

TONI JIANNE PERLAS-KARAGÖZ

Executive Operations Partner | Operations & Project Coordination | CRM & Finance Operations

📍 Parañaque, Philippines | ✉️ toniperlas15@gmail.com | ☎️ +63 995 674 4575 | 🔗 [linkedin.com/in/toni-karagoz](https://www.linkedin.com/in/toni-karagoz)

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

ADDITIONAL STRENGTH — Roofing AP/AR, QuickBooks, SOPs, and reporting

PROFESSIONAL EXPERIENCE

GoHighLevel Specialist and Operations Manager CRM | June 2025 – October 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.

Accounts Payable / Receivable & Finance Operations

5G Roofing | February 2024 – April 2025

- 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.
- 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, Odoo, Zapier

Design & AI Tools

Canva, Photoshop, ChatGPT, Gemini, Heygen, Jace, Replit, Descript, Claude

Roofing & Finance:

JobNimbus, FieldPulse, QuickBooks, Paylocity, Gusto, Homebase

Marketing & Sales Platforms

Shopify, WooCommerce, Klaviyo, LinkedIn Sales Navigator, Apollo, Facebook Meta Ads

Communication & Support Tools

Slack, Dialpad, Zendesk, Intercom, Google Workspace, Microsoft Office

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