MUHAMMAD ATEEB

Automation Engineer | CRM & API Integrations | Node.js / TypeScript

Lahore, Pakistan | Open to Remote Roles | UTC+5, flexible US/EU overlap | +92 313 686 1144 |
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PROFESSIONAL SUMMARY

Automation engineer and integration specialist with 5+ years in software engineering, including 2+ years in CRM and workflow automation. Lead a five-person team supporting 25+ clients, delivering HubSpot, GoHighLevel, Zapier and custom Node.js/TypeScript integrations from discovery through testing and documented handover. Delivered projects that cut automation costs by more than 90% and reduced administrative workload by more than 80%.

TECHNICAL SKILLS

Automation & AI: Zapier, Make (working knowledge), GoHighLevel Workflows, OpenAI API, CRM automation, business process automation, workflow design, iPaaS, data synchronization

CRM & Business Tools: HubSpot, GoHighLevel, Zoho CRM/Books/Desk, Pipedrive, ActiveCampaign, ClickUp, Monday.com, JobTread, OnceHub; Stripe, Xero, QuickBooks, PandaDoc, DocuSign

Backend & Integrations: Node.js, TypeScript, JavaScript, Express.js, REST APIs, webhooks, JSON, system integration, Postman, MongoDB, MySQL, React.js, AWS, Docker

Quality & Delivery: Data mapping, validation, end-to-end testing, error handling, retries, duplicate prevention, logging, monitoring and alerting, workflow documentation, Loom, Notion, client scoping, estimation

PROFESSIONAL EXPERIENCE

LoopBrackets Pvt. Ltd. | Automation Team Lead & Backend Engineer | Aug 2024 - Present

- Build and lead a five-person automation team serving 25+ clients; train developers, assign tasks, oversee delivery, and report directly to the CEO.
- Communicate directly with clients, map processes, translate requirements into technical scopes, and calculate effort and timelines for quotations.
- Design CRM automations and custom Node.js integrations; choose native tools or API-based services based on workflow complexity, cost, and maintainability.
- Validate workflows end to end, including Postman API/webhook testing, missing or invalid fields, failed runs, duplicates, and source-to-destination record checks.
- Provide client-specific handovers through Loom videos, live walkthroughs, Notion, ClickUp, PDFs, and written Slack, Teams, or Upwork guidance.

LoopBrackets Pvt. Ltd. | Automation Engineer | Feb 2024 - Jul 2024

- Built lead routing, follow-up, notifications, and CRM synchronization workflows across HubSpot, GoHighLevel, Zoho, Pipedrive, ActiveCampaign, and ClickUp.
- Developed Node.js middleware, REST API integrations, and webhook handlers; tested retries and synchronization loops, and monitored failures in execution histories, application logs, and Slack alerts.

LoopBrackets Pvt. Ltd. | Software Engineer | Jul 2023 - Jan 2024

- Developed a full-stack application with Node.js, TypeScript, Express.js, React.js, MongoDB, and REST APIs.
- Developed custom data collection and processing workflows using Node.js, TypeScript, and MongoDB.

RubiTron Labs | Software Engineer & Team Lead | Jun 2022 - Jul 2023

- Led development of the Geysital Smart Hybrid System across IoT devices, backend services, web/mobile apps, monitoring, scheduling, and remote control.
- Built and trained a development team, assigned tasks, tracked delivery, and reported to the project manager; also contributed to other IoT monitoring and control systems.

RubiTron Labs | Associate Software Engineer | Sep 2021 - May 2022

- Developed features and troubleshot production issues across React applications, backend APIs, and databases.

SELECTED AUTOMATION & INTEGRATION PROJECTS

HubSpot-JobTread Integration & Construction Bid Automation | Node.js, HubSpot, JobTread, Zapier

- Built bid-submission automation and won-project data synchronization across HubSpot and JobTread. Replaced a Zapier integration with custom Node.js services, cutting automation costs by more than 90%.
- Added safeguards to prevent two-way synchronization loops and duplicate updates.

GoHighLevel AI Conversation Summarization | OpenAI GPT-5, GoHighLevel, Node.js, MongoDB

- Built webhook-driven CRM conversation summaries using the OpenAI API and MongoDB caching, with automatic updates or summaries requested through GHL tags.

Zoho Client Lifecycle Automation | Zoho CRM/Books/Desk, ActiveCampaign, OnceHub, Zapier

- Connected lead intake, onboarding, scheduling, invoicing, payments, and support workflows; reduced administrative workload by more than 80%.

Pipedrive Lead-to-Close Funnel | Pipedrive, Zapier, PandaDoc, Xero

- Built an eight-stage pipeline from website enquiry to closed-won, automating availability checks, quotations, contracts and invoicing across four connected tools.

ActiveCampaign to GoHighLevel Migration | GoHighLevel, Zapier, QuickBooks, Jotform

- Migrated pipelines and automations to GoHighLevel, replaced a paid contract tool with native GHL contracts to remove its cost, and automated pipeline updates and invoicing.

HubSpot-ClickUp Two-Way Sync | HubSpot, ClickUp, Zapier

- Synchronized deals, contacts, companies, tasks, tags and lists using conditional logic and controlled delays to prevent circular updates.

ADDITIONAL CUSTOM DEVELOPMENT PROJECTS

Geysital Smart Hybrid System | IoT, Backend Services, Web and Mobile Applications

- Led engineering of a connected IoT system integrating device communication with backend services and web/mobile applications for monitoring, alerts, scheduling and remote control.

Multi-Source Web Data Processing | Node.js, TypeScript, Web Scraping, MongoDB

- Developed a data-processing application that collected and normalized data from 10+ websites into a central database.

EDUCATION

Bachelor of Science in Computer Science (BSCS) | COMSATS University Islamabad, Sahiwal Campus | 2017 - 2021