



AYESHA BASHIR

GHL & AI AUTOMATION EXPERT

ABOUT ME

Experienced in developing complete CRM systems, marketing workflows, sales funnels, email and SMS campaigns, AI agents, webinar automations, and third-party integrations.

EDUCATION

Master of Business Administration

UMT Lahore
2020 - 2022

Bachelor of Science in Information Systems

UMT, Lahore
2016 - 2020

SKILLS

GHL	
WORKFLOW	
ZAPIER	
FUNNEL DESIGNING	
WORDPRESS	
AI AUTOMATION	

LANGUAGE

- English
- Urdu



+923287929776



www.ayeshaghlexpert.com



Aye@ayeshaghlexpert.com



Lahore, Pakistan

EXPERIENCE

- GHL Manager & Marketing Assistant** 2024 - 2026
Fitter Ladies Body | LONDON, UK
 - Managed the company's Go High Level CRM, marketing workflows, pipelines, contacts, and lead-follow-up systems.
 - Supported daily marketing activities, campaign planning, customer communication, and lead-nurturing initiatives.
 - Created automated email and SMS sequences for inquiries, appointments, reminders, and customer follow-ups.
- GHL Manager & Email Marketing Expert** 2022-2026
Bahlon | NEW YORK
 - Managed Go High Level systems, sales pipelines, workflows, forms, funnels, and customer journeys.
 - Planned, created, and managed email marketing campaigns for different audience segments.
 - Improved email performance through list segmentation, sender authentication, and deliverability optimization.
 - Configured SPF, DKIM, DMARC, dedicated sending subdomains, and email infrastructure.
- GHL & Webinar Manager** 2023- 2025
Psychable | Miami
 - Managed webinar registration pages, forms, calendars, workflows, and attendee communication in Go High Level.
 - Created automated webinar confirmation, reminder, attendance, and post-webinar follow-up sequences.
 - Managed email and SMS communication before and after webinars.
 - Built workflows to segment attendees, no-shows, registrants, and engaged leads.