

# Web Developer & Marketing Automation Specialist | Funnel Engineering Expert

Websites that convert, funnels that scale, and automation that works with precision, performance, and measurable business impact

Results-driven web developer and marketing technology specialist with 4+ years of experience delivering high-performing websites, eCommerce platforms, and automated sales systems across agencies, startups, and multi-brand environments. Led end-to-end development and automation workflows by translating business requirements into scalable WordPress solutions, conversion-optimized funnels, and CRM-driven automations. Balanced speed with stability, collaborated with cross-functional teams, and delivered reliable, performance-focused systems for web, marketing, and operations.

**Core Competencies:** WordPress Development • Funnel Building • CRM Automation • GoHighLevel (GHL) • ClickFunnels • Zapier • Website Performance Optimization • HTML • CSS • JavaScript • Bootstrap • Shopify Development • eCommerce Systems • Lead Generation Automation • API Integrations • Cross-Functional Collaboration • Marketing Technology Implementation

## KEY HIGHLIGHTS

- ✓ Built and maintained high-converting websites, funnels, and automation systems for multiple brands under Skyray Ventures, including Mogul Press, BrainsHub, and Sharp AI, ensuring performance, scalability, and reliability.
- ✓ Translated complex business and marketing workflows into streamlined automation pipelines using GoHighLevel and Zapier, improving lead handling, follow-ups, and operational efficiency.
- ✓ Delivered end-to-end web and funnel solutions for agencies and internal teams, managing WordPress development, ClickFunnels builds, CRM setup, and ongoing system optimization.
- ✓ Ensured clean, responsive, and performance-optimized front-end development using HTML, CSS, JavaScript, and Bootstrap to deliver seamless user experiences across devices.

## PROFESSIONAL EXPERIENCE

### Technical Solutions Engineer • BrainsHub • Pakistan

Nov2025 – Present

Serve as a technical backbone for business automation and web systems, supporting CRM workflows, funnel infrastructure, and website performance improvements. Execute technical solutions aligned with marketing and sales objectives while maintaining system stability and scalability.

- Implement and maintain automation workflows, CRM configurations, and funnel integrations to support lead generation and client acquisition processes.

### WordPress Developer | Funnels & Automation Specialist • Skyray Ventures • Pakistan

Oct 2023 – Jul 2025

Led development and automation initiatives across multiple in-house brands, delivering WordPress websites, ClickFunnels funnels, and GoHighLevel CRM systems designed for conversion and growth. Supported marketing teams with fast turnarounds while maintaining technical quality.

- Developed and managed WordPress websites, ClickFunnels funnels, and automation systems using GoHighLevel, Elite 360, and Zapier, ensuring consistent performance and scalability.

### WordPress Developer • Mogul Press • Pakistan

Oct 2023 – Jul 2025

Worked on content-driven and brand-focused websites, handling WordPress customization, layout optimization, and performance enhancements to support publishing and digital outreach goals.

- Customized WordPress themes and site structures to improve usability, speed, and content presentation across platforms.

## EDUCATION

### Bachelor of Science in Computer Science (BSCS), Government College University, Faisalabad

**Technical Skills:** WordPress • ClickFunnels • GoHighLevel (GHL) • Zapier • HTML • CSS • JavaScript • Bootstrap • Shopify • CRM Systems • Funnel Automation • Website Performance Optimization • Google Ads • Meta Ads • Frontend Development • Marketing Tech Stack Integration

## TECH WINS

- **End-to-End Funnel & Automation Ownership:** Built and maintained complete sales funnels and CRM automation systems that streamlined lead capture, follow-ups, and conversions.
- **Multi-Platform Development Expertise:** Delivered solutions across WordPress, Funnels, CRM systems, eCommerce platforms, and marketing automation tools with consistent performance.
- **Agency & Business Impact:** Improved workflow efficiency, reduced manual operations, enhanced site performance, and supported long-term client and brand growth through reliable technical execution.