



# MICHAEL DIALA

**AI AUTOMATION SPECIALIST | AI AGENT DEVELOPER |  
GO HIGH LEVEL SPECIALIST |  
SHOPIFY MANAGER/DEVELOPER |  
CONVERSION RATE OPTIMIZATION | FULL STACK DEV  
PIXEL TRACKING CONVERSION API**

## ABOUT ME

Versatile full-stack developer with expertise in front-end and back-end technologies, AI integration, and automation, skilled at delivering seamless, innovative, and high-impact solutions for diverse projects.

## EXPERIENCE

**Empire OS – GHL | Ai Automation Consultant |  
Technical Head · Full-time July 2025 – Present**

Oversee the implementation of Go High Level (GHL) systems, AI automation, and technical operations to streamline workflows and drive business growth. Lead the development of intelligent, data-driven solutions by optimizing pipelines, funnels, and integrations. Provide technical leadership, guide teams in system innovation, and ensure compliance while leveraging emerging technologies to enhance efficiency and operational excellence.

**Med Lead Convert – AI Automation Specialist |  
Technical Lead · Full-time November 2024–July 2025**

Lead the development and implementation of AI-driven automation and scalable technical solutions to optimize operations and align with business goals. Collaborate with teams to identify opportunities, deploy intelligent systems, and enhance performance through innovation. Provide technical leadership and mentorship while refining AI models, adopting new technologies, and improving workflows to maximize productivity and results.

**Head of Information Technology Operations |  
Shopify Manager | Go High Level | Full-Stack  
Developer Evolvere · Full-time New Jersey, United  
States Mar 2022 – October 2024**

Develop and manage a full-scale Shopify store, driving e-commerce innovation, optimizing technical operations, and leading marketing strategies to boost business growth.

**Go High Level:** Oversee agency and sub-accounts, develop and optimize pipelines, funnels, forms, and contracts. Streamline workflows, deploy AI agents, and ensure full compliance with A2P and communication standards.

**Product Management:** Source, update, and categorize products while maintaining accurate inventory and consistent catalog organization across all channels.

**Order Management:** Manage complete order lifecycles from fulfillment to cancellations and refunds ensuring efficiency and customer satisfaction.

## CONTACT



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## EXPERTISE

- AI AUTOMATION
- AI AGENT DEVELOPMENT
- Shopify Development
- Go High Level
- HTML 5 , CSS, Javascript
- Zapier Automation
- Wordpress
- Pixel Tracking
- Conversion API
- Email Marketing , Flows and Segmentation (Klaviyo)
- Kajabi
- Video Editing
- Explainer Video and Whiteboard Animation
- Motion Graphics



# TOOLS

- N8N, LSM
- Go High Level
- Google Suite (365)
- Slack, Jira, Trello, Monday
- Visual Studio Code
- Replo, Zipify, Pagefly
- Divi, Elementor, Brizy
- Meta Pixel, Tiktok Pixel, GTM, GA4
- Conversion API (AWS)
- Klaviyo
- Shopify, Wordpress, Kajabi
- GoDaddy, NameCheap
- Adobe Creative Suites
- ToonBoom Harmony, ToonAnimation, Vyond
- Recharge, One-Click Upsell
- Zapier
- Bubble.io
- Funnelytics.io
- Figma, Canva
- Adobe Premiere
- Adobe AfterEffects

**Website Maintenance:** Update content, refine design and navigation, and maintain optimal site performance and security.

**Marketing and Promotions:** Develop and execute marketing campaigns, analyze performance metrics, and optimize strategies for maximum ROI.

**Analytics and Reporting:** Monitor traffic, sales, and KPIs to generate actionable insights and guide data-driven decision-making.

**Technical Support:** Provide technical assistance, resolve system issues, and maintain up-to-date themes, apps, and integrations.

**Inventory Management:** Track stock levels, manage reorders, and perform regular audits to ensure accurate inventory control.

**Financial Management:** Oversee revenue tracking, payment processing, and pricing strategies to enhance profitability.

**Continuous Improvement:** Stay current with e-commerce trends, gather feedback, and implement innovations to enhance efficiency and customer experience.

## **Remote Creative and Animation Specialist ipOcean · Full-time Germany Mar 2020 – Nov 2021**

Contributed to the company's growth by creating high-engagement, conversion-focused visual content — including explainer videos, whiteboard animations, interactive media, and graphic designs. Collaborated closely with the team to enhance brand storytelling and drive audience interaction across digital platforms

## **Remote Animation Specialist | Creative Designer BuyMoreTime · Full-time Phoenix, Arizona, United States Mar 2019 – Jan 2020**

Increased audience engagement by 80% and boosted sales by 20% through the creation of visually compelling, sales-driven graphics, explainer videos, and motion content for BuyMoreTime and its sister company.

## **Remote Computer Programmer II / Web Developer I Shop and Bind · Full-time United Kingdom Feb 2017 – Jan 2019**

Improved company software by developing intuitive systems that streamlined operations and reduced manual workloads by up to 99%, boosting efficiency and productivity.

## **Computer Programmer / Software Developer Asian Business Solutions Inc. · Full-time Makati, National Capital Region, Philippines Jul 2015 – Dec 2016**

Developed software modules, functions, and procedures to enhance system functionality and improve user experience. Optimized internal processes by reducing manual tasks and increasing overall operational efficiency.

## **Computer Programming Instructor | Laboratory Facilitator ACEBA System Technology Institute · Full-time Gumaca, Quezon Philippines Mar 2009 – Dec 2011**

Accomplished Computer Programming Instructor with expertise in Python, Java, and C++. Experienced in simplifying complex coding concepts and fostering analytical and problem-solving skills through engaging, hands-on instruction that inspires technical proficiency and innovation.