

ROOCRUIT

Mohammad

Automation & CRM Specialist

India

PROFESSIONAL SUMMARY

Results-driven automation enthusiast with a specialized focus on CRM and marketing technology. Hands-on experience using Go HighLevel to architect sales pipelines, lead generation funnels, and complex workflow automations. Proven track record in streamlining operational workflows, tracking key KPIs, and supporting business revenue goals through data-driven visualization and process optimization.

KEY SKILLS

CRM & Automations: Go HighLevel, N8N, Zapier

Workflow Design: Lead Nurturing, Pipelines, Appointment Automations

Web Development: HTML, CSS, WordPress (Basic), Landing Page Optimization

Data & Visualization: PowerBI, Microsoft Excel, KPI

Tracking

Operational Tech: ServiceNow, Shell Scripting

Soft Skills: Stakeholder Management, Problem Solving, Rapid Upskilling

PROFESSIONAL EXPERIENCE

Automation & Visualization Analyst

Dec 2023 – Present

Global Technology Consulting & IT Services Firm

- Automated monitoring workflows and dashboards using Shell scripting, eliminating manual reporting and driving a 40% reduction in manual effort.
- Designed and maintained Power BI dashboards to visualize key system metrics, enabling proactive, data-driven operational decisions.
- Utilized Excel for advanced data analysis and trend tracking to support incident management and operational uptime.
- Collaborated with cross-functional stakeholders to translate business requirements into technical automation and reporting solutions.
- Managed ticket workflows and incident resolution tracking via ServiceNow to ensure high system availability for a global restaurant brand project.

Go HighLevel / Automation Specialist

Jan 2025 – Present

Freelance & Independent Consultancy (Remote)

- Customized Go HighLevel CRM environments, including pipeline architecture, contact segmentation, and dynamic appointment calendars.
- Developed high-converting lead generation funnels featuring optimized landing pages, forms, and automated nurturing sequences.
- Engineered automated onboarding workflows (welcome series, training resources) to accelerate client adoption and satisfaction.
- Integrated Go HighLevel with Google Sheets and N8N to facilitate seamless data flow across the marketing stack.
- Provided strategic support for real estate clients to organize lead flow and improve follow-up consistency.

PROJECT EXPERIENCE

Appointment Management & Patient Engagement

Healthcare Sector

- Integrated Go HighLevel booking systems with real-time availability to eliminate double bookings.
- Designed automated patient feedback loops and post-consultation re-engagement workflows.

Impact: Reduced missed appointments by 30% and significantly improved patient communication metrics.

Webinar Event Funnel & Multi-Channel Reminders

Digital Event Services

- Executed a conversion-optimized webinar registration sequence with multi-channel (Email/SMS) reminder logic.
- Optimized engagement sequences based on open and click-through rate analytics.

Impact: Increased total attendance by 25% and achieved a 20% reduction in "no-show" rates.

EDUCATION

Bachelor of Technology: Electronics and Communication

AKTU, India | 2019 - 2023

CERTIFICATIONS

- **Microsoft Certified: PowerBI Data Analyst (PL-300)**
- **Master Go HighLevel: Create Funnels & Landing Pages – Udemy**

- **Go HighLevel Masterclass: From Beginner to Expert** – Udemy