

Arhum Abdullah

AI Automation Engineer · Voice Agents, CRM Automation, Lead Tracking

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SUMMARY

AI automation engineer who builds voice and text agents, CRM workflow engines and lead tracking for local businesses. Sole technical lead for a two-campus barber school in New York: its AI admissions assistant, GoHighLevel lead engine and bilingual websites. Comfortable from prompt and tool design down to webhooks, APIs and production debugging.

EXPERIENCE

AI Automation and Web Developer (contract)

2024 – Present

American Barber Institute, New York · remote

- Built a multi-channel AI admissions assistant on AutoCaller AI and GoHighLevel that answers SMS, Facebook, Instagram and WhatsApp in English and Spanish and books campus tours from live calendars.
- Run the GoHighLevel lead engine: 14,281 leads routed to an AI first call and 1,253 tours confirmed automatically since June 2026.
- Designed a consent-based callback: the AI voice call is placed 4 seconds after a lead agrees, and a phone-number guard blocks any call to a contact without a number.
- Cut dropped live transfers by giving every campus transfer tool three fallback numbers, after 5 of 28 transfers failed in 31 days.
- Own tracking on two bilingual websites: consent-aware Google Tag Manager with GA4, Google Ads, Meta Pixel, Clarity and CallRail; CRM forms per campus and language that fire lead events; ad landing pages in English, Spanish, Russian and Albanian.
- Set up AI replies to Facebook and Instagram comments with a hand-off to Messenger.

Junior Partner and Lead Developer

Oct 2025 – Present

Global AI Automation LLC, Florida · remote

- Building a multi-tenant AI receptionist SaaS: one agent answers phone calls and website chat, books appointments, captures leads and texts confirmations, with 10 industry templates.
- Stack: Next.js 16, TypeScript, Postgres (Drizzle), Upstash Redis and QStash, Vapi, Twilio, Stripe metered billing, Claude API.
- Earlier built a bilingual AI front desk for dental practices on Next.js, Supabase, Vapi, Twilio and Google Calendar.

Freelance Web Developer

2024

WordPress websites for small businesses

SKILLS

Voice AI	Vapi, Retell, AutoCaller AI, ElevenLabs, Deepgram, Twilio Voice, warm transfer, function calling
Automation	GoHighLevel workflows, Make, webhooks, REST APIs, Meta Graph and Marketing API
AI and LLMs	Prompt engineering, tool use, Claude API, OpenAI API, multilingual agents
Development	TypeScript, Python, Next.js, Postgres, Supabase, Vercel, Git
Tracking	GA4, Google Tag Manager, Google Ads, Meta Pixel, Microsoft Clarity, CallRail, consent mode

EDUCATION

DAE in Software Technology, Government College of Technology, Lahore

2026

Final year in Shenzhen, China, with Shenzhen University of Information Technology

LANGUAGES

English, Urdu