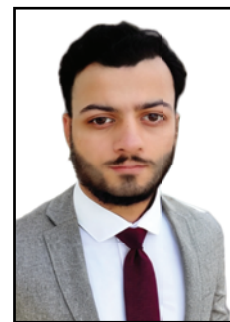


Engineer ZAIN UL ABIDIEN



Automation Expert & Website Designer

CONTACT

- +92 349-4043493
- wa.me/+923494043493
- engrzainulabidien@gmail.com
- Portfolio: <https://zain.zascs.com>
- Lahore, Pakistan

SKILLS

- Communication
- Creativity & Problem Solving
- Teamwork & Leadership
- Organization & Planning
- Digital Marketing
- CRM & Automation

EDUCATION

University of Engineering & Technology
B.Sc Transportation Engineering

2017 - 2021 CGPA: 2.8

LANGUAGES

English: Fluent
Urdu: Native
Punjabi: Native

REFERENCE

MUNIR QASIM

Appointment: DFA
Department: AFSC
Rank: Group Captain (R)
Relation: Uncle
Phone: +92 333-4349414

Profile Summary

Results-driven Automation Expert & Digital Specialist with 4+ years of experience in GoHighLevel CRM automation, WordPress development, SEO, and content creation. Proven ability to design end-to-end automated workflows, sales funnels, and digital systems that reduce manual effort and drive business growth. B.Sc. Transportation Engineering – UET Lahore.

EXPERIENCE

GOHIGHLEVEL AUTOMATION EXPERT

CarpeDiem (Remote) SEP 2024 - MAY 2026

- Built end-to-end CRM automation workflows for lead nurturing and client onboarding using GoHighLevel
- Designed and launched high-converting sales funnels and landing pages
- Created professional email and SMS marketing templates and campaign sequences
- Configured appointment booking systems and calendar integrations for multiple clients
- Set up webinar pipelines including registration, reminder, and post-event follow-up automations
- Managed full sub-account onboarding and GoHighLevel workspace setup
- Integrated Zapier for cross-platform workflow automation and data synchronization
- Implemented VAPI for AI-powered voice automation and intelligent call routing

WEBSITE DESIGNER

ZAS Construction Services (Pvt) Ltd. | Lahore JAN 2022 - SEP 2024

- Designed and developed full WordPress websites from scratch with custom HTML & CSS
- Conducted SEO audits, keyword research, on-page optimization, and schema markup implementation
- Applied local SEO strategies to improve organic search rankings and online visibility
- Created social media graphics, infographics, and promotional content for digital platforms
- Produced and edited videos for YouTube and social media using Filmora (transitions, overlays, animations)
- Managed inventory records and coordinated day-to-day office operations

TRAFFIC ENGINEER (INTERN)

TEPA | Lahore AUG 2021 -SEP 2021

- Designed signalized intersections and roundabouts using AutoCAD 2D
- Converted traffic count data into PCUs via Microsoft Excel for capacity analysis
- Evaluated intersection Level of Service (LOS) using SIDRA Intersection software
- Conducted road inventory surveys and compiled feasibility reports

Engineer

ZAIN UL ABIDIEN

Automation Expert & Website Designer



HOBBIES

GOHIGHLEVEL (CRM)

- Full automation workflow design
- Sales funnel & landing page creation
- Email & SMS template design
- Appointment & calendar setup
- Webinar pipeline configuration
- Client onboarding & sub-account setup
- Zapier integration & cross-app automation
- VAPI AI voice automation integration

WEBSITE DESIGNING

- Creating Complete WordPress website from scratch.
- Redesigning any component of website for better performance.
- Creating verification Portal for users to check their certification.
- Modifying any element of website using Custom HTML & CSS Coding.

GRAPHIC DESIGNING

- Creating Posters & Flyers.
- Creating invitation cards.
- Creating infographics.
- Creating Logos.
- Vectorize any picture.
- Removing complex images backgrounds.

VIDEO EDITING

- Editing videos for YouTube and TikTok using Filmora.
- Removing complex videos backgrounds.
- Editing videos for background overlays.
- Video Animations & Transitions

SEO

- Creating Audit Reports for SEO.
- Keyword Research.
- Website Content Optimization.
- Image Optimization.
- YouTube Videos Optimization.
- Structure Data (Schema).
- SEO Friendly website design.
- Local SEO.

SOFTWARE EXPERTIES

GOHIGHLEVEL (GHL)

- CRM setup, pipelines & sub-account configuration
- Automation triggers, actions & workflow builders
- Funnel builder & landing page design
- Email/SMS campaigns & templates
- Zapier & VAPI third-party integrations
- Webinar, appointment & onboarding flows

AUTODESK AUTOCAD

- Prepare technical drawings with AutoCAD utilizing the tools of Draw, Modify, and Dimension toolbars.
- Create and draw 2D drawings in AutoCAD and its usage in planning and designing of housing schemes.
- Creating a 3D Model from 2D Layout drawings
- Using AutoCAD cammands for Layouts setup and Exporting High Quality PDF files.

MICROSOFT OFFICE

- Creating and customizing WORD Documents
- Creating and customizing EXCEL Spreadsheets using advance formulas. Creating charts for analytics and Printing spreadsheets.
- Creating, modifying and Customizing PowerPoint Presentations using Advance Animations.
- Creating Activaties Schedule using Microsoft Project.
- Editing and converting any PDF Document using Advance Editors and Tools.

PLANSWIFT

- Quantity Takeoff
- Construction material Estimation
- Cost Estimation

SIDRA INTERSECTION

- Calculating PCUs
- Designing Intersection
- Cost Estimation
- Calculating Level of Service (LOS)
- Modifying Intersection to Improve LOS

SHORT COURSES

- GoHighLevel CRM & Automation Mastery
- AutoCAD 2D & 3D Essential Training — Digi-Skills.pk
- Microsoft Excel Essential Training — Alison.com
- Graphic Designing — Digi-Skills.pk
- Video Editing — Digi-Skills.pk
- WordPress Website Building — Digi-Skills.pk
- Search Engine Optimization — Digi-Skills.pk