

ISRAELITO “RAEL” FERRER

Business Systems & AI Implementation Consultant

Business systems strategist focused on operational diagnosis, workflow architecture, process improvement, AI implementation, automation, systems integration, validation and documentation.

PROFESSIONAL EXPERIENCE

Business Systems Strategist | Freelance / Self-Employed | Apr 2026–Present

- Diagnose operating problems, map current and future-state workflows, design business systems, and implement automation or AI where stable inputs, ownership and controls support it.
- Design evidence-grounded decision workflows, integration patterns, SOPs, implementation guidance and validation controls.

Workflow & Process Optimization Specialist | Olavin Corp. | Mar 2022–Apr 2026

- Supported approximately 8–12 businesses and brands across business systems, workflow design, process improvement and implementation work.
- Designed roughly 15–25 workflow systems, 10–15 Google Sheets business systems, and 20–30 SOPs, maps, workflow documents and playbooks.
- Assessed 50+ automation opportunities and supported discovery, requirements, analysis, solution design, build/configuration, testing, revisions, delivery and support.
- Configured GoHighLevel CRM pipelines, contacts, opportunities, forms, lead routing, bookings, communications, onboarding and funnel-to-CRM workflows.

SELECTED SYSTEMS WORK

- Operational Clarity Audit (OCA): working diagnostic system that preserves evidence, reconstructs work, and turns ambiguous operating concerns into prioritized implementation direction.
- Lead-to-Client System (LCS): working commercial operating system for lead-to-client journey diagnosis, field validation and workflow improvement.
- Opportunity Intelligence System (OIS): architecture-complete, implementation-in-progress decision system separating semantic AI reasoning from deterministic system truth.

CORE CAPABILITIES

Operational Diagnosis · Business Systems Design · Workflow Architecture · Requirements Gathering · Process Improvement · AI & Automation Implementation · Systems Integration · Validation & Controls · SOPs & Documentation

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TECHNOLOGY

Automation & Workflow: n8n, Make, Zapier, GoHighLevel

AI: OpenAI / ChatGPT, Claude, Gemini

Integration & Data: REST APIs, Webhooks, JSON, Google Apps Script, Google Sheets

Business Systems: Google Workspace, Notion, Airtable, Monday, ClickUp, Trello, Slack

Technical Literacy: Basic SQL, Python, HTML, CSS, JavaScript

EDUCATION

Bachelor of Science in Computer Engineering

Angeles University Foundation · 2008

PROFESSIONAL DEVELOPMENT

- Google AI Essentials
- Google Data Analytics Professional Certificate
- Google Business Intelligence Certificate
- McKinsey.org Forward Program

PROFESSIONAL APPROACH

- Systems before tools: diagnose the operating problem before choosing the implementation method.
- Evidence before certainty: keep observed facts, inference, unknowns and validation requirements distinct.
- Implementation with control: design for validation, failure paths, documentation and maintainability.

LANGUAGES & WORK CONTEXT

- English — fluent / professional; Filipino — native.
- Philippines-based; authorized to work in the Philippines; pursuing fully remote business systems, AI implementation, automation and process improvement work.