MICHAEL DIALA

AI Automation Specialist | AI Agent Developer | Go High Level Specialist | Full-Stack Developer

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PROFESSIONAL SUMMARY

Versatile Full-Stack Developer and AI Automation Specialist with 10+ years of progressive experience in software development, AI agent deployment, e-commerce management, and digital marketing automation. Proven track record of building intelligent, scalable systems using Go High Level, N8N, Zapier, and Conversion API integrations. Experienced technical lead skilled at mentoring teams, optimizing business workflows, and delivering measurable ROI across Shopify, WordPress, and Kajabi platforms.

CORE COMPETENCIES

AI Automation & Agent Development • Go High Level (GHL) – Pipelines, Funnels, Sub-accounts • Shopify Development & Store Management • Full-Stack Web Development (HTML5, CSS, JavaScript) • Conversion Rate Optimization (CRO) • Meta Pixel & TikTok Pixel Tracking • Conversion API (AWS) • Email Marketing, Flows & Segmentation (Klaviyo) • WordPress & Kajabi • Zapier & N8N Automation • Bubble.io • Analytics (GA4, GTM) • Adobe Creative Suite • Motion Graphics & Explainer Video Production • A2P Compliance & CRM Management

PROFESSIONAL EXPERIENCE

AI Automation Consultant | Technical Head

Empire OS – GHL | July 2025 – Present | *Remote*

- Oversee full implementation of Go High Level (GHL) systems, AI automation workflows, and technical operations to streamline business processes and accelerate growth.
- Lead development of intelligent, data-driven solutions by architecting and optimizing pipelines, funnels, and third-party integrations.
- Provide technical leadership and team mentorship; guide adoption of emerging technologies to enhance efficiency and operational excellence.
- Ensure compliance with A2P, TCPA, and communications standards across all GHL sub-accounts.

AI Automation Specialist | Technical Lead

Med Lead Convert | November 2024 – July 2025 | *Remote*

- Led development and implementation of AI-driven automation solutions and scalable technical architectures to optimize operations and align with business objectives.
- Deployed intelligent systems and AI agents; collaborated cross-functionally to identify and capture automation opportunities.
- Refined AI models and improved end-to-end workflows to maximize team productivity and measurable results.
- Provided technical leadership and mentorship to junior team members across automation and integration projects.

Head of IT Operations | Shopify Manager | GHL | Full-Stack Developer

Evolvere | March 2022 – October 2024 | *New Jersey, USA (Remote)*

- Developed and managed a full-scale Shopify store driving e-commerce innovation; optimized technical operations and executed marketing strategies to boost revenue.
- Administered GHL agency and sub-accounts; built and optimized pipelines, funnels, forms, and contracts; deployed AI agents; maintained A2P compliance.
- Managed end-to-end product catalog, inventory, and order lifecycle from fulfillment through refunds, ensuring customer satisfaction.
- Developed and executed digital marketing campaigns (Klaviyo, email flows, segmentation), analyzed KPIs, and optimized for maximum ROI.
- Implemented Meta Pixel, TikTok Pixel, GTM, GA4, and Conversion API (AWS) for accurate attribution and performance tracking.
- Maintained website security, performance, and UX; managed domains, themes, apps, and integrations on GoDaddy and Namecheap.
- Oversaw revenue tracking, payment processing, pricing strategies, and inventory audits to enhance profitability and operational accuracy.

Remote Creative & Animation Specialist

ipOcean | March 2020 – November 2021 | *Germany (Remote)*

- Created high-engagement, conversion-focused visual content including explainer videos, whiteboard animations, interactive media, and graphic designs.
- Collaborated with the creative team to elevate brand storytelling and drive audience interaction across digital platforms.

Remote Animation Specialist | Creative Designer

BuyMoreTime | March 2019 – January 2020 | *Phoenix, AZ, USA (Remote)*

- Increased audience engagement by 80% and boosted sales by 20% through creation of visually compelling, sales-driven graphics, explainer videos, and motion content.
- Produced creative assets for BuyMoreTime and its sister company, maintaining consistent brand identity across all deliverables.

Remote Computer Programmer II | Web Developer I

Shop and Bind | February 2017 – January 2019 | *United Kingdom (Remote)*

- Improved company software by developing intuitive systems that streamlined operations and reduced manual workloads by up to 99%.
- Designed and deployed web applications enhancing operational efficiency and user experience across multiple business units.

Computer Programmer | Software Developer

Asian Business Solutions Inc. | July 2015 – December 2016 | *Makati, Philippines*

- Developed software modules, functions, and procedures to enhance system functionality and improve user experience.
- Optimized internal processes by reducing manual tasks, significantly increasing overall operational efficiency.

Computer Programming Instructor | Laboratory Facilitator

ACEBA System Technology Institute | March 2009 – December 2011 | *Gumaca, Quezon, Philippines*

- Taught Python, Java, and C++ to students; simplified complex coding concepts through hands-on, engaging instruction.
- Fostered analytical thinking and problem-solving skills that inspired technical proficiency and innovation in students.

TECHNICAL TOOLS & PLATFORMS

Automation & AI: N8N, Go High Level (GHL), Zapier, Bubble.io, Funnelytics.io

E-Commerce & CMS: Shopify (Replo, Zipify, Pagefly, Recharge, One-Click Upsell), WordPress (Divi, Elementor, Brizy), Kajabi

Tracking & Analytics: Meta Pixel, TikTok Pixel, GTM, GA4, Conversion API (AWS)

Email & CRM: Klaviyo, Go High Level CRM

Development: HTML5, CSS3, JavaScript, Visual Studio Code, GoDaddy, Namecheap

Project Management: Slack, Jira, Trello, Monday.com, Google Suite (Microsoft 365)

Design & Video: Adobe Creative Suite, Adobe Premiere, Adobe After Effects, Figma, Canva, ToonBoom Harmony, Vyond

EDUCATION

Bachelor of Science in Computer Science / Information Technology

Philippines | Relevant coursework: Programming, Software Engineering, Networking, Database Management