application with email/password authentication, gated access, progress tracking, quiz attempts, missed-question review, and weak-area review.
- Connected application activities to Supabase tables and validated core user flows across multiple study activities.

EDUCATION

Bachelor of Health Science | Western Governors University | 2024 - 2025

Associate of Science in General Sciences | El Paso Community College | 2012 - 2016

LANGUAGES

English | Spanish