

# Gracie Celis

GOHIGHLEVEL & GOOGLE ADS SPECIALIST

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Top Rated on Upwork

I build **lead-to-client systems** for service businesses — GoHighLevel automation and Google Ads that capture leads, follow up automatically, and book calls without anyone remembering to. **Top Rated on Upwork** with a **94% Job Success Score** and **5.0 stars** across every completed project. You work directly with me end to end: strategy, build, launch.



## CORE SKILLS

**GoHighLevel** — CRM, workflows, funnels, pipelines, calendars, custom values

**Automation** — Email/SMS sequences, Make, n8n, API integrations

**Web** — Custom-coded responsive websites (HTML/CSS/JS)

**Google Ads** — Search campaigns, GTM + GA4 tracking, conversion optimization

**Payments & Ops** — Stripe, QuickBooks routing, booking flows

**Tools** — Slack, ClickUp, Loom, Google Drive, GTM, GA4

## SELECTED WORK

### Offer Landscapes — Google Ads & Tracking

2025

- Rebuilt the Google Ads campaign from the keywords up; set up Google Tag Manager + GA4 so every lead traces to its source.
- **First paying job (\$350) from \$7 in ad spend by Day 5 — 50× ROAS.** CTR landed at **5.58%** (2× industry average); CPC cut **55%** (\$21.04 → \$9.44) over 60 days.

### Green Tax & Business Advisors — GoHighLevel Audit & Build

2025–26

- Audited a live GHL setup — **9 workflows, 6 funnels, 1,000+ contacts** — and surfaced **5 critical gaps** quietly dropping leads; delivered a 90-day fix roadmap.
- Filed a Google Business Profile reinstatement (14 documents, within 48 hrs). Now building the lead-magnet backend + consent/compliance layer.

### Law Firm (NDA) — Payment Automation

2025

- Built GHL Form → Stripe → Make.com → QuickBooks payment routing with Texas Bar trust-account compliance (2 Make scenarios).

### Glow On The Go Parlour — Lead Systems & Automation

Ongoing · 2 yrs

- Two years of ongoing lead systems and business automation. "I've promoted her!" — books closed by the 3rd of every month.

## TRAINING

**HighLevel** — GoHighLevel automation

**Coach Ian** — Google Ads Mastery

## WHAT CLIENTS SAY

"Detail oriented and willing to go the extra mile." · "Exactly what I needed to move my company forward." — real Upwork reviews