

RUSSEL DIETHER SERRANO

AI AUTOMATION SPECIALIST | n8n WORKFLOW AUTOMATION

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PROFESSIONAL SUMMARY

AI Automation Specialist with 5 years of remote Virtual Assistant experience and hands-on experience building 20 business automation workflows, including 13 primarily in n8n. Skilled in n8n, Make.com, Zapier, GoHighLevel, OpenAI, REST APIs, webhooks, and human-in-the-loop AI workflows. Builds multi-step automations for customer support, lead management, content generation, and business operations, translating real-world requirements into tested workflow logic.

KEY SKILLS

n8n Workflow Automation | AI Workflow Development | Business Process Automation | REST API Integration | Webhooks & HTTP Requests | Prompt Engineering | Conditional Logic & Routing | Human-in-the-Loop Workflows | Data Mapping & Validation | Error Handling & Troubleshooting | CRM Workflow Automation | Workflow Testing & Documentation.

PROFESSIONAL EXPERIENCE

AI Automation Specialist | Independent Projects | 2026 - Present

- Built 20 AI automation workflows based on real-world business use cases and Upwork job requirements, including 13 workflows developed primarily in n8n.
- Completed 2 unpaid automation trials requested by prospective clients, building an AI-powered Upwork profile generation workflow and an AI customer support triage and draft-response workflow.
- Developed multi-step AI workflows using conditional logic, prompt engineering, REST APIs, webhooks, HTTP requests, JSON, and human-review paths for customer support, lead management, content generation, and business operations.
- Implemented data validation, error handling, notifications, and workflow documentation while testing automation paths across multiple scenarios.

Virtual Assistant | Netbits | 2021 - 2026

- Created content for 10 to 15 Amazon apparel listings per day, writing product titles, brand names, and feature bullet points for shirt designs.
- Researched Amazon search terms using Helium 10 and incorporated relevant keywords into titles and listing copy to support product discoverability.
- Edited shirt design assets and prepared corresponding listing content for owner review and upload.

TECH PROFICIENCY

AI & Automation: n8n (Primary), Make.com, Zapier, GoHighLevel, ChatGPT/OpenAI, Claude, Gemini, OpenRouter

APIs & Integration: REST APIs, Webhooks, HTTP Requests, JSON, OAuth

Data & CRM: Supabase, Airtable, GoHighLevel

Productivity & Operations: Google Workspace, Google Sheets, Google Drive

Project Management & Communication: ClickUp, Asana, Monday.com, Slack

Amazon & E-commerce: Helium 10, Amazon Listing Optimization, Keyword Research

EDUCATION

Bachelor of Science in Business Administration, Major in Marketing Management

REMOTE WORK READINESS

Internet: PLDT Fiber, 500 Mbps (primary) | Mobile data connection (backup)

Power: Laptop battery for short power interruptions

Equipment: Lenovo LOQ laptop, AMD Ryzen 7, 16 GB RAM, NVIDIA RTX 5060 8 GB GPU

Workspace: Dedicated quiet home workspace for focused work and client calls

Availability: Flexible and project-based schedules | Available for evening overlap with international clients

LANGUAGES

English: Fluent | Filipino: Native