

JORDAN SABALO

MARKETING OPERATIONS & AUTOMATION SPECIALIST

Contact

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thisisjordansabalo.netlify.app

Skills

Copywriting

Problem Solving

Creativity

AI and APP / Web Development

About Me

I assist businesses in scaling by creating essential technical systems. I specialize in designing GoHighLevel workflows, managing lead data, and implementing SEO strategies to align marketing technology with business goals.

Portfolio, Trainings, and References

GitHub

App Development

AI Cold Email Marketing and Automation (Clay, LLMs, Automations)

API Integrations:
n8n, Make, Zapier, GHL, Clay, etc

Work Experience

Ethics Insights
May - October 2026

Strategic Growth & Intelligence

- Research, Outreach & Knowledge Manager | Ethics Insight
- Strategic Growth & Outreach: Lead B2B outreach for high-value impact funds and DFIs, managing complex relationship databases and high-frequency follow-ups.
- Knowledge Operations: Direct the end-to-end lifecycle of thought leadership content, migrating complex risk concepts into structured, actionable outputs.
- Systems Engineering: Architect SOPs to standardize proprietary risk methodologies (Ranulph methodology), ensuring operational consistency and scalability.
- AI-Driven Needs Assessment (Internal Project): Engineered a custom AI-driven assessment application to automate prospect discovery; the tool analyzes complex pain points in real-time and dynamically routes users to specific resources, Substack insights, or Business Fraud Alliance collateral, significantly accelerating lead qualification.
- https://gemini.google.com/share/8ae3c9fa1dd8



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References

Patrick Jones
Limitless Impact
reshape360@gmail.com

Gabriella Molnar
Healing Sunshine Spa
GabriellaHealingSunshine@gmail.com

Jason Goodwin
FXBrokers
j.goodwin@fxbrokers.com

Jessica Gettle
JNL Investment Group
jessicagettle@gmail.com

Joshua Shai
Shaibit
josh@shaibit.net

Rupert Evill
Ethics Insight
rupertevill.com

Gray Wells
MetaScale Labs
info@metascalelabs.com

Work Experience

Meta Scale Labs
October 2026

GHL Contractor

- GHL Management
  - Workflows
  - API connections to other apps (YELP)

Psychable
July - October 2026

GHL Contractor

- GHL Management
  - Workflows
  - API connections to other apps (Google)
- Instantly Email Campaign management, as well as Lead Sourcing
- Recommends and Explores the best tech options for our company and clients, which app or program can be the best one to use to solve this problem.

Zenworx AI / Kiwi / Diabetic Supplies ATM
May 2025 - November 2025

Chief Technical Officer

- GHL Management
  - Workflows
  - API connections to other apps
  - some Website Management
- Instantly Email Campaign management, as well as Lead Sourcing
- Recommends and Explores the best tech options for our company and clients, which app or program can be the best one to use to solve this problem.

Healing Sunshine Spa
2024 - June 2025

Social Media VA

- Content Creation
  - Videos
  - Social Media Posts
  - Promotions and Flyers
- Website Management
- Ad Campaigns

Florida Business Exchange
2024

Data Management / Marketing VA

- Manage data from GHL
- GHL Tech Support
- Manage Instantly Email Marketing Campaign



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Work Experience

JNL Investment Group
2024
Marketing VA

- Created Email Campaigns for lead acquisition
- Cold Calls
- Assisted in organizing and managing the data and office work

Shaibit
2023
Copywriter / Content Writer

- Create compelling copy for websites, emails, and sales letters
- Create content and graphics for social media posts and blogs
- Assist in any other writing projects for Shaibit

Limitless Impact
2023
Marketing VA

- CRM management
- Assisted in Email Marketing Campaigns
- General Virtual Assistance work

Lieber Solutions
2022
Marketing VA

- Manage social media pages.
- Network and connect with prospects.
- Facilitate meetings and make sure the meetings go smoothly



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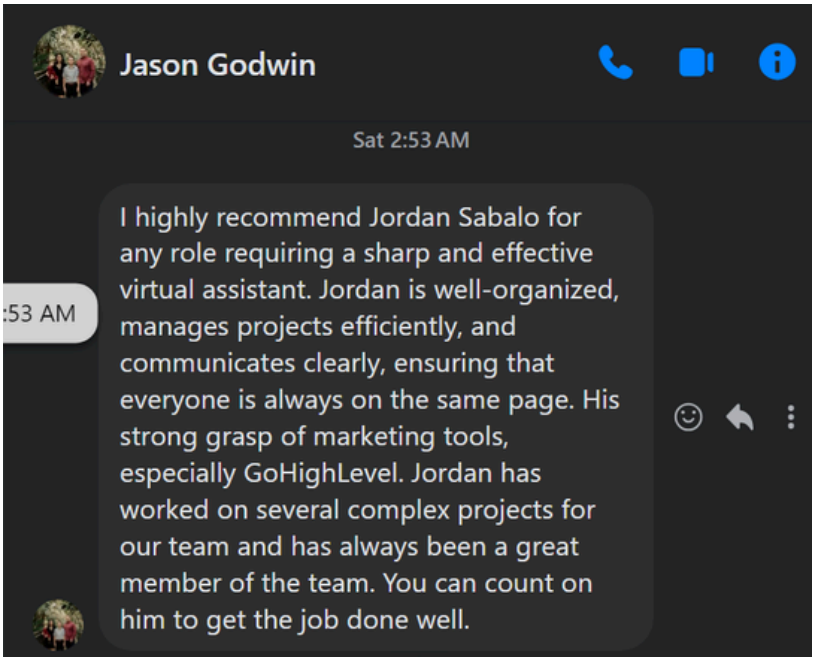
Jessica Gettle
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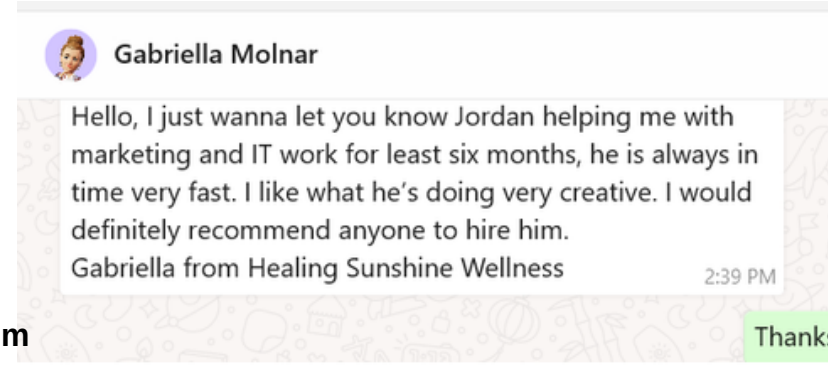
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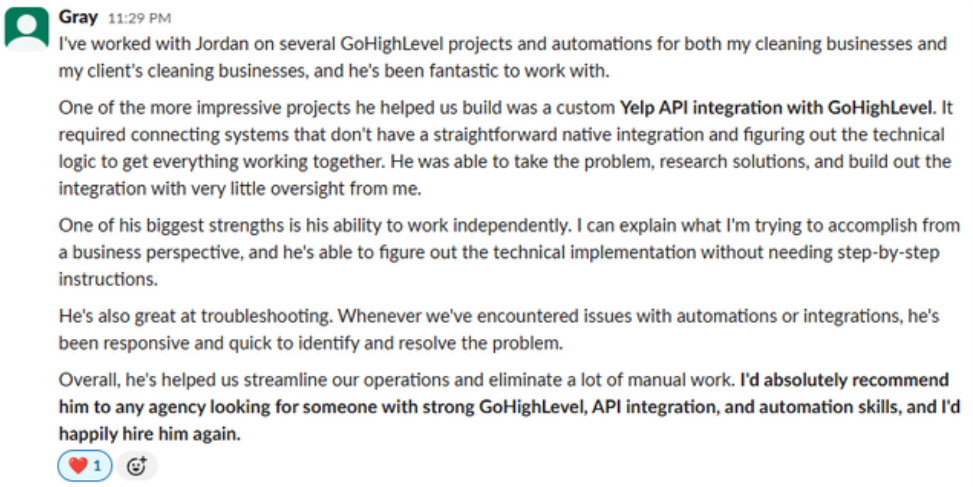
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Recommendations









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Recent Projects

Discord Extractor & AI Catalog Vault

- Tech Stack: Vue.js, JavaScript, Tailwind CSS, Gemini AI API, LocalStorage
- Web Scraper & Dashboard: Created a custom JavaScript bookmarklet that extracts links, code snippets, and images directly from Discord chats into a web dashboard.
- Smart Context & AI Summaries: Added surrounding chat message context to every saved link and integrated Gemini AI to generate one-click discussion summaries.
- Data Management & Export: Designed a multi-vault organization system with search, category filters, and one-click exports to PDF, Word, and JSON.

Full-Stack CRM & Solar Logistics Portal

- Developed a mobile-ready (PWA) web application using Node.js, Express, TypeScript, and Supabase (PostgreSQL) to streamline solar sales and equipment shipping pipelines.
- Built core features including a canvas drawing pad for digital client signatures, an automatic inventory allocation tracker, and a four-phase shipping logs feed.
- Integrated API triggers for n8n workflow nodes and Twilio messaging gateways, using a built-in sandbox log system for self-contained local testing.
- Secured the application by installing rate limiters to block endpoint spam, input sanitizers to prevent cross-site scripting (XSS), and token authentication checks for private routes.

GoHighLevel & Yelp Lead Automation Bridge

- Engineered a custom API integration bridge connecting Yelp quote requests with GoHighLevel CRM to automate lead intake for multi-location home service and cleaning businesses.
- Built an automated parsing and data-mapping engine that transforms incoming Yelp webhook payloads into structured GHL contacts, custom objects, and pipeline opportunities.
- Integrated instant speed-to-lead automation triggers (SMS/Email auto-responders and dispatcher alerts), slashing lead response times from hours to under 60 seconds.
- Implemented payload validation, token authentication, and fail-safe retry queues to ensure zero dropped leads and completely eliminate manual data entry.