

— API INTEGRATION · AUTOMATION · SAAS SUPPORT

Castro, *Von Lawrence D.*

WEBHOOK REPAIR · FORM SETUP · WORKFLOW AUTOMATION

ZAMBOANGA CITY, PHILIPPINES · REMOTE

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§ 01 Profile.

WHAT I DO

Automation and integrations specialist with 15+ years across SaaS platforms, e-commerce, web hosting, and enterprise IT. I build and repair the paths data travels — API and webhook integrations, form-to-CRM routing, and marketing automation — along with the monitoring and documentation that keep them working after handover. Equally comfortable inheriting an existing automation stack as building one from scratch.

§ 02 Capabilities.

TOOLS AND DOMAINS

AUTOMATION	n8n, Make.com, Zapier, GoHighLevel workflows, scheduled and event-driven jobs
INTEGRATIONS	REST APIs, webhooks, JSON, OAuth, field mapping, deduplication, retry and error handling
CRM & MARKETING OPS	Pipelines, tags, segments, forms, funnels, email automation, deliverability
AI-ASSISTED OPS	LLM-backed workflows, prompt and knowledge-base structuring, agent tooling (MCP)
ENGINEERING	Python, JavaScript, HTML, CSS, Git and GitHub, scripting and debugging
SUPPORT OPERATIONS	Zendesk, Zammad, triage and escalation, QA reproduction, SOPs and runbooks
INFRASTRUCTURE	cPanel/WHM, Linux, DNS and email-domain configuration, LAN/WAN administration
PLATFORMS	Shopify, WooCommerce, BigCommerce, WordPress, Google Workspace, Microsoft 365

§ 03 Experience.

CURRENT AND RECENT ENGAGEMENTS

Marketing & Funnel Technical Support Specialist

JAN 2022 — PRESENT

SaaS decision-tree lead-generation platform · Remote

- Support customers building and launching decision-tree lead-capture funnels, including the CRM and webhook integrations that carry leads into GoHighLevel, HubSpot, and other downstream systems.
- Troubleshoot API, webhook, and embed failures end to end — payload and field mapping, authentication, duplicate records, and site compatibility.
- Diagnose platform defects into reproducible bug reports for engineering, and maintain the SOPs that shortened resolution time on recurring issues.

Forms & Automation Technical Support Specialist

APR 2017 — PRESENT

SaaS online form-builder and workflow-automation platform · Remote

- Support a form, PDF-generation, and workflow-automation platform used by enterprise and government customers, over email and chat.
- Guide customers through conditional form logic, automated workflows, document generation, and third-party integrations.
- Resolve embed, rendering, and browser-compatibility issues across customer sites, and escalate reproducible platform bugs with clear technical detail.

Vice President / IT Director / Incorporator

MAR 2013 – AUG 2021

ESC Interactive Communication Services Inc. · Alabang, Muntinlupa

- Co-founded the company and directed its technology function, aligning IT spending with growth plans and cutting waste from proposed budgets.
- Ran network and infrastructure operations: LAN/WAN administration, wireless stability across the business, and day-to-day maintenance and support.
- Modernised internal procedures and removed process bottlenecks, translating business requirements into costed hardware, software, and consulting plans.

E-Commerce Migration Specialist & Consultant

OCT 2013 – MAR 2015

BigCommerce · Remote

- Ran store migrations covering design transfer, product and catalog data, and payment and shipping configuration.
- Implemented 301 redirect maps and repaired theme and template issues to protect SEO through cutover, then verified launch readiness with each client.

E-Commerce Technical Support

JUN 2011 – OCT 2013

BigCommerce · Remote, supporting a US-based team

- Delivered ticket, chat, and email support for store setup, shopping-cart configuration, and site compatibility across a global customer base.
- Authored knowledge-base articles and video tutorials, and fed recurring product issues back to development to improve functionality.
- Owned escalations through to resolution and surfaced expansion opportunities to the sales team.

§ 04 Selected Work.

ANONYMIZED FIELD WORK

LEAD-TO-CRM WEBHOOK PIPELINE

Connects decision-tree lead capture to GoHighLevel and other CRMs. Handles field mapping, deduplication, and retries so leads arrive tagged and ready for follow-up; documented as an SOP the rest of the team maintains.

BROKEN LEAD PATH, TRACED END TO END

Diagnosed why submitted leads were not arriving with the expected values, isolated the break in the capture-to-storage path, and documented what had to change so future tests could confirm the fix quickly.

INTEGRATION FAILURE SEPARATED FROM PLATFORM BEHAVIOUR

Reviewed payloads, response codes, configured endpoints, and exported records to determine whether a fault was an integration failure, missing source data, or the platform working as designed.

SCHEDULED REPORTING JOBS

Aggregate spreadsheet and API data into daily digests delivered to chat and email, replacing hand-assembled status reports.

§ 05 Earlier Experience.

EARLIER ROLES

Web Hosting Technical Support

MAY 2016 – NOV 2016

Web1 Syndication

- Owned customer issues from first report to resolution, and onboarded new clients onto the hosting stack.
- Wrote knowledge-base articles and FAQs to cut repeat tickets, and updated manuals and video documentation as features shipped.
- Collected client feedback and requests and routed them to the right internal team.

- Software Technical Support**
VideoMakerFX

MAY 2015 – JUN 2016

 - Answered product questions through the support desk and live chat, and resolved membership access issues by tracing customer records in the membership system.
- IT Administrator / Corporate Secretary**
CAGE Prostaff Inc.

MAR 2012 – FEB 2013

 - Administered LAN and WAN infrastructure day to day and kept network and wireless services stable across the office.
 - Ran budgeting studies on current and proposed IT spending, and closed deficiencies raised by internal audits.
- Technical Support Representative – Toshiba account**
Teleperformance Philippines

NOV 2009 – MAY 2011

 - Diagnosed hardware, software, networking, and operating-system faults on laptops and netbooks, including driver installs, OS updates, and connectivity troubleshooting.
- IT Consultant / Director**
Cartridge World Philippines

MAY 2008 – NOV 2009

 - Advised business clients on technology planning aligned to growth projections, and performed the resulting upgrades.
 - Gathered customer requirements into clear specifications, and researched network products and standards for procurement.
- Web Developer**
Kampuslife Magazine

2007

 - Built front-end website work on WordPress and related publishing tools.

§ 06

Credentials.

EDUCATION AND RECOGNITION

B.Sc. Information Technology	San Beda College Alabang
B.Sc. Information Technology	Colegio San Agustín Biñan
ACM International Collegiate Programming Contest	Runner-up, Ateneo de Manila University, 2005