

MICHAEL JOHN CALIGNER

AI IMPLEMENTATION & AUTOMATION SPECIALIST

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Davao City, Philippines

I implement and automate business systems, and build the apps around them. Currently an Implementation Specialist at Highspring, setting up GoHighLevel accounts, A2P 10DLC registrations and Webflow sites, while freelancing on a live internal platform for a SERVPRO franchise group. Four years of full-stack, CRM and automation work, with 38 live sites shipped.

SKILLS

Implementation & Integrations: SaaS implementation, system integrations, APIs, workflow testing and QA, user training, documentation and handover, project coordination

Automation: GoHighLevel, Zapier, Make, webhooks, Google Apps Script

Development: React, TypeScript, Supabase, Google BigQuery, JavaScript, HTML/CSS

Platforms: Webflow, WordPress, Shopify

AI Tools: Claude, Claude Code, ChatGPT, Codex

PROFESSIONAL EXPERIENCE

Implementation Specialist (CRM Specialist), Highspring Managed Services Asia Inc.

Jun 2026 – Present

- Configure GoHighLevel sub-accounts from scratch for a fitness-tech client: pipelines, workflows, triggers, automations and integrations.
- Register A2P 10DLC brands and campaigns so carriers deliver client texts, and resolve carrier rejections.
- Test every account with standardized pre-launch QA checklists, and handle migrations, snapshots and phone number porting.
- Build and update each client's Webflow site alongside the CRM setup, keep SOPs and documentation audit-ready, and flag process gaps with recommended fixes.

Freelance Full Stack Developer & AI Automation Developer, Self-employed

Feb 2024 – Present

- Built and maintain an internal platform for a SERVPRO franchise group in React, TypeScript and Supabase: one sign-in and role-based access to six apps, live with real users.
- Integrated Google BigQuery and QuickBooks data through sync pipelines, and automated training records with Google Apps Script.
- Tested access controls and releases, wrote in-app help center docs, trained managers and staff across roles, and coordinated the handover of the Request Center.
- Set up GoHighLevel CRMs and website AI chat for a medical clinic, and built WordPress and Shopify sites, including Figma-to-WordPress builds for Netplanet Digital, an Australian agency.

Web Developer & Automations Specialist, Paramount Construction

Mar 2025 – Jun 2026

- Built and maintained fast WordPress sites with custom code, and managed domains, SSL and hosting.
- Integrated site forms with Acculynx and internal CRMs through Zapier and webhooks, so leads arrived instantly.
- Fixed page speed issues and improved site security.

Full Stack Developer, Infinity Hub Digital Marketing

Aug 2022 – Jan 2024

- Coded custom web applications from planning to deployment.
- Managed projects end to end, including server deployment, security and ongoing maintenance.
- Worked directly with clients to turn requirements into working code on schedule.

EDUCATION

Bachelor of Science in Information Technology

2018 – 2022

Holy Cross of Davao College

- Major in Programming
- Focused on Software Development & Web Technologies