

Professional Summary

Sales Funnel Developer

I help businesses turn website visitors into paying clients in weeks not months by building and optimizing high converting funnels. Clients typically see 40-80% conversion increases, reduced CAC, and higher LTV through data driven design, CRO psychology, and proven sales frameworks.

Education

GCUF - Business Administration
Dec 2022 | Faisalabad,PK

Millat Degree College - Economics
Jan 2020 | Faisalabad,PK

Skillsets

Full Stack Website Development

Next JS - Tailwind CSS - Typescript - Supabase

Funnel Development & Optimization

High Converting Landing Pages
Multi-Step Lead Capture Forms
A/B Testing & CRO

Analytics & Tracking

Google Analytics 4 (GA4)
Facebook Pixel + UTM Tracking

Business Growth & Marketing Strategy

Sales Funnel Strategy & Wireframing
LTV / CAC Optimization
Customer Journey Mapping
Competitor Funnel Research

Work Experience

Coaching Business | High-Ticket Funnel Rebuild
Apr 2025 – Jul 2025

Problem: Client’s existing landing page was attracting traffic but converting poorly. Only 1.8% of visitors booked discovery calls.
Solution: Rebuilt the funnel from scratch, focusing on clear messaging, authority proof, and a multi-step lead filter to qualify only serious prospects.
Result: Within 30 days, call bookings increased 61%, leading to \$25K in new contracts. CAC dropped by 35%, and client lifetime value (LTV) rose due to higher quality leads.

Fitness Program | Subscription Funnel Optimization
Jan 2025 – Mar 2025

Problem: Funnel existed but underperformed lots of traffic from ads, but checkout abandonment above 70%.
Solution: Improved funnel by simplifying checkout flow, adding testimonials near CTAs, and tightening follow-up email sequence. Used analytics + heatmaps to remove friction points.
Result: Lead to customer conversion rate jumped from 3.2% → 7.8%. Client added \$12K monthly recurring revenue (MRR) in 60 days. CAC stayed flat, but LTV doubled because subscribers stayed longer.

Law Firm | Lead Generation Funnel Fix
Oct 2024 – Dec 2024

Problem: Law firm ran Google Ads sending visitors to a generic website. High ad spend but almost no client calls CAC was through the roof.
Solution: Built a dedicated funnel with targeted messaging, clear intake form, and urgency driven CTAs. Removed distracting pages, focused everything on getting the consultation booked.
Result: Consultation bookings increased 4.5x in the first month. CAC dropped by 42%, while average client LTV (multi year retainers) made the funnel ROI extremely profitable. Within 90 days, the firm generated \$60K+ in new case revenue directly traceable to the funnel.

Certifications

Claude - Ai Fluency Framework Foundations
Udemy - Conversion Rate Optimization
FreeCodeCamp - Responsive Web Design
Digi Skill - Digital Marketing