Rafay Memon

AI AUTOMATION DEVELOPER | APPLIED AI & BACKEND SYSTEMS

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PROFESSIONAL SUMMARY

AI Automation Developer with hands-on experience designing and deploying production systems that connect AI, backend services, CRMs, APIs, telephony, websites, and business workflows. Experienced with n8n, GoHighLevel, Node.js, JavaScript, REST APIs, webhooks, Claude, ElevenLabs, Vapi, Twilio, and WordPress. Built live systems for business auditing, AI voice sales, lead qualification, quoting, appointment booking, content distribution, CRM automation, and sales handoff.

EXPERIENCE

Koresys Pvt Ltd Karachi, Pakistan

AI Automation Developer | AI & Automation Team **Aug 2025 - Present**

- Design and maintain production AI and automation systems for internal and client workflows using n8n, GoHighLevel, APIs, backend services, AI models, and custom integrations.
- Build end-to-end automations for lead intake, qualification, appointment booking, quoting, email/SMS follow-up, CRM pipelines, documents, AI conversations, and human sales handoff.
- Develop custom components when existing platforms are insufficient, including backend APIs, WordPress plugins, webhook integrations, conditional forms, dashboards, PDF-generation services, and data-processing tools.
- Integrate conversational and voice AI using ElevenLabs, Vapi, Twilio, GoHighLevel, Claude, and related services; implement retry logic, CRM synchronization, and AI-triggered business actions.
- Review automation implementations, perform production QA, troubleshoot live issues, and support junior team members with implementation reviews and technical planning.

SELECTED PRODUCTION PROJECTS

Automated Business Audit & Lead Qualification Platform | *Backend APIs* | *n8n* | *Claude* | *Web Crawling* | *PageSpeed* | *GHL* | *PDF Generation*

- Built a production backend that audits businesses from a company name and website by crawling sites, discovering social profiles, gathering public business data, checking website performance, and consolidating findings into structured JSON.
- Orchestrated analysis through n8n and Claude API, then generated professional PDF audits server-side from finalized structured content.
- Created a gated report funnel with preview access, phone capture, CRM stage updates, and automatic sales follow-up task creation when high-intent prospects unlock the full audit.

Autonomous AI Voice Sales Agent | *GoHighLevel* | *n8n* | *ElevenLabs* | *Vapi* | *Twilio* | *Voice AI*

- Designed and deployed an AI voice sales system that calls inbound leads, qualifies prospects, triggers CRM actions, retries unanswered/voicemail calls for up to three days, and books qualified leads into discovery calls.
- Migrated the voice layer from Vapi to ElevenLabs after identifying production latency limitations and integrated Twilio telephony plus a custom monitoring dashboard for calls, minutes, costs, and business returns.
- Generated 2 qualified discovery bookings through the AI agent, with both opportunities converting into closed business.

AI-Powered Cleaning Quote & Conversion System | *GHL AI | WordPress | n8n | SMS | Conditional Forms | Pricing Logic*

- Built an automated customer journey that moves interested cleaning-service prospects from AI conversation to SMS quote link, dynamic WordPress form, pricing calculation, and digital quote acceptance.
- Developed a conditional quote form whose follow-up questions change based on customer selections, then processed submissions and pricing logic through n8n.
- Connected results to GoHighLevel workflows to automatically generate and email formal quote documents that customers can review and accept digitally.

AI-Powered WordPress Content Distribution System | *WordPress/PHP | Webhooks | n8n | Claude | GoHighLevel*

- Developed a custom WordPress plugin that turns configurable WordPress events, including new post publication, into webhook requests with configurable endpoint, headers, and body.
- Connected subscriber form submissions and publishing events to n8n, used Claude API to generate email content from new articles, and passed dynamic content into GoHighLevel for drip distribution.
- Automated the content-to-email workflow so new website posts can reach subscribers without manually preparing a separate campaign.

TECHNICAL SKILLS

AI & Automation: n8n, GoHighLevel, AI Agents, Claude API, OpenAI APIs, ElevenLabs, Vapi, Voice AI, Workflow Automation, CRM Automation

Backend & Web: JavaScript, TypeScript, Node.js, Express.js, REST APIs, Webhooks, JSON, React.js, Next.js, WordPress, PHP

CRM & Communications: GHL Workflows, Pipelines, Calendars, Forms, Documents, Conversations, SMS, Email Automation, Twilio, Telephony

Data & Infrastructure: MongoDB, Firebase, Docker, Git, GitHub, Render, Dokploy, Linux/Fedora

Currently Developing: Python, Machine Learning Fundamentals, Google Cloud, Vertex AI, BigQuery ML, MLOps

EDUCATION

Bachelor of Science in Public Administration **In Progress**
Benazir Bhutto Shaheed University Lyari, Karachi

PROFESSIONAL DEVELOPMENT

Google Cloud Professional Machine Learning Engineer Learning Path | Google Skills | In Progress
Developing practical skills in Python for ML, data preparation, predictive modeling, production ML systems, Vertex AI, BigQuery ML, MLOps, and Google Cloud AI infrastructure.