TONI JIANNE PERLAS-KARAGÖZ

Executive Operations Partner | Operations & Project Coordination

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PROFESSIONAL PROFILE

Executive operations professional with 17+ years of experience across team leadership, customer service, healthcare administration, and business operations. Brings 9+ years in operations and executive support roles, 4+ years in project coordination, and 2+ years of hands-on GoHighLevel CRM experience.

Combines leadership support, client coordination, systems improvement, and roofing AP/AR. Experience includes coordinating operations for two hospitality locations, managing client projects from intake to delivery, and supporting financial records for two roofing businesses.

EXPERIENCE AT A GLANCE

17+ YEARS — Professional experience, including team leadership and operations
9+ YEARS — Operations and executive support roles since 2017
4+ YEARS — Project coordination and client delivery since 2021
2+ YEARS — GoHighLevel CRM administration and automation since 2024

PROFESSIONAL EXPERIENCE

Accounts Payable / Receivable & Finance Operations
FiveGuys Roofing | March 2026 – November 2026

- Supported roofing AP/AR for The Roofing Company and Arizona Roofing Systems.
- Processed QuickBooks bills; verified terms, POs, job addresses, categories, and classes.
- Prepared payments and reviewed credits, discounts, balances, and discrepancies.
- Tracked receivables and followed up on overdue balances and missing payments.
- Reviewed bank transactions, matched deposits, and maintained daily finance reports.
- Coordinated records across JobNimbus, FieldPulse, CorePay, and vendor portals; documented finance procedures.

GoHighLevel Specialist and Operations Manager
CRMX | April 2024 – March 2026

- Supported leadership with client communication, task tracking, and project coordination.
- Coordinated client onboarding, timelines, deliverables, and follow-ups.
- Created SOPs and internal guides for consistent systems and processes.
- Managed GoHighLevel records, pipelines, and reporting for roofing and solar clients.
- Built lead follow-up, booking, onboarding, and internal task workflows.
- Audited forms, tags, and automation logic to improve operational organization.
- Implemented and managed GoHighLevel CRM to support business operations, client communication, workflow automation, and internal coordination.
- Built and optimized automated workflows for lead management, follow-ups, task coordination, and customer communication.

Project Manager / Digital Operations Specialist
Professional Resume Writer | December 2021 – February 2024

- Managed client projects from intake through completion, coordinating writers and editors.
- Served as the main client contact for requirements, timelines, revisions, and deliverables.
- Tracked assignments and followed up with clients and internal teams to keep work moving.
- Supported marketing campaigns and created branded materials using Canva and Photoshop.

PROFESSIONAL EXPERIENCE

Virtual Receptionist / Executive Assistant / Operations Coordinator
Port Adelaide Backpackers | December 2016 – October 2021

- Coordinated reservations, guest support, staff updates, and daily operations for two hostels.
- Managed housekeeping schedules, guest requests, and service quality checks.
- Maintained booking reports, financial reconciliation, revenue tracking, cash records, and receipts.
- Reviewed booking trends, platform performance, guest feedback, and competitor pricing.

Medical Onboarding Specialist / Healthcare Operations Coordinator
1+1 Senior Care | April 2013 – November 2016

- Coordinated healthcare onboarding, intake, credentialing, licensing, and insurance documentation.
- Worked with clients to define requirements, workflows, schedules, and deliverables.
- Created forms, checklists, case databases, and educational resources; maintained accurate records.

Customer Service Team Lead
Teleperformance Philippines | January 2009 – March 2013

- Supervised customer service teams and coached staff on quality, productivity, and satisfaction.
- Tracked KPIs, quality scores, attendance, and performance trends.
- Handled escalations, investigated performance gaps, and implemented improvement plans.

TOOLS AND PLATFORMS

CRM / Automation Systems
GoHighLevel, HubSpot, MondayCRM, Odoo, Zapier, Make.com

Homeservices & Finance:
ServiceTitan, JobNimbus, FieldPulse, QuickBooks, Jobber, Gusto, Homebase, Stripe

Communication & Support Tools
Slack, Dialpad, Zendesk, Intercom, Google Workspace, Microsoft Office

Design & AI Tools
Canva, Photoshop, ChatGPT, Codex, Gemini, Heygen, Jace, Replit, Descript, Claude, Viktor

Marketing & Sales Platforms
Shopify, WooCommerce, Klaviyo, LinkedIn Sales Navigator, Apollo, Facebook Meta Ads

Project Management & Operations
Notion, Asana, ClickUp, Monday.com, Airtable

CERTIFICATIONS

- **QuickBooks Online Bookkeeping Certification — 2024**
- **U.S. Bookkeeping with QuickBooks Online Training — 2024**
- **HubSpot Sales Certification — 2024**
- **HIPAA Compliance Certification — Valid through 2026**

EDUCATION

- **Far Eastern University**
  - Bachelor of Elementary Education, Major in Special Education
  - Undergraduate Coursework Completed
- **AMA Computer College**
  - Human Resources Management
  - Undergraduate Coursework Completed