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# JOSE ADRIAN F. CATAHAN

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## // PROFESSIONAL SUMMARY

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Results-driven AI Automation Specialist and former IT Business Analyst with nearly 8 years of insurance tech experience. Skilled at translating complex business needs into scalable technical solutions and deploying AI-powered automations that reduce cycle times and lower costs. delivering measurable efficiency gains process automation, KPI improvements, and cost savings

## // WORK EXPERIENCE

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### AI Automation and Integrations Specialist *March 2026 – Present (Freelance)*

- Designed and deployed n8n automation integrating OpenAI, Slack, and Google Drive to scrape job postings, perform NLP parsing, and auto-generate tailored resumes, reducing manual search time by ~70% and cutting time-to-apply by ~80% (ETL, API integration, LLM).
- Implemented Zapier + Airtable inventory automation for stock monitoring, expiry detection, and supplier email reorders, reducing stockouts by ~60%, lowering manual inventory checks by ~85%, and accelerating reorder cycles by ~50% (RPA, workflow orchestration, alerts).
- Built lead-enrichment and scoring pipeline using n8n, HubSpot, Apollo.io, and ClickFunnels to validate contacts, enrich profiles, deduplicate records, and score leads, increasing qualified lead conversion by ~30% and reducing manual lead research time by ~75% (data enrichment, lead scoring, CRM integration).
- Developed GoHighLevel booking and landing-page system for appointment scheduling, automated reminders, and lead nurturing, decreasing no-shows by ~40%, improving booking conversions by ~25%, and cutting front-desk scheduling workload by ~60% (calendar integration, conversion optimization, marketing automation).

### IT Business Analyst

*Pinoy Pera Padala Inc. — April 2020 – Present*

- Architected and led end-to-end delivery of a scalable online insurance sales platform (concept → wireframes → UI/UX → dashboard → system architecture), scaling monthly transactions from 10,000 to 100,000 (+900%); owned roadmap, requirements, API design, microservices orchestration, and release management to improve conversion, reliability, and scalability.
- Enhanced the bills-payment system by integrating multiple billers via API and securing strategic partnerships, enabling real-time processing/reconciliation; implemented transaction workflows, error handling, and monitoring that strengthened operations and supported franchise expansion from 4 to 50+ locations.
- Established institutional partnerships with Bayad Center, Cebuana Lhuillier, BiyaheKo, and insurers (Alpha, Stronghold, Commonwealth); served as chief technical liaison aligning CEO, engineering, and biller stakeholders to implement secure API integrations, streamline reconciliation, and accelerate time-to-market.

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## // OTHER WORK EXPERIENCES

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**Technical Support Specialist** *October 2017 – March 2020 Pinoy Pera Padala Inc.*

**IT Support Specialist** *March 2016 – October 2017 Gololy Inc.*

**Telemarketer** *September 2015 – January 2016*

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## // EDUCATION

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**Bachelor of Science in Information Technology (BSIT)** *2011 – 2015 Trinity University of Asia*

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## // SKILLS

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Technical skills -Automation & Orchestration, Webhooks & API integrations, CRM Workflows, Prompt Engineering, Ai Agents, Chatbots LLM,

Personal Skills - Strategic thinker,, Problem-solver,detail-oriented, and outcome-driven Adaptive

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## // TECHSTACKS

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n8n, Zapier, Make, GoHighLevel, HubSpot, Airtable, Apollo, ClickFunnels, Slack, Twilio, Typeform, Discord, Telegram, Whatsapp, Google, Claude, OpenAi, Grok, Jotform, Groq, Gemini, cron, supabase, Vapi, runway