

ZAIN UL ABIDIEN

Automation Expert | GoHighLevel CRM Specialist | Website & SEO Consultant

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PROFESSIONAL SUMMARY

Automation Expert and Digital Specialist with 4+ years of experience designing end-to-end CRM automation systems, sales funnels, and WordPress websites that reduce manual effort and drive measurable business growth. Skilled in GoHighLevel workflow design, Zapier cross-platform integration, and AI-powered voice automation (VAPI), backed by a B.Sc. in Transportation Engineering from UET Lahore. Proven track record of managing multi-client automation portfolios from onboarding through campaign execution.

CORE SKILLS

CRM & Automation:	GoHighLevel (GHL) workflow & pipeline design, sub-account setup, Zapier integration, VAPI AI voice automation, appointment/calendar systems
Web & SEO:	WordPress development (custom HTML/CSS), on-page & local SEO, keyword research, schema markup, site audits
Marketing Systems:	Sales funnel & landing page design, email/SMS campaign sequences, webinar pipelines, lead nurturing
Design & Content:	Graphic design (posters, infographics, logos), video editing (Filmora), social media content creation
Other Tools:	AutoCAD 2D/3D, Microsoft Office Suite (advanced Excel/PowerPoint), PlanSwift, SIDRA Intersection

PROFESSIONAL EXPERIENCE

GoHighLevel Automation Expert

CarpeDiem (Remote) | September 2024 – July 2026

- Built end-to-end CRM automation workflows in GoHighLevel for lead nurturing and client onboarding across multiple accounts
- Designed and launched high-converting sales funnels and landing pages for client campaigns
- Created email and SMS marketing templates and multi-step campaign sequences
- Configured appointment booking systems and calendar integrations for multiple clients
- Built webinar pipelines covering registration, reminders, and post-event follow-up automation
- Managed full sub-account onboarding and GoHighLevel workspace setup for new clients
- 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 | January 2022 – September 2024

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

Traffic Engineer (Intern)

TEPA, Lahore | August 2021 – September 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

EDUCATION

B.Sc. Transportation Engineering

University of Engineering & Technology (UET), Lahore | 2017 – 2021

CERTIFICATIONS & TRAINING

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)

LANGUAGES

English (Fluent) | Urdu (Native) | Punjabi (Native)