

# BISMA CHAUDHRY

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Experienced systems and automation consultant with a background in bioinformatics and a strong focus on AI driven operational efficiency. Skilled in designing intelligent workflows, optimizing CRM infrastructure, and automating lead funnels for small teams and growing businesses. Proficient in low-code platforms including Zapier, Make, and OpenAI, with a proven ability to translate business needs into scalable, data informed systems. Adept at bridging strategic planning with technical execution to support go-to-market initiatives, enhance client engagement, and streamline backend operations.

## EXPERIENCE

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### Chief Technology Officer

March 2024 – June 2025

Travan Ltd.

Remote, Pakistan

- **Co-found Travan**, a travel agency that offers customized travel solutions for locals and foreigners, and manage corporate events and travel within Pakistan.
- **Develop AI prompt scripts and automation flows** for lead qualification, follow-ups, and internal task routing using tools like OpenAI, Make, and Zoho integrations.
- **Optimize operations and client data handling** by implementing and integrating CRM systems, and use AI tools (e.g., GPT-based prompts, automation platforms) to design intelligent, low-code workflows.
- **Plan and implement the Go-To-Market (GTM)** strategy for Travan, driving market research, customer segmentation, and cross-functional collaboration to enhance brand visibility and customer acquisition.
- **Tech Stack:** Open AI, Google Workspace, Asana, Slack, Zoho CRM/Begin, Make, Coda AI

### Business Analytics & Process Optimization Consultant

September 2024 – Jan 2025

IMMA Collective

Remote, Italy

- **Conducted data-driven analysis** to improve client engagement strategies and support IMMA's mission in climate and social impact sectors.
- **Led end-to-end CRM optimization and workflow redesign**, aligning internal processes with client lifecycle needs to enhance delivery efficiency.
- Managed and grew the company's LinkedIn presence using AI tools for targeted content generation, scheduling, and engagement analytics.
- Applied practical AI solutions to operational workflows
- **Tech Stack:** Salesforce, Smartsuite, Notion, Miro, Zapier, Google Colab, Airtable, Squarespace, Bardeen

### Elite Cyclist

August 2019 – Present

Sports In Pakistan

Karachi, Pakistan

- **Lead a team** and achieved different national titles.

### Data Assistant

March 2021 – Aug 2022

National Institutes of Health Pakistan (NIH)

Islamabad, Pakistan

- Contributed to the NIMS project launched in response to COVID by working on the front line at a COVID hospital and vaccination center. **Managed vaccine and patient data** and **generated daily closing visualized report**.
- **Optimized vaccine inventory management** through custom software. Leveraged **supply chain expertise** to enhance accuracy, efficiency, and overall alignment.
- **Tech Stack:** Excel, Covim(Inventory Software), STATA

### Data Collector

June 2020 – Dec 2020(Freelance)

Data Nomad

Pakistan

- Worked on **data labeling and collection** for a descriptive picture annotation project outsourced by ByteDance, aiming to enhance the accuracy of their AI image recognition system.
- **Tech Stack:** Computer Vision Annotation Tool

### Machine Learning QA Engineer

June 2020 – Dec 2020

Dice Analytics

Islamabad, Pakistan

- Core team member in **developing an image recognition machine learning pipeline** for a World Bank consultancy project, digitized nationwide tender data and visualized it.
- Contributed to the **Quality Control** team, performed rigorous checks to ensure the accuracy and reliability of the model.
- **Tech Stack:** Python, HTML, Machine Learning, Jupyter notebook, Tableau

SKILLS

- Technical Skills: CRM integration; Process Development Automation
- Soft Skills: Communication; Adaptability; Collaboration; Problem-Solving; Discipline
- Professional Skills: Project Management; Strategic Planning; Team Management
- Language Skills: English(Advance); Urdu(Native); Italian(A1)

EDUCATION

Università degli Studi di Verona	October 2023
Master of Science in Medical Bioinformatics (English)	Verona, Italy
Comsats	Sep 2019 – July 2023
Bachelor of Technology in Bioinformatics (English)	Islamabad, Pakistan

HONOURS

Nation Cycling Championship   Individual Time Trial   Gold	2024
Tour of Islamabad   Stage Race   Best young Rider  Tour Winner	2023
Asian Cycling Championship   Individual Time Trial   Finished in top 15	2023