

HAMMAD RAZA

GoHighLevel Developer | AI Chatbots & Voice AI | A2P Compliance & Custom CRM Systems

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PROFESSIONAL SUMMARY

GoHighLevel developer with 5+ years of experience building, automating, and scaling CRM systems for 157+ client accounts across the US, Canada, and the UK. Specialised in custom GHL development, AI chatbots and voice agents, A2P 10DLC compliance, white-label SaaS mode, and REST/webhook/OAuth integrations. Built and published Octendr, a live GoHighLevel Marketplace app that connects WhatsApp directly into GHL workflows. Deliver measurable business growth for clients through faster speed-to-lead, automated follow-up, and higher lead-to-customer conversion rates.

KEY ACHIEVEMENTS

- Built and managed 157 live GoHighLevel client accounts across 8+ industry niches in the US, Canada, and the UK.
- Increased client conversions by rebuilding sales procedures inside GHL: pipeline stages, speed-to-lead routing, and automated multi-touch follow-up cadences that turn more leads into booked calls and closed customers.
- Improved client retention and reduced churn by an estimated 30% through automated onboarding, nurture, and re-engagement sequences that keep accounts active and engaged after the sale.
- Verified and approved 976 A2P 10DLC brand and campaign registrations, keeping client SMS campaigns live and deliverable at scale.
- Published Octendr on the official GoHighLevel Marketplace, a live app connecting WhatsApp directly into GHL workflows.
- Cut manual follow-up workload for client teams by an estimated 70% through end-to-end automation.

TECHNICAL SKILLS

CRM & Automation: GoHighLevel (GHL), CRM setup, workflow automation, pipeline management, snapshots, funnels, landing pages, forms, calendars, membership and course setup

AI: Conversation AI, Voice AI, AI chatbots, lead qualification bots, appointment-booking agents

Compliance & Messaging: A2P 10DLC brand and campaign registration, LC Phone, Twilio, SMS/MMS deliverability, SPF, DKIM, DMARC

Development: JavaScript, Node.js, React, PHP, REST APIs, webhooks, OAuth, custom GHL Marketplace app development, full-stack web development

Integrations & Tools: Stripe, Make.com, Zapier, n8n, Airtable, HubSpot, AWS S3, PDF.co, Google Sheets, Looker Studio, WordPress, IDX, Git

Business: White-label SaaS mode, sub-account management, CRM data migration, reputation management, client onboarding

Languages: Urdu (Native), English (Professional)

PROFESSIONAL EXPERIENCE

Founder & Chief Executive Officer — GHL Octane | 2024 – Present | Multan, Pakistan (Remote)

- Founded and lead a GoHighLevel development agency serving agencies and SMBs across the US and Canada.
- Built and shipped 50+ custom GHL systems including AI chatbots, voice agents, and full CRM automations, cutting client response times to under 60 seconds.
- Published Octendr, a live GHL Marketplace app connecting WhatsApp to GoHighLevel, used as core infrastructure by paying agencies.
- Run ongoing A2P 10DLC registration, deliverability, and compliance troubleshooting across a 157-account client portfolio.
- Deliver white-label SaaS mode setups and OAuth/API integrations for agency clients reselling GHL under their own brand.

Automation Specialist — INAMIN LLC | Jan 2025 – Sep 2025 | Florida, United States (Remote)

- Designed and deployed 30+ end-to-end marketing automations and sales funnels for agency clients, reducing manual follow-up work by an estimated 70%.
- Built AI-powered conversation flows and lead-routing systems that increased qualified appointment volume for client campaigns.
- Handled A2P 10DLC registration and compliance for outbound SMS, keeping campaigns live and deliverable.

GoHighLevel Developer — Rose Revenue LLC | Jul 2024 – Jul 2025 | Remote

- Built a custom CRM for sales representatives to manage leads, follow-ups, appointments, and pipeline activity.

- Connected the custom CRM with GoHighLevel to keep contacts, opportunities, and sales activity synchronised.
- Created automated workflows for lead routing, follow-ups, reminders, and internal team notifications.
- Set up custom pipelines, forms, calendars, and reporting around the client sales process, then supported and optimised the system on an ongoing basis.

Digital Marketing Specialist — Wizz Tech | Jan 2024 – Jul 2025 | United States (Remote)

- Managed digital marketing campaigns, CRM systems, and lead generation for multiple client accounts.
- Built sales funnels, landing pages, forms, calendars, pipelines, and automated follow-up workflows.
- Set up AI chatbots, email and SMS campaigns, lead nurturing sequences, and appointment reminders.
- Handled A2P 10DLC compliance, API integrations, webhooks, and third-party tooling.
- Supported SaaS and white-label CRM setups, troubleshooting, testing, and ongoing system optimisation.

IT Specialist — Bride Automation | Feb 2024 – Dec 2024 | United Kingdom (Remote)

- Implemented custom CRM and automated marketing systems on GoHighLevel for UK-based clients.
- Built funnels, lead-capture workflows, and AI bots that improved client engagement and conversion rates.
- Managed system integrations and ongoing technical support, keeping client builds stable while scaling.

Compliance Specialist — Mortgage Marketing Institute | Jul 2023 – Jul 2024 | Remote

- Managed A2P 10DLC compliance for LC Phone and Twilio accounts, submitting 50+ brand and campaign registrations every week.
- Reviewed business details, EIN information, messaging use cases, sample messages, opt-in forms, privacy policies, and terms pages before submission.
- Fixed rejected campaigns by correcting CTA language, consent wording, message frequency, and STOP/HELP requirements.
- Tracked registration status, handled resubmissions, and maintained approval rates to keep client messaging accounts active.

CRM Specialist — VIP PowerNet, Inc. | Jan 2021 – Jan 2023 | United States (Remote)

- Built and optimised advanced CRM and marketing automation systems on GoHighLevel for US clients.
- Streamlined client acquisition and lead nurturing with custom workflows and AI integrations, delivering a measurable lift in conversions.
- Partnered with cross-functional teams to ship scalable, repeatable automation solutions.

CRM Specialist — HighImpact | 2023 – 2024 | Remote

- Delivered project-based CRM automations for lead intake and follow-up, scoping and deploying directly with clients.
- Troubleshoot A2P messaging delivery to maintain reliable client communication.

CRM Assistant — Lazo | 2022 – 2023 | Remote

- Provided live support for CRM setup, workflows, pipelines, forms, and integrations.
- Guided clients through onboarding and testing so automations worked before launch.

CRM Specialist — Kinetic Marketing | 2021 – 2022 | Remote

- Built GoHighLevel automation systems from scratch for service businesses: pipelines, workflows, and onboarding sequences.
- Focused on clean architecture and reliable follow-up flows that client teams could run independently.

PROJECTS

Octendr — WhatsApp to GoHighLevel Integration — octendr.com | 2024 – Present | SaaS Product

- Built and published a live GHL Marketplace app that connects a business WhatsApp number directly into GoHighLevel conversations and workflows.

GHL Octane — Agency Platform — ghloctane.com | 2024 – Present | Web & Product

- Designed and built the agency platform offering custom GHL development, snapshots, AI agents, and automation services.

GHL Workflow & Asset Tools — Freelance | 2023 – Present | Internal Tools

- Developed Workflow Export/Import (JSON), Pipeline Copier, and Sub-Account Reset tools for bulk GHL asset management.

EDUCATION

Bachelor of Science in Computational Science — Government College University, Faisalabad | 2019 – 2023

Diploma in Web Development — 1-Year Program