

CHELSEA REEDER - PORTFOLIO & SYSTEMS SHOWCASE

GoHighLevel Builds · Meta/TikTok Ad Funnels · Short-Form Video & ManyChat · UI/UX & Notion OS

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Social & E-Commerce Brands
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UI/UX & Web Accessibility
10+ Yrs Web/Social · 6+ Yrs UI/UX

6x Official AI Certifications (Oct 2026 · 100% Scores): Anthropic Claude Academy: [Claude 101](#) · [Building Effective Human-Agent Teams](#) · [Intro to MCP](#) | OpenAI Academy (20/20): [AI Foundations](#) · [Applied AI Foundations](#) · [Agents & Workflows](#)

1. GoHighLevel (GHL) Full-Stack Implementation

GHL + AI
VOICE/SMS

Re-architected and deployed a complete GoHighLevel sub-account, replacing an external agency build with an owned, compliant automation engine.

- **Custom Landing Page & Form Capture:** Live at webinar.loanofficerchels.com with custom DNS, webhook routing, web accessibility standards (6+ yrs UI/UX & accessibility), and automatic contact tagging.
- **4 Automated Multi-Touch Workflows:** Registration & Confirmation, Pre-Event SMS/Email Reminders, Post-Event Replay/No-Show Branching, and a **90-Day SMS/Email Nurture Sequence**.
- **AI Voice & Chat Assistants:** Built "*Chelsea's Mortgage Assistant*" in GHL with automated Voice - Opt-out and Voice - Urgent Alert workflows, plus A2P 10DLC & TCPA opt-in compliance.

2. Meta & TikTok Paid Social + Creative Strategy

PAID ADS +
PIXEL

Full-funnel direct-response ad creative, VSL scripting, and campaign setup across regulated financial, real estate, wellness, and e-commerce verticals.

- **Ad Creative & 4-Video Hook Matrix:** Wrote and produced multi-angle VSL scripts, 3-second hook variations, and static/carousel ad creatives tailored to distinct buyer personas (Veterans, First-Time Buyers, Real Estate Investors).
- **Technical Tracking & Optimization:** Configured Meta Pixel events, domain verification, Custom/Lookalike Audiences, and creative rotation schedules to prevent ad fatigue.
- **Strict Compliance Review:** Every ad, landing page, and disclaimer vetted against Fair Housing, Reg Z, MAP, and platform policies.

3. Short-Form Video, UI/UX Design & ManyChat

10+ YRS SOCIAL +
WEB

End-to-end organic + Trial Reels production paired with automated ManyChat comment-to-DM lead capture and formal UI/UX & Graphic Design training.

- **ManyChat Keyword Automations:** Built high-intent comment triggers (MOVE, VA, LAKE, BOOK, APPLY) that automatically DM downloadable PDF guides and push leads into GHL.
- **Multi-Variant Video Editing:** Scripts, shoots (BIGVU), and edits vertical Reels/TikToks + AI-animated b-roll clips (@loanofficerchels) with custom captions, pacing, and hook testing.
- **UI/UX, Web & Graphic Design (Santa Monica College, 2020):** 6+ years in Web Design, UI/UX, Graphic Design, Fine Art & Web Accessibility alongside 10+ years running brand websites and social accounts.

4. Notion Multi-Business OS & 22 Yrs File Ops

SYSTEMS + MCP
AI

Designed a unified Notion Command Center connecting 6 active business lines, CRM pipelines, Model Context Protocol (MCP) integrations, and 22 years of precision file management.

- **Relational Databases & Pipelines:** Built linked databases for *Borrower Pipeline*, *Commercial/SBA Pipeline*, *Realtor Partner CRM*, *Weekly Tasks*, and a *70/20/10 Content Swipe File*.
- **Real Estate, Wellness & File Management Authority:** 22 years of file management, 5.5 years as a Previously Licensed Residential Real Estate Appraiser, active NMLS #2741400 Broker, and 14+ years as a Certified Massage Therapist (since 2012) & Holistic Health Practitioner.
- **E-Commerce & Staging Systems:** Co-founded *Foothills Staging Co.* plus two automated Etsy/Printful storefronts (*Tail & Twilight* and *ShowingReadyHome*).

Why Clients & Founders Hire Chelsea

Most contractors either understand creative storytelling *or* technical backend systems - rarely both. Chelsea bridges **high-converting creative & UI/UX design (Reels, hooks, Santa Monica College Web/UI/Graphic Design training, 6+ years in UI/UX & web accessibility, 10+ years running websites & social media)** with **bulletproof technical execution (6x Anthropic Claude & OpenAI Academy Certified, GoHighLevel snapshots, webhooks, ManyChat, Notion databases, 22 years of file management, and regulatory compliance)**.

22 Years

File Management & Admin
Ops

14+ Years

Holistic Health & Massage
(2012)

10+ Years

Websites & Social Media
Mgmt

6+ Years

Web Design, UI/UX &
Accessibility

6x AI Certs

Anthropic Claude & OpenAI
(100%)