

PORTFOLIO.



Haider Ali

CRM Expert / CSS Expert

About Me

I'm Haider, a digital solutions specialist with 3+ years of expertise in GoHighLevel (GHL) and business automation. I help businesses streamline operations, elevate client experiences, and build scalable online systems through smart, efficient solutions.

My core skills include CRM and automation setup, web design and development, Zapier integrations, client onboarding, and white-label solutions. With a balance of technical expertise and creative problem-solving, I deliver results-driven systems and clean, user-friendly designs that empower growth and long-term success.



Education

I completed my schooling at The Educators in 2017, followed by my Intermediate in Computer Science (ICS) from Punjab College in 2019. Most recently, I am pursuing my Bachelor of Science in Computer Science (BSCS) at the University of the Punjab, with graduation expected in 2024.



Skills

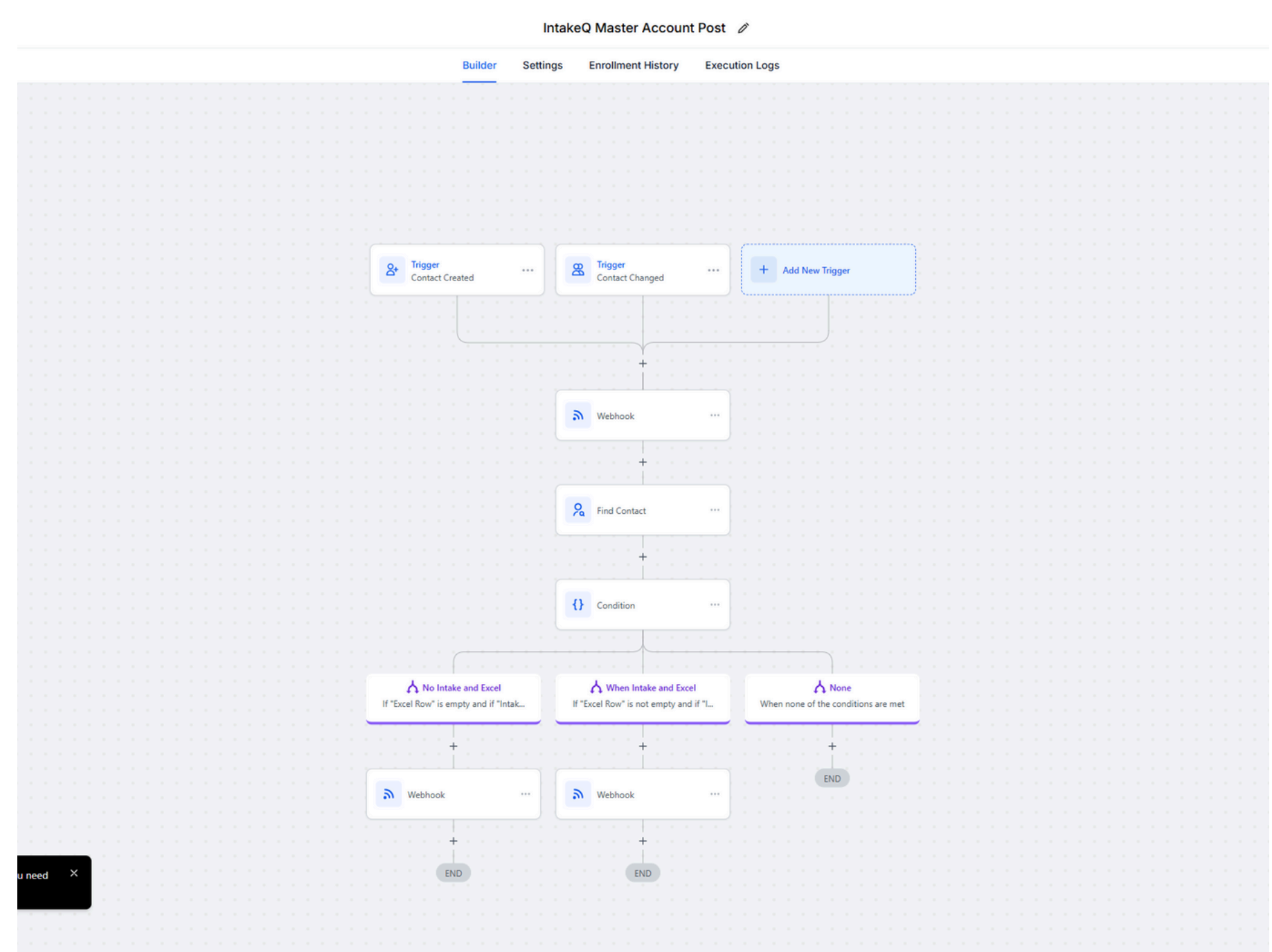
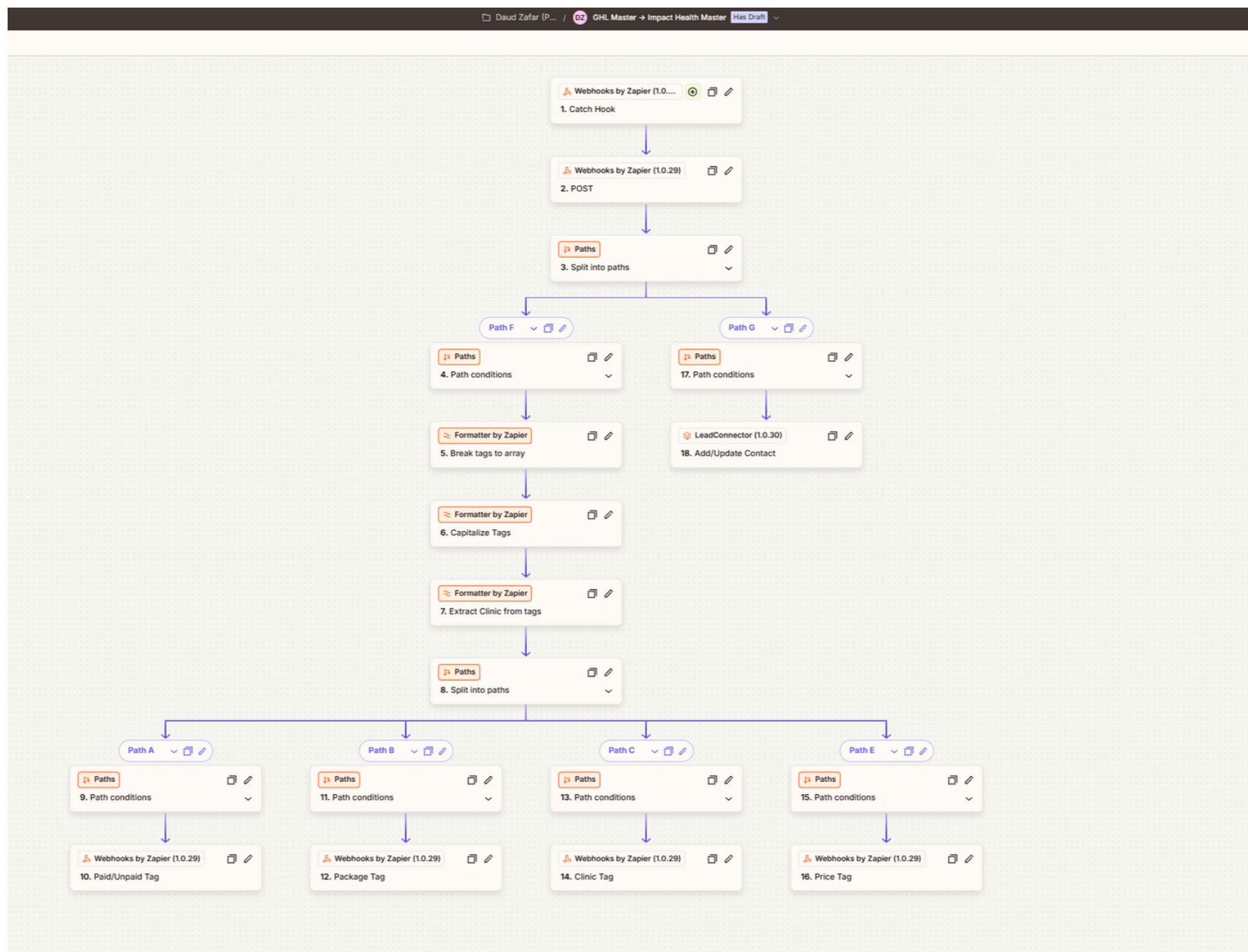
- CRM & Automation Setup
- Web Design & Development
- Zapier Integrations
- Client Onboarding & Support
- White Label Services
- Technical Support & Troubleshooting
- UI/UX Design
- Digital Strategy & Optimization
- HTML + CSS

Services Offered

- **CRM & Automation Setup:** Designing efficient workflows and seamless integrations in GoHighLevel to automate processes and save time.
- **Web Design & Development:** Creating responsive, user-friendly, and results-driven websites that strengthen online presence.
- **Zapier Integrations:** Streamlining business operations by connecting essential apps and automating repetitive tasks.
- **Client Onboarding & Support:** Delivering smooth onboarding experiences and reliable long-term support for clients.
- **White Label Solutions:** Providing expert GHL and automation services under your brand to help you scale with confidence.
- **Technical Support & Troubleshooting:** Solving technical challenges quickly and effectively to keep systems running smoothly.

ZAPIER + GHL: HEALTHCARE AUTOMATION

The patient journey begins when they fill out the IntakeQ form, which instantly sends their information to Zapier via a webhook. Zapier then passes all the details to the GoHighLevel (GHL) account. Inside GHL, we've built a robust automation using triggers and actions—starting with the "Contact Created" trigger, followed by webhook steps and conditional If/Else logic to handle each patient's case based on their data. This setup saves time, eliminates manual data entry, and ensures every new patient is processed accurately and efficiently.



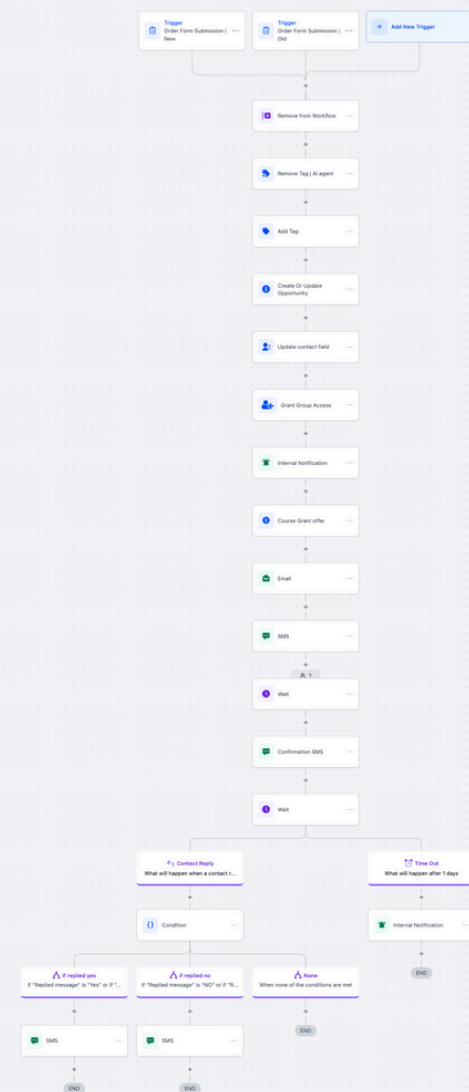
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GHL: COURSE AND PORTAL PURCHASED

When a course is purchased, the system automatically triggers a thank-you email and SMS, which include the portal link for access. At the same time, the buyer is granted entry to the exclusive paid community for tax partners and tax officers. After one day, an automated follow-up SMS is sent to confirm that they were able to access both the course and the community. If access has not been confirmed, the workflow continues with additional reminders to ensure they successfully join and engage with the community.

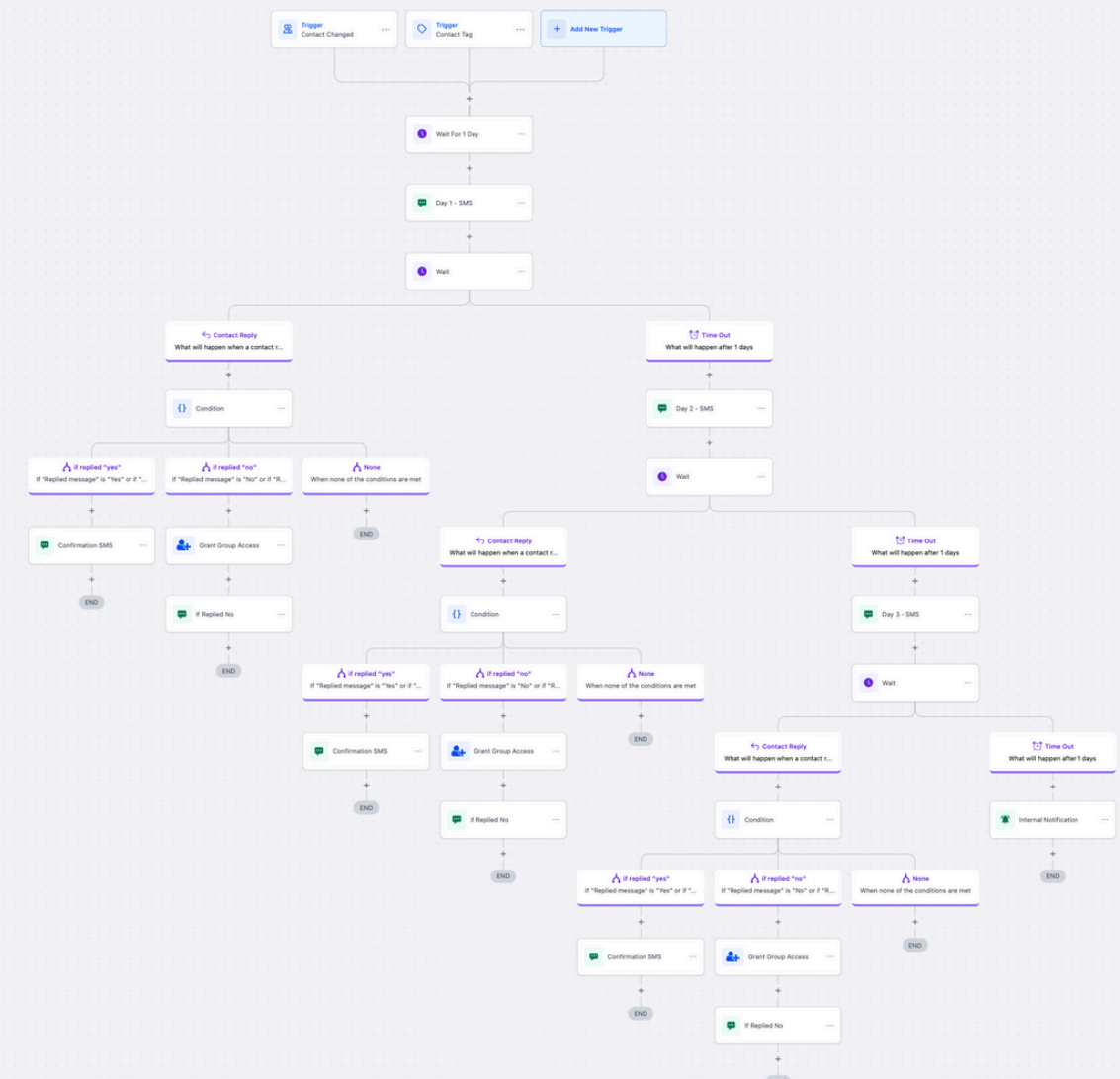
03 - Successful Purchase*

Builder Settings Enrollment History Execution Logs Test Workfl



02 - Community Access Reminders

Builder Settings Enrollment History Execution Logs Test Workfl

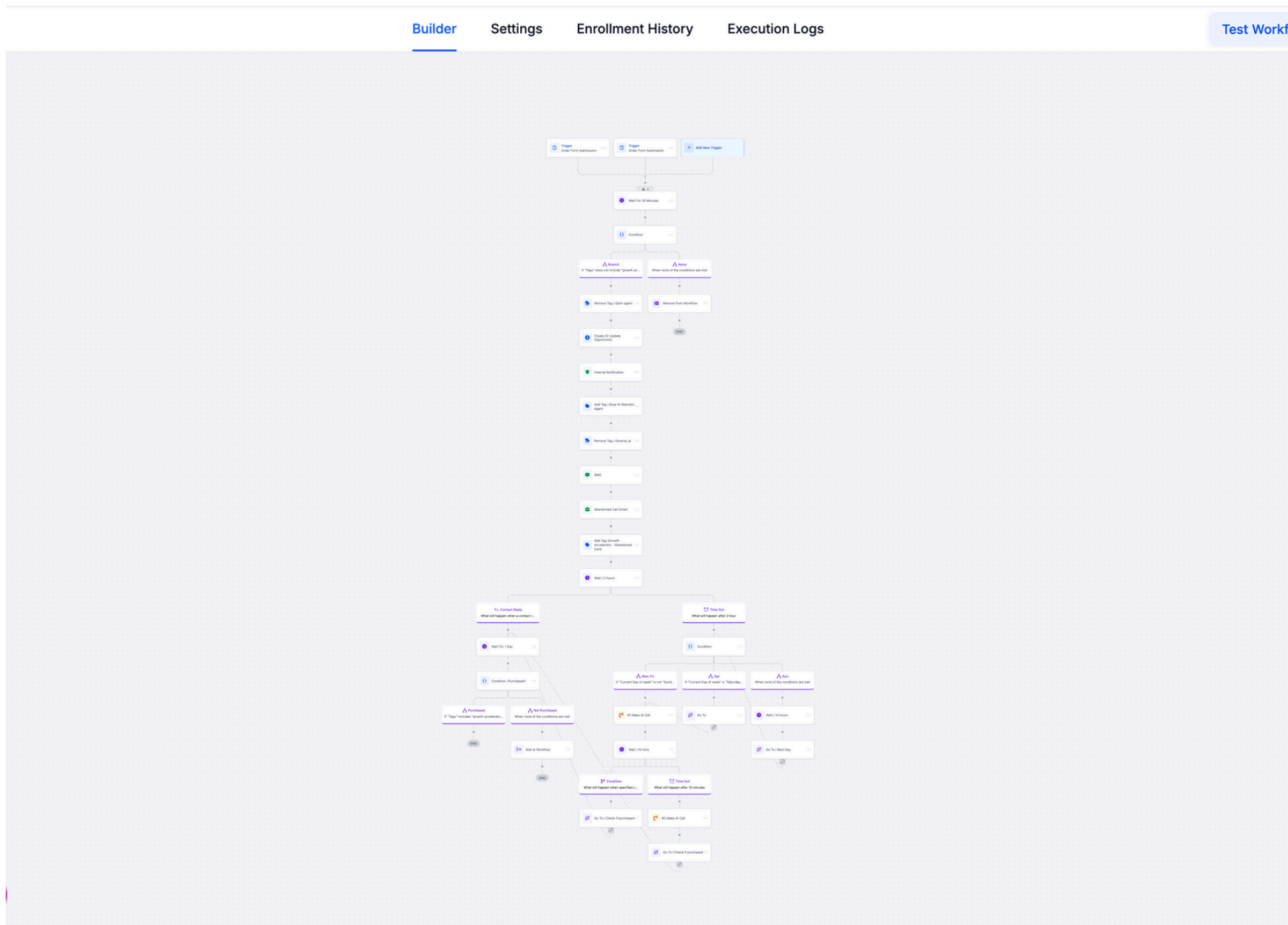


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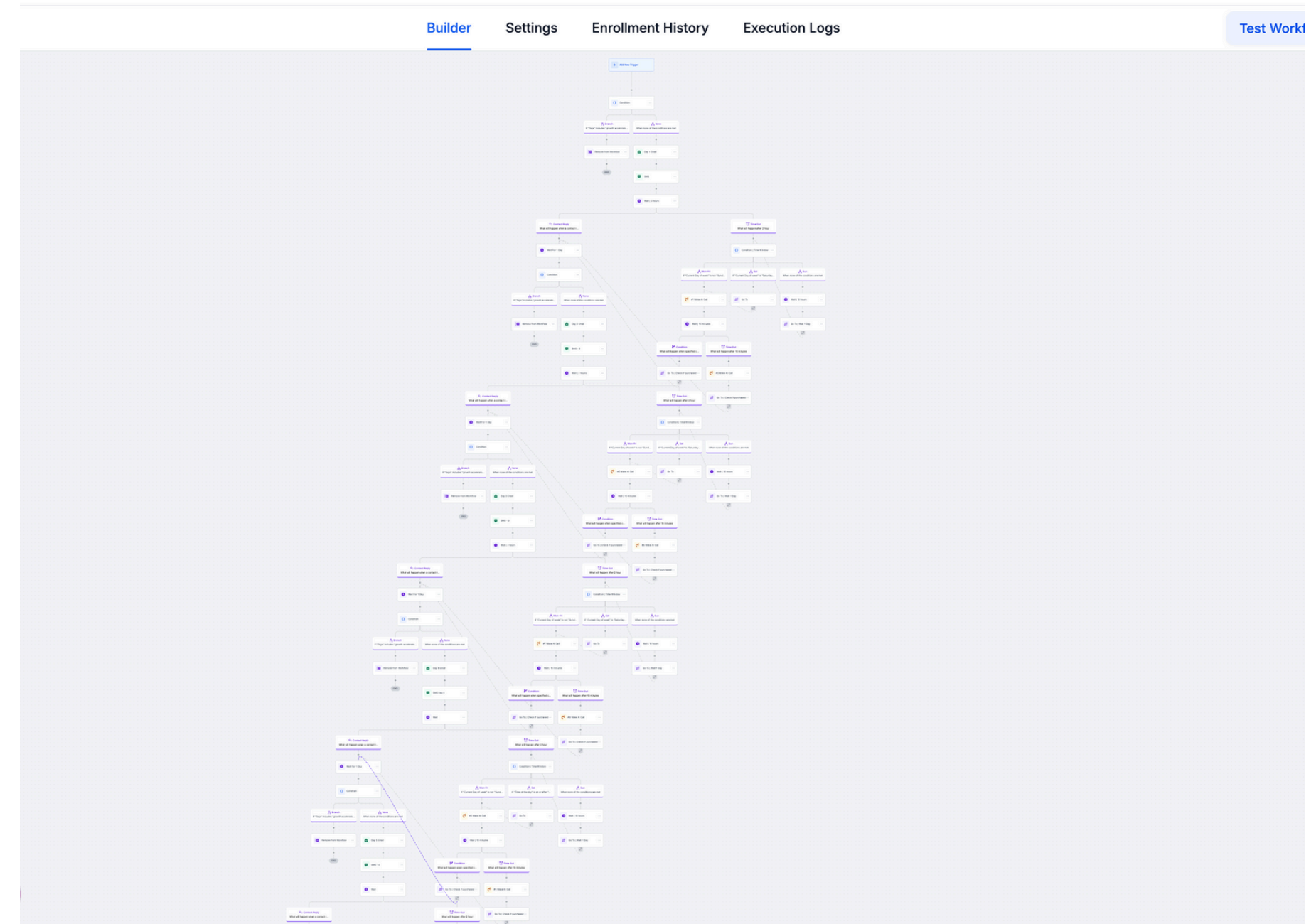
GHL: ABONDARD CART FLOW AND REMINDER WITH AI

When someone attempts to purchase a package but does not complete the payment, they are automatically entered into the Abandoned Cart Flow. In this flow, the team is notified of the recent attempt, and the client receives follow-up emails and SMS reminders. After a short period, the AI system takes over, reaching out to the client via call to encourage them to complete their purchase. If the client does not purchase within 2 days, they are moved into the Abandoned Cart Follow-Up Automation, where they are nurtured over 6 days with a series of daily emails, SMS messages, and additional AI outreach to maximize conversion opportunities.

04 - Abandoned Cart



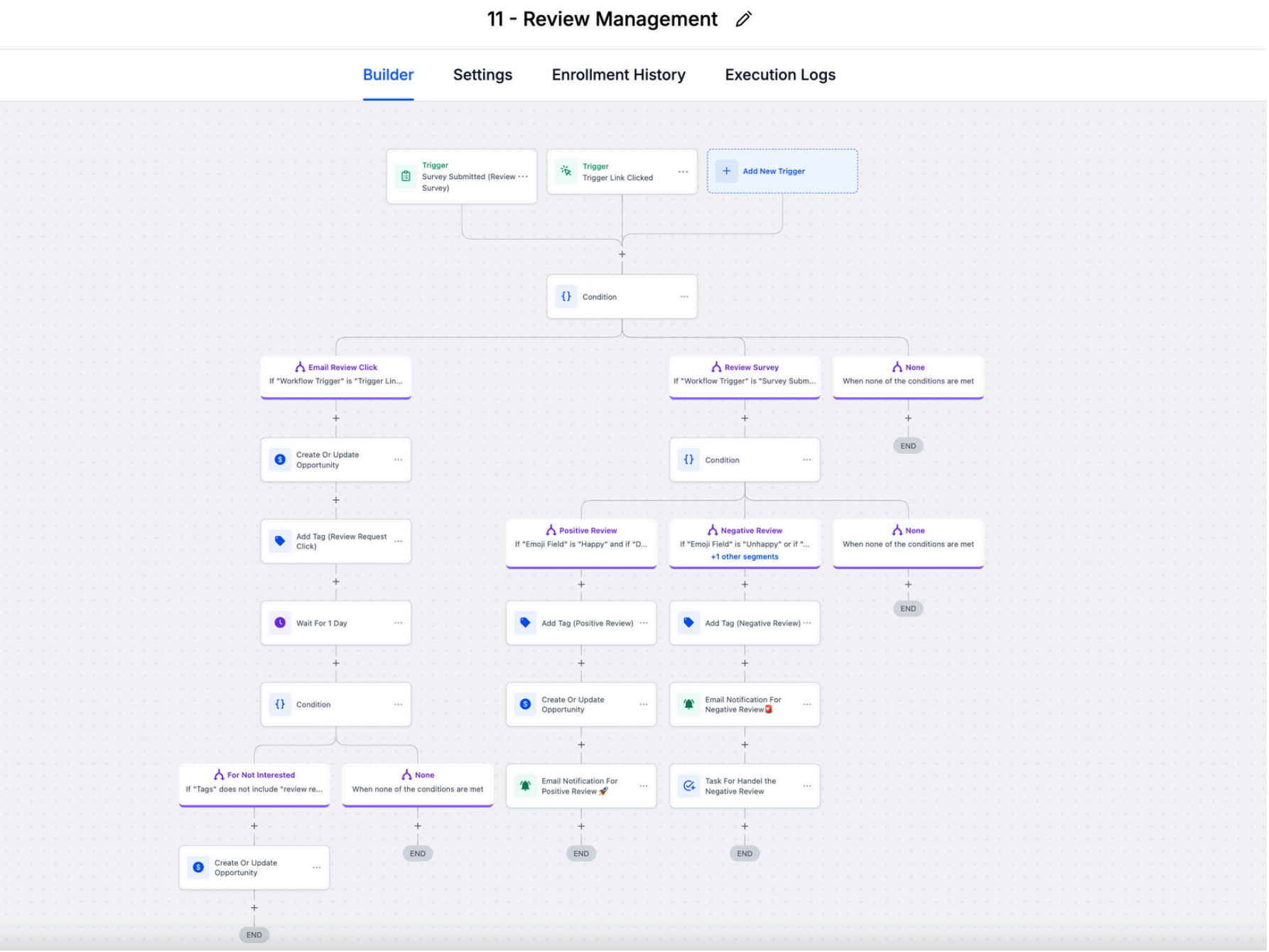
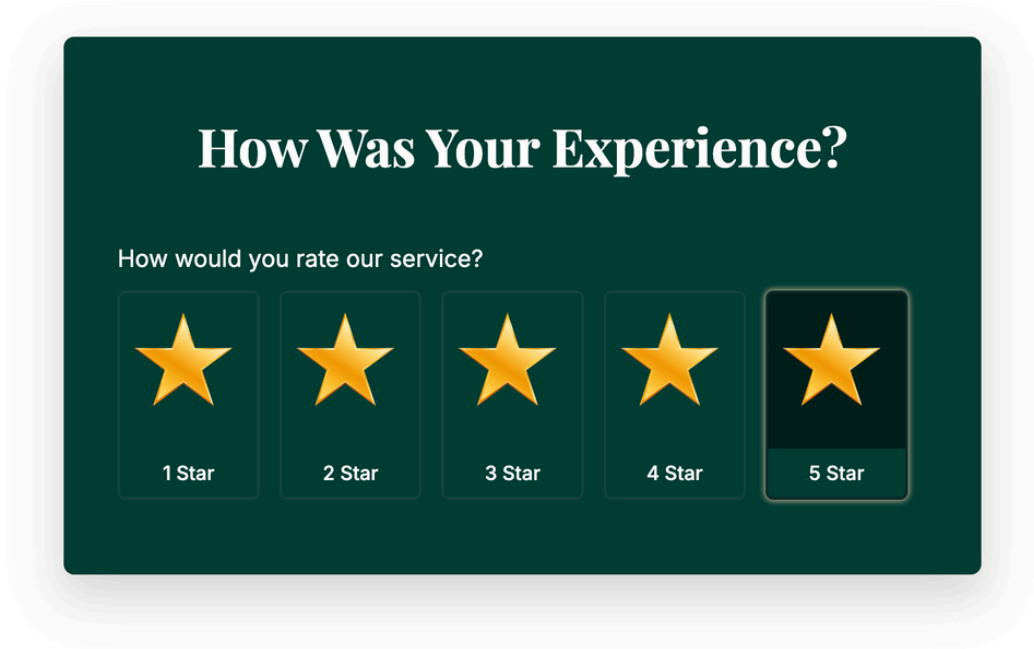
05 - Abandoned Cart Follow Up



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GHL: REPUTATION MANAGEMENT

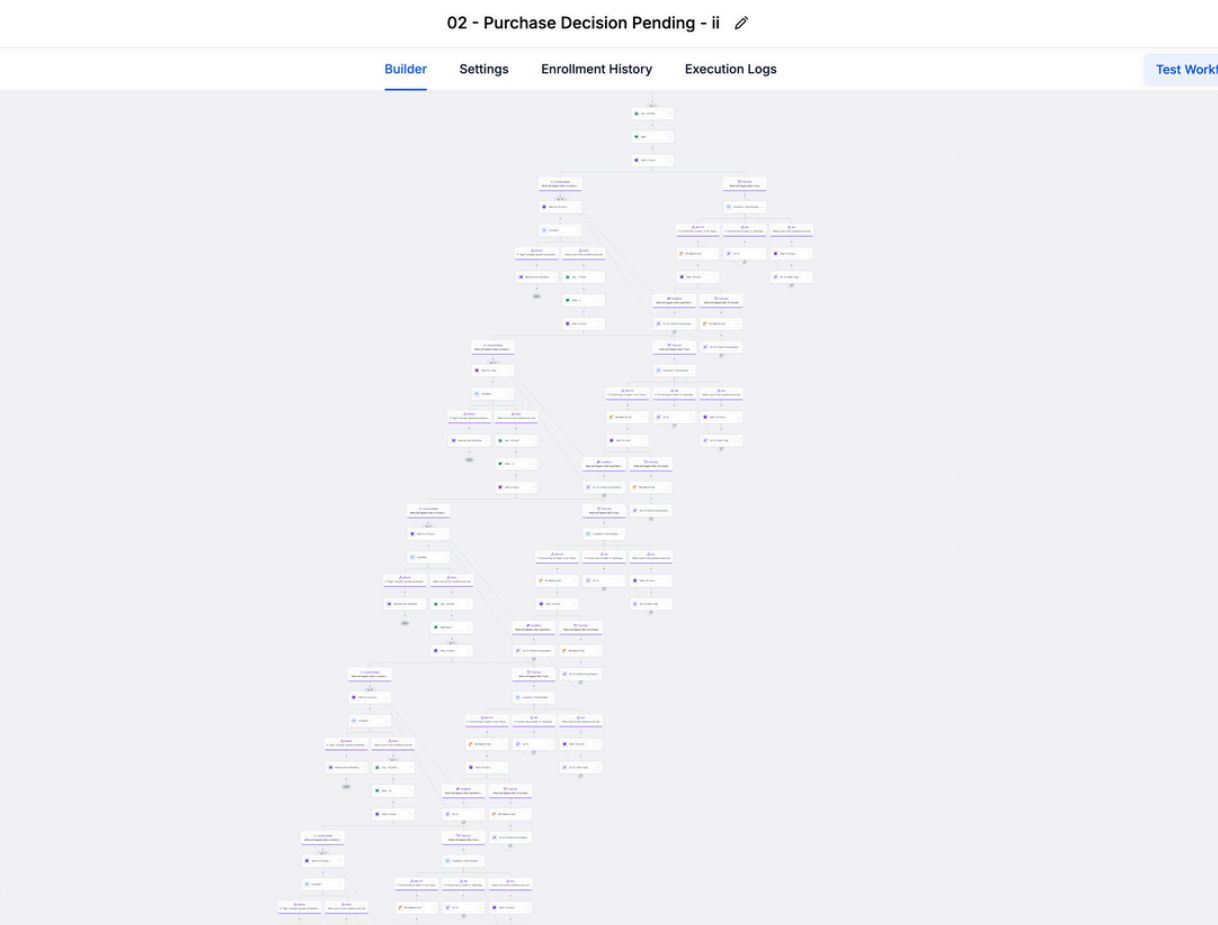
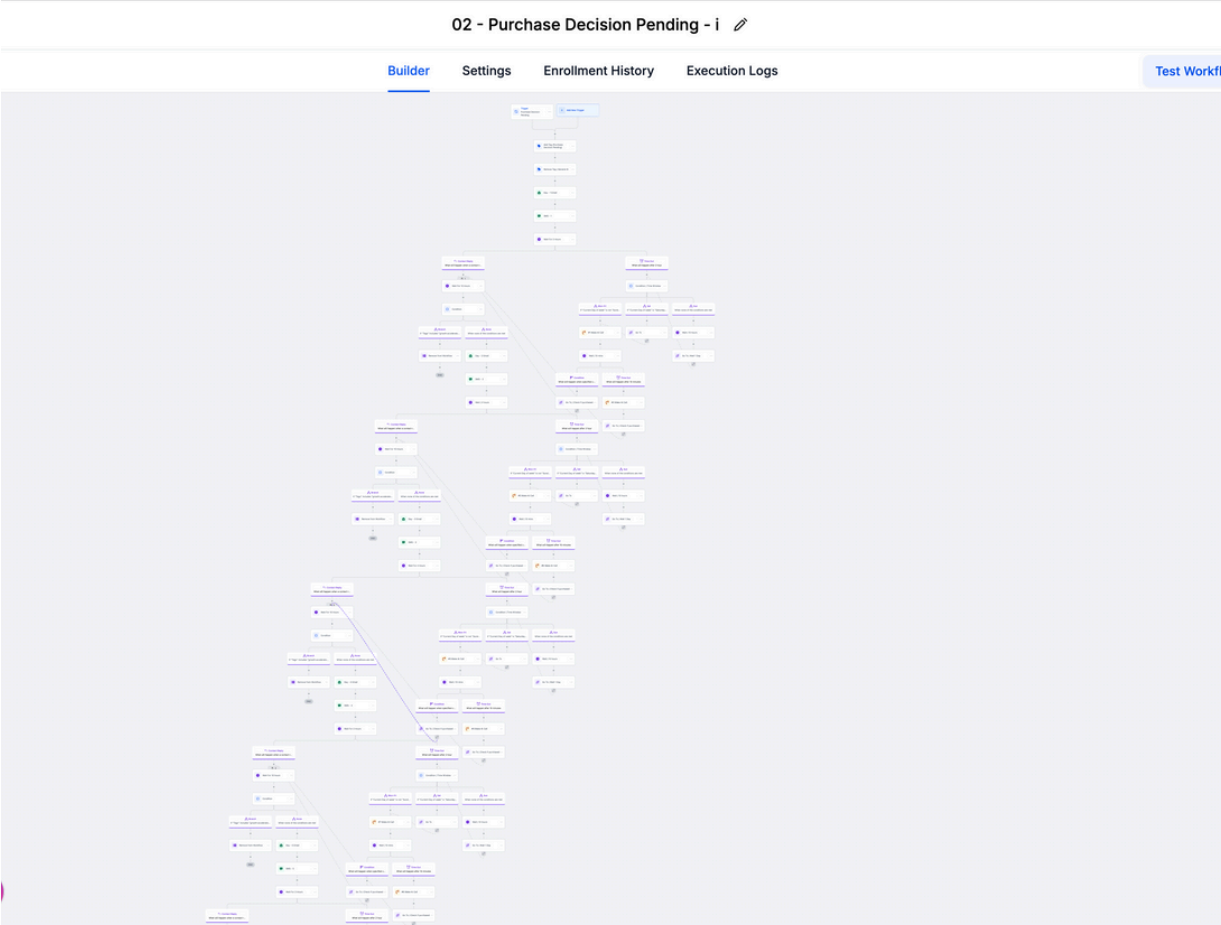
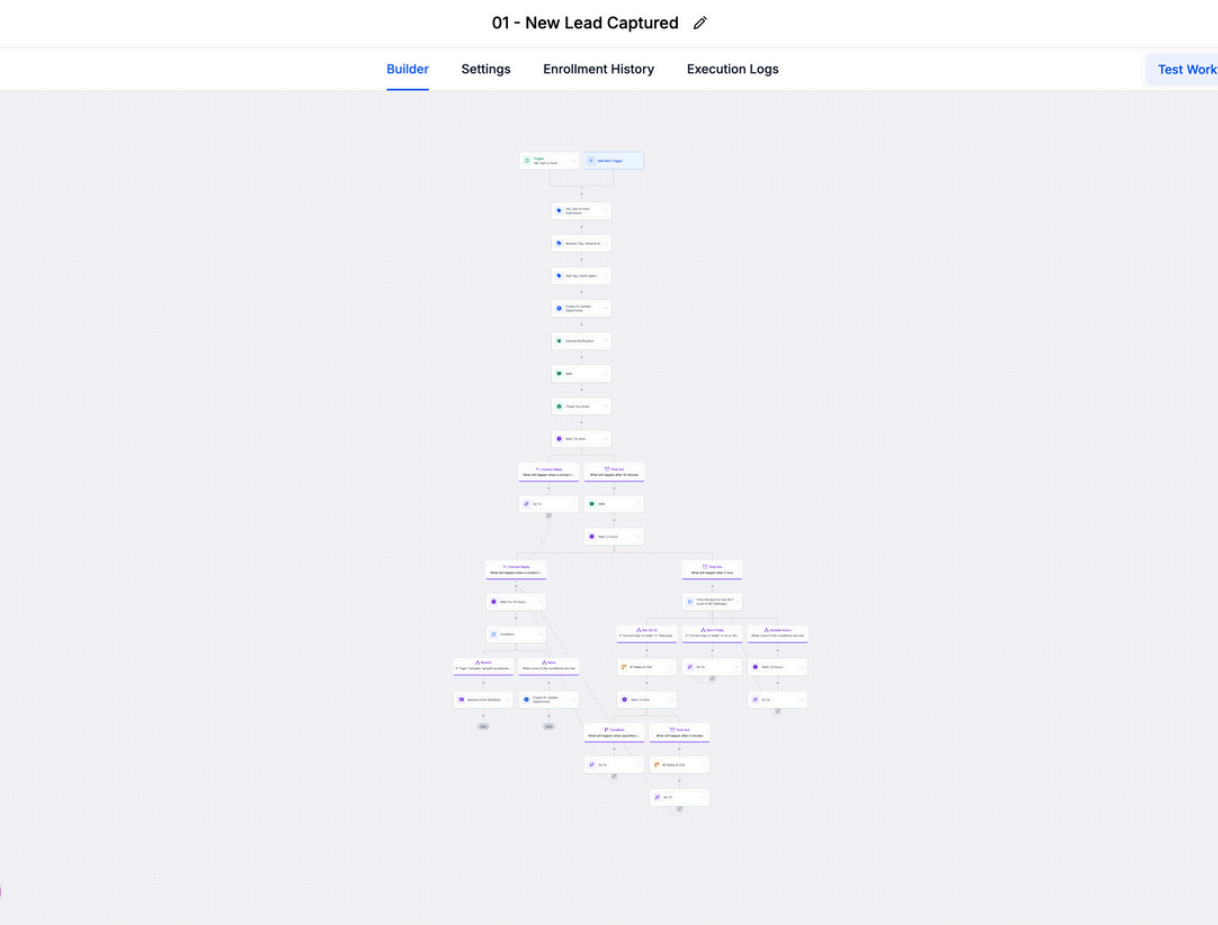
Created a fully customized survey in GHL for the client, incorporating their brand colors and design using custom coding. Developed the survey to direct respondents based on their rating: those giving 1–3 stars are redirected to provide their name, email, phone number, and suggestions for improvement, while those giving 4–5 stars are guided to the client’s Google My Business page to leave a positive review. Built a complete automation workflow that tags respondents, notifies the team of negative feedback, and adds them to a Negative Review pipeline, while positive responses are moved to the Positive Review stage.





GHL: NEW LEAD CAPTURE AND FOLLOW-UP WITH AI FOR LEADS WHO DIDN'T PURCHASE THE PACKAGE

Managed the high-ticket package sales workflow for a tax expert client in GHL, integrating Meta Ads campaigns with automated lead follow-up. When new leads entered the flow, they were tagged, added to a specific pipeline stage, and the team received notifications for each inquiry. Leads were sent sample videos via email and SMS, followed by a one-day wait to check for purchases. If a purchase was made, the lead was removed from the flow. If not, AI automation waited two hours and sent an additional SMS to encourage scheduling a call. Leads who still didn't purchase were entered into a six-day follow-up sequence with email and SMS, using persuasive copy, company testimonials, and direct checkout links. Leads who remained unconverted after this sequence were added to a downsell campaign offering an alternative package over six days. Finally, any remaining unconverted leads were added to a weekly reminder follow-up to maintain engagement.

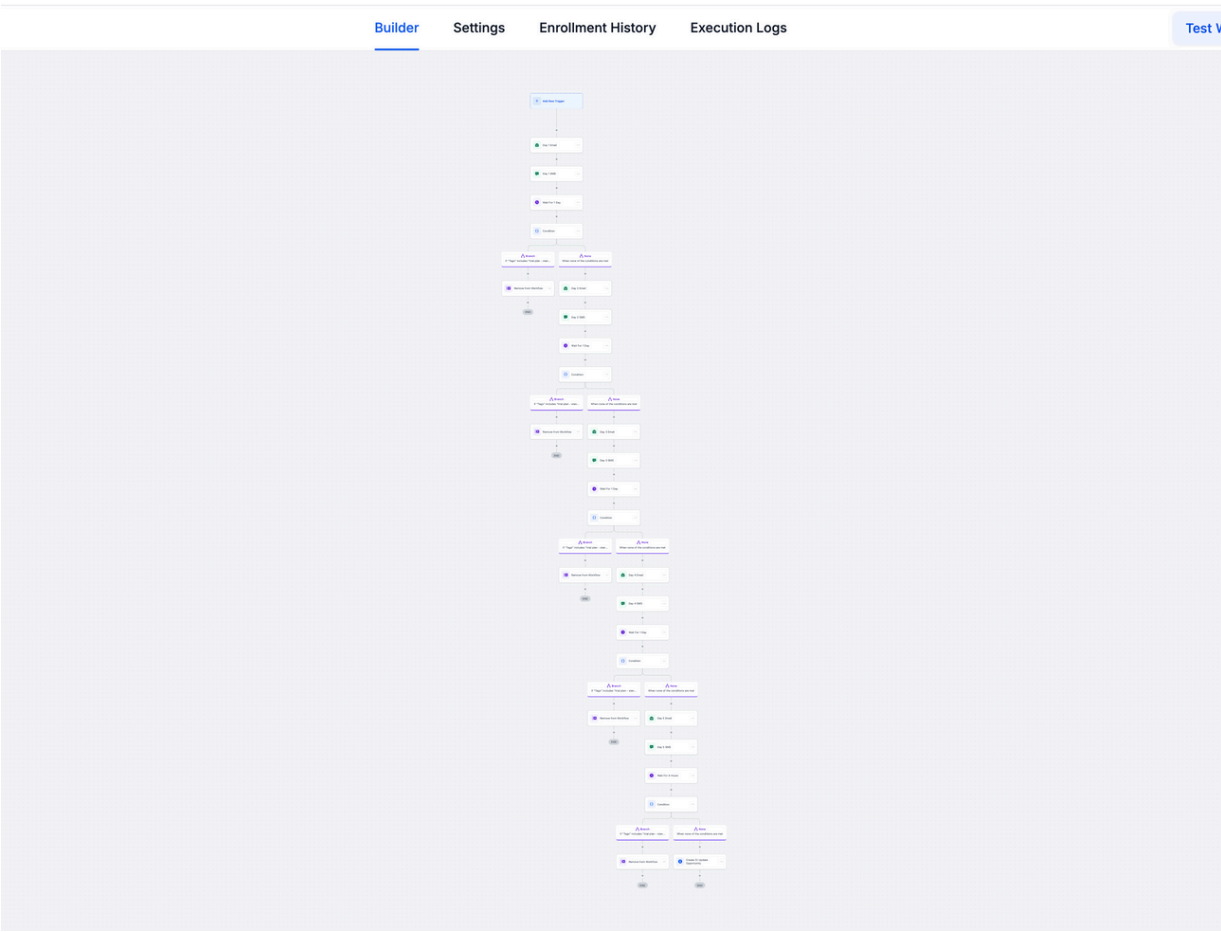
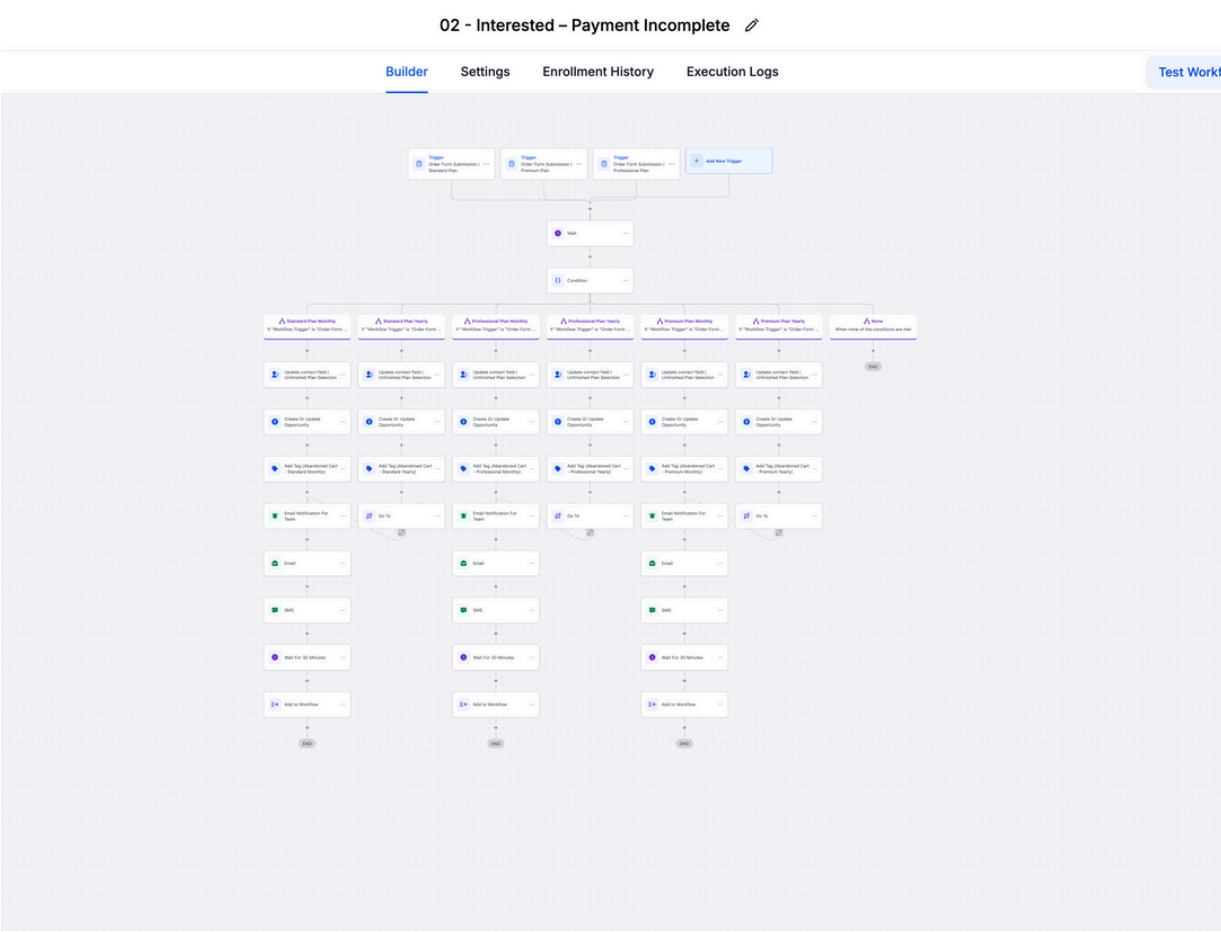
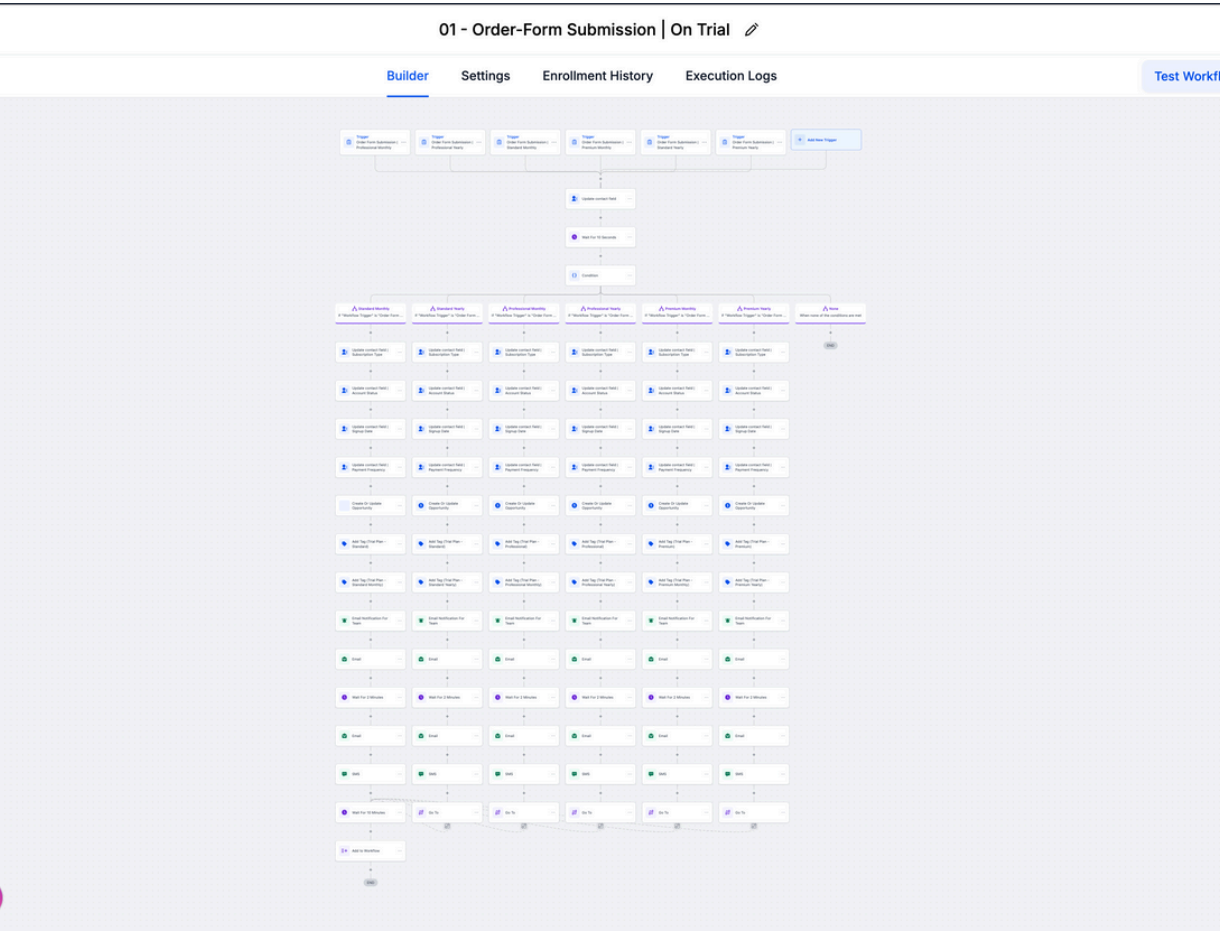


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GHL: SAAS SETUP

Managed the GHL SaaS setup, starting with creating products in the SaaS configurator and categorizing all plans on the site with checkout options. When a customer purchased a package, they were added to the purchased automation, tagged according to their selected plan, and their purchase details—including plan type and payment frequency—were updated. The team received an email with all client and purchase information, and the client was sent a thank-you email and SMS with an onboarding calendar link.

Additionally, implemented an abandoned checkout flow for visitors who filled out contact details but didn’t complete payment. These leads were added to the abandoned follow-up sequence, which included notifications to the team, emails, and SMS messages to the client with pricing and checkout links. After one day, unconverted leads entered a multi-step abandoned cart sequence with five follow-up emails and SMS messages, with conditions set to stop follow-ups if the lead completed the purchase. Leads who still showed no interest after the follow-ups were moved to the Not Interested stage and added to a weekly reminder follow-up to maintain engagement.



Why Choose Me?

With a strong background in GoHighLevel, automation, and digital solutions, I combine technical expertise with creative problem-solving to deliver impactful results. My focus is on building systems that are both visually engaging and highly functional—helping businesses streamline workflows, enhance client experiences, and achieve measurable growth. I strive to provide solutions that balance innovation with practicality, ensuring long-term value and scalability for every client.

What sets me apart is my attention to detail, commitment to excellence, and client-first approach. I take the time to understand each business's unique goals, then craft tailored strategies that align with their vision. Clear communication, reliability, and consistent performance are at the core of my work. By partnering with me, you gain not only a solutions specialist but also a dedicated partner passionate about turning ideas into sustainable digital success.

Let's collaborate

Take your social media presence to the next level.

Contact me today to discuss how we can create a winning strategy for your business!

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