

KHIZER ABBAS

AI AUTOMATION ENGINEER

Model Town, Lahore • 0302-9634321 • khizerabbasdev@gmail.com

SUMMARY

AI Automation Engineer, JavaScript Engineer & WordPress developer with 4+ years of professional experience in frontend, backend, and marketing automation systems. Specialized in GoHighLevel (GHL), n8n, Make (Integromat), and Zapier, with strong expertise in JavaScript and AI-driven workflows. Proven track record of building scalable automations, AI conversation agents, CRM workflows, booking systems, payment-triggered processes, and lead nurturing campaigns. Passionate about optimizing business operations through automation, integrations, and intelligent workflows.

WORK EXPERIENCE

AI Automation Engineer – Current Millele, Lahore

December, 2024 – Present

- **Building** and deploying AI-powered automation systems using GoHighLevel, n8n, Make, and OpenAI APIs.
- **Developing** autonomous AI conversation agents for SMS, email, WhatsApp, and chat to qualify and nurture leads.
- **Designing** complete CRM workflows including lead capture, qualification, routing, follow-ups, and pipeline automation.
- **Creating** custom webhooks and API integrations between GHL, Google Sheets, Stripe, Calendly, Facebook Ads, and internal tools.
- **Implementing** payment-based automations, automated onboarding, and intelligent task assignment systems.
- **Collaborating** with marketing and sales teams to align AI automation strategies with business goals.

Automation Developer (GHL, n8n, Make) Devsinc, Lahore

September, 2022 – November, 2024

- **Designing** and managing advanced automation systems using GoHighLevel, n8n, and Make.
- **Building** complete CRM workflows including lead capture, qualification, routing, follow-ups, and pipeline automation.
- **Developing** AI-powered conversation workflows for SMS, email, and chat to enhance lead engagement.
- **Creating** custom webhooks and API integrations between GHL, Google Sheets, Stripe, Calendly, Facebook Ads, and internal tools.
- **Optimizing** workflows for performance, scalability, and reliability across multiple client accounts.

Automation & GHL Engineer Tkxel, Lahore

January, 2021 – August, 2022

- **Built 50+** automation workflows in GoHighLevel including funnels, AI chat agents, booking systems, forms, SMS/email campaigns, and pipelines.
 - **Designed** Make (Integromat) scenarios connecting GHL with Google Sheets, Stripe, Calendly, Facebook Ads, and email platforms.
 - **Created** advanced Zapier automations for lead routing, task management, Slack/Discord alerts, and CRM synchronization.
 - **Specialized** in trigger-based workflows, webhook handling, lead qualification logic, and real-time data syncing.
 - **Improved** operational efficiency and reduced manual work through end-to-end automation.
-

PROJECTS

Autonomous AI Sales Agent & Lead Qualification System | Freelance/Contract

- Developed an end-to-end AI-driven conversational agent using n8n and OpenAI API to automate lead qualification via SMS and WhatsApp.
- Resulted in a 90% increase in speed-to-lead response time and successfully booked over 50+ appointments weekly without human intervention.

- Integrated custom logic to handle complex FAQs and direct high-value leads to a live agent in GoHighLevel (GHL).

Enterprise SaaS Onboarding & Account Provisioning Pipeline | Millele

- Architected a multi-step automation workflow using Make (Integromat) and Stripe Webhooks to automate the entire customer journey from payment to account setup.
- Reduced manual onboarding time from 4 hours per client to under 3 minutes, eliminating human error in sub-account creation and snapshot deployment.
- Implemented automated billing alerts and churn-prevention triggers, improving client retention by 12%.

Multi-Platform Marketing Attribution & ROI Dashboard

- Built a custom data synchronization engine connecting Facebook Ads, Google Ads, and GHL lead data into a centralized Google Sheets/Looker Studio dashboard.
- Provided stakeholders with 100% visibility into Cost-Per-Acquisition (CPA) and Marketing ROI, leading to a 20% optimization in ad spend.
- Used Node.js and custom webhooks to bypass API limitations and ensure real-time data accuracy across platforms.

High-Volume Real-Time CRM Synchronization Middleware

- Developed a custom middleware using Node.js and Express to bridge the gap between an external ERP system and GoHighLevel.
- Managed the seamless synchronization of 10,000+ records monthly, ensuring data integrity and zero-loss during high-traffic periods.
- Implemented advanced error-handling and retry-logic systems to maintain 99.9% automation uptime.

Behavioral-Based Customer Retention & Re-engagement Engine

- Designed and deployed complex automation workflows in GHL triggered by specific user behaviors and purchase history.
- Achieved a 25% increase in repeat purchases by delivering personalized SMS/Email offers based on customer lifetime value (CLV).
- Collaborated with the marketing team to segment over 15,000+ leads, resulting in a highly targeted and automated nurturing sequence.

SKILLS

Workflow Automation & Architecture

- Expert-level proficiency in GoHighLevel (GHL), n8n, Make (Integromat), and Zapier for building complex, multi-step business logic.
- Specialized in architecting end-to-end automation systems, including lead routing, automated onboarding, and multi-channel follow-ups.
- Deep understanding of trigger-based workflows, error handling, and data mapping across disparate platforms.

Paid Advertising & Marketing Platforms

- Hands-on experience with Google Ads and Meta Ads (Facebook/Instagram) campaign setup, tracking, and conversion automation.
- Integration of ad platforms with CRM and attribution dashboards for real-time ROI and CPA optimization.

Full-Stack Web Development

API Development & System Integration

AI & Conversational Intelligence

CRM Strategy & Marketing Operations

EDUCATION

Bachelor in Computer Science

Lahore Garrison University

- Graduated: Feb, 2021