MUHAMMAD QASIM
GHL Expert

M.Qasim

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PROFESSIONAL SUMMARY

Results-driven Go High Level Specialist with 2+ years of experience in sales funnel optimization, CRM management, workflow automation, and email/SMS marketing. Passionate about implementing advanced marketing strategies to enhance client experience and drive business growth.

WORK EXPERIENCE

GHL Specialist | Naxon Solutions (June 2024 – Jan 2025)
- Setup Agency account and client sub accounts,
- Setup Lead generation funnels
- Form,survey and calender integration
- A2P Verification
- Zapier Integration for external tool with GHL
- n8n for AI agents

GHL Automation Specialist | XortLogix (Aug 2023 – Dec 2023)
- Built and managed automation systems to streamline marketing processes.
- Developed and tested funnels to maximize conversions.
- Provided technical support for GHL-related integrations and automations.

Certificates

Marketing Automation with HubSpot (Coursera)
- Learned how to create and optimize automated workflows for lead nurturing and customer engagement.
- Gained hands-on experience with CRM systems and email marketing automation

Email Marketing & CRM Strategies (Coursera)
- Covered advanced email segmentation, A/B testing, and automated drip campaigns.
- Developed strategies to improve customer retention and engagement using CRM tools.

Data-Driven Marketing Analytics (Coursera)
- Learned how to analyze marketing data to optimize campaigns and improve ROI.
- Worked with key performance indicators (KPIs) to track and enhance marketing efforts.

SKILLS

- Sales Funnel Development
- Email & SMS Marketing
- CRM Management
- Workflow Automation
- Landing Page & Website Builder
- Pipeline & Lead Management
- Zapier & API Integrations
- Google Ads & Facebook Ads

TECHNOLOGIES

- Go High Level (GHL)
- Zapier
- Google Workspace
- n8n
- Stripe & PayPal
- Trello & Asana

EDUCATION

Bachelor In software Engineering
NUML Islamabad: Grade **3.5/4**

2021 – 2025

FSc Pre-Engineering
Govt. Degree College Malakwal

2018 – 2020