Alejandro Díaz

AI Automation and CRM Operations Specialist

Florida, United States | Work authorized in the U.S. | Remote / Contract / Part-time
diazalejandro.co@gmail.com | Online portfolio

Professional Summary

Business operations leader with 10 years of administrative management experience and practical experience using GoHighLevel, Retell AI, Meta Ads, ChatGPT/Codex, and Google Sheets. Designs commercial workflows, CRM processes, and AI-assisted lead qualification journeys. Combines hands-on tool configuration and testing with AI-supported development and project coordination.

Core Capabilities

Hands-on tools: GoHighLevel / LeadConnector, Retell AI, ChatGPT and Codex, Meta Ads, Canva, Google Sheets.

Business applications: CRM organization, lead forms and pipelines, conversation design, appointment workflows, landing-page planning, QA testing, reporting, process documentation.

AI-assisted delivery: website and landing-page prototypes, dashboards, automation architecture and technical implementation coordinated with AI tools.

Relevant Experience

Co-founder and Digital Operations Lead | Díaz Corredor Group, Florida | 2026–present

- Defined the lead-to-appointment process linking website and Meta lead forms to a GoHighLevel CRM and an AI-assisted qualification workflow.
- Worked directly in GHL and Retell AI on intake forms, workflow review, voice-agent behavior, scheduling scenarios, and practical tests.
- Directed AI-assisted work on web assets, integrations and dashboards; reviewed requirements, tested results and documented technical issues.
- Reviewed digital marketing activity and sales-funnel metrics to support operational and commercial decisions.

Administrative Manager | Bukoi SAS, Bogotá, Colombia | 2013–2023

- Led administrative and operational management for a restaurant business with annual sales exceeding US$3 million.
- Coordinated operational planning, internal processes and administrative priorities in a high-volume hospitality environment.

Selected Project

Díaz Corredor lead intake and AI qualification: defined intake, CRM, qualification, callback and appointment requirements; tested GHL and Retell components; coordinated code-assisted integration work. Project testing identified items requiring additional production verification.

Education and Languages

Hospitality and Gastronomy Administration studies, IAG, Buenos Aires, Argentina | 2009–2013

Spanish: Native | English: Basic | Availability: 20–30 hours per week