

Muhammad Talha Rafique

GoHighLevel Expert | n8n & Make.com Specialist

talhafalak07@gmail.com • 0307 1730172 • Lahore, Pakistan

LinkedIn: [linkedin.com/in/muhammadtalharafique-a06591261](https://www.linkedin.com/in/muhammadtalharafique-a06591261) • GitHub: github.com/muhammadtalharafique

Portfolio: talha-ghl.netlify.app

SUMMARY

Automation Engineer who sets up GoHighLevel for businesses: CRM, funnels, booking calendars, email and SMS, online stores and AI chatbots. Also works with n8n, Make.com, Zapier, Python, HTML and CSS. Builds CRM workflows, API integrations and automation systems that improve lead follow-up, scheduling and day-to-day efficiency. Has experience on both the technical side and the client side (proposals, negotiations and relationships).

PROFESSIONAL EXPERIENCE

Automation Engineer

Dec 2025 – Present | Lahore

Funnel Zone

- **CRM & client accounts:** Managed 10+ client CRM accounts (contacts, custom fields, tags, pipelines, team permissions, merge fields) with Stripe and PayPal checkout and invoicing. Delivered reporting dashboards that track leads and conversions.
- **Lead follow-up & booking:** Designed lead follow-up automations, task assignment logic and auto-confirming booking calendars. Added missed call text back, appointment reminders, no-show follow-ups and client onboarding automations.
- **Funnels, stores & memberships:** Built landing pages and funnels for sales, memberships and offers. Launched e-commerce stores with product catalogs, variants, shipping zones, flat-rate and weight-based rates, local delivery, in-store pickup, and automatic order confirmations and tracking. Built and managed Shopify stores and connected them to GoHighLevel. Set up membership sites, online courses and custom domains with DNS records.
- **Email & messaging:** Built forms and surveys with automatic replies and smart routing. Ran email and bulk Gmail outreach, newsletters and blogs, welcome and nurture sequences, email warmup and reactivation campaigns. Set up review and reputation management, and handled A2P registration for reliable SMS and call delivery.
- **AI & integrations:** Developed 4+ AI chatbots and voice agents (Conversation AI, OpenAI, Claude) for lead qualification, customer Q&A, appointment booking and inbound calls. Connected GHL with Airtable, n8n, Zapier and Make.com using APIs and webhooks, and set up lead tracking with Meta Ads, Meta Pixel, Google Tag Manager and Microsoft Clarity. Set up SaaS mode, snapshots and sub-accounts.

Digital Asset Specialist & Business Developer

Nov 2024 – Nov 2025 | Lahore

Mavericks United

- Won and managed 4+ international clients across the US and Canada. Handled proposals, negotiations and relationships to close high-value contracts.
- Worked with technical teams to match client goals with project delivery, improving efficiency and client satisfaction, including GoHighLevel CRM and automation setups.
- Improved Python scripts and built workflows for network monitoring, system uptime and communication, including GHL automations, webhooks and API integrations.
- Built responsive websites and funnels using HTML, CSS, Bootstrap, JavaScript, Flask and GHL. Maintained GitHub repositories with version control and documentation.

Netsol

- Built scalable solutions with Python, connected databases for efficient data management, and worked with cross-functional teams to deliver reliable, high-performance systems.

PROJECTS

- **DollarBazaar.pk** (Shopify store - Personal project): My own online store selling eastern wear for boys. I set it up and run it myself. dollarbazaar.pk
- **E-commerce Store** (GoHighLevel - Funnel Zone): A fruit arrangements and chocolate store in English and Spanish, with a language switch at the top of the page. [English version](#) - [Spanish version](#)
- **Email Warmup Workflow** (GoHighLevel - Funnel Zone): Checks a tag, then sends emails in small batches per day and per hour, adds a tag and leaves a note. Builds a new sending domain's reputation slowly.
- **Welcome & Nurture Sequence** (GoHighLevel - Funnel Zone): A newsletter form triggers a series of emails over several days, with timed waits in between.
- **Membership & Course Setup** (GoHighLevel - Funnel Zone): A membership area with several online courses. Each course has its own cover image and member list, and members log in to reach their courses.
- **Office Workflow Organisation** (GoHighLevel - Funnel Zone): Workflows kept in one folder per project (email subscriber, email warmup, main website, newsletter and more) so busy accounts stay easy to manage.

SKILLS

Automation & CRM: GoHighLevel (GHL), n8n, Make.com, Zapier, CRM management, workflow automation, lead management, appointment scheduling, funnel building, pipeline automation, memberships and courses, domain and DNS setup, SaaS mode, snapshots and sub-accounts, Conversation AI, missed call text back, A2P 10DLC, client onboarding, reputation management, reporting dashboards

Development: Python automation, HTML, CSS, JavaScript, Bootstrap, Flask, API integrations, webhooks

Tools & Platforms: GitHub, Google Sheets, Gmail automation, Shopify, Stripe, PayPal, Airtable, Meta Lead Forms, Meta Pixel, OpenAI API, Claude, WordPress, Calendly, Google Tag Manager, Microsoft Clarity

Scripting: Python scripting, shell scripting, n8n workflows, WhatsApp automation, Gmail bulk messaging, GitHub automation

Marketing & Communication: Email automation, email warmup, newsletters and blogs, nurture and reactivation campaigns, WhatsApp and SMS automation, client communication, proposal preparation, business development

Office 365: Microsoft Word, Excel, PowerPoint and Outlook

EDUCATION

BS Artificial Intelligence, The Islamia University Bahawalpur

Jul 2020 – May 2024