

Abdul Muiz Shiraz

CRM Expert | Go High Level Specialist | Automation & Client Growth Strategist

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EXECUTIVE SUMMARY

Strategic CRM leader with a sharp operational mindset and deep expertise in optimizing customer engagement through intelligent automation, data-driven processes, and cross-functional collaboration. Skilled in leading high-performing teams, shaping impactful client strategies, and fostering a culture of accountability and innovation. Known for building scalable systems that align with business goals, streamline workflows, and enhance client retention. Balances strategic vision with precise execution to consistently deliver meaningful, measurable outcomes. Demonstrates enduring leadership by turning complexity into clarity and driving long-term organizational success.

KEY ACHIEVEMENTS

- Designed and launched end-to-end automated lead-to-task pipelines in Go High Level within a single weekend, accelerating lead response and task management.
- Led onboarding and training for 25+ CRM users, ensuring seamless team adoption and enhanced day-to-day operational performance.
- Elevated client conversation response rates by 40% through data-informed, targeted CRM campaign strategies.
- Improved lead management workflows to drive client retention rates above 80% for virtual assistant services.
- Played a key role in scaling company headcount from 5 to 27, aligning CRM systems with rapid organizational growth and operational demands.

WORK EXPERIENCE

Skilled Force (formerly Nausal Technologies)

2024 – Present

CRM & Automation Manager

Islamabad

- Oversee Go High Level CRM operations for a 27-person hybrid team supporting U.S.-based executive clients.
- Spearheaded the development of advanced automation workflows, service pipelines, and task systems tailored for operational efficiency and client service delivery.
- Led the full-scale CRM implementation and conducted hands-on training for 25+ team members, enabling seamless adoption despite no prior platform experience.
- Executed targeted email drip campaigns to boost lead response and client engagement.
- Integrated Go High Level with Trello, email platforms, and company websites to centralize data, streamline operations, and enhance cross-platform visibility.
- Work in close collaboration with sales and marketing to align CRM strategy with broader business goals, elevating service quality and client satisfaction.

Azaan Institute

2021 - 2023

Content Writer & Customer Support

Remote

- Managed multi-channel customer support operations, achieving a 95% satisfaction rate through timely and empathetic communication.
- Produced engaging social media and blog content to grow brand visibility, increase web traffic, and support audience engagement initiatives.
- Contributed to campaign execution and crafted high-converting copy to drive community growth and program participation.

EDUCATION

Federal Urdu University of Arts, Science and Technology, Islamabad

Bachelor of Science | Electrical Engineering

Year of Graduation Expected - 2026

SKILLS

Go High Level CRM Mastery; Workflow Automation & Task Logic; CRM Campaign Management; Client Relationship Management; Lead Generation & Funnel Optimization; Team Training & Onboarding; Cross-Functional Collaboration; Executive-Level Communication; Performance Analysis & Reporting

TOP TOOLS

CRM: Go High Level, HubSpot (basic), Zoho (basic)

Automation & Collaboration: Trello, Zapier, Google Workspace

Analytics & Docs: Google Sheets (Certified), Excel, Google Data Studio

Communication: Discord, Slack, Zoom, Email Campaign Tools (GHL-integrated)

CERTIFICATIONS & AWARDS

- Coursera: Data Analysis (4-course series)
- Best Volunteer Award – Azaan Institute (2022)
- 3rd Place – Lahore Grammar School Debating Competition

LANGUAGES & AVAILABILITY

- Fluent in English (C2) & Urdu (Native)
- Available full-time starting 9 AM US time
- Remote-ready with 50 Mbps internet and personal workstation