RAJA ADEEL AHMED

AI AUTOMATIONDEVELOPER • SYSTEMSBUILDER•FULL-STACKDEVELOPER
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PROFESSIONAL PROFILE

AI and Computer Science graduate and independent AI automation developer focused on building connected systems that remove repetitive work from business operations. Experience spans AI agents, workflow orchestration, APIs and webhooks, full-stack applications, client portals, dashboards, database-backed operational systems, lead qualification, scheduling and follow-up automation. Combines technical development with practical business understanding, from clinical software and internal reporting systems to customer-facing voice/chat assistants and growth workflows.

Current professional focus: AI Automation Development and Systems Building, designing the infrastructure between an incoming business event and the final action, while keeping meaningful human decisions in the loop.

CORE CAPABILITIES

• AI Automation: AI agents, voice agents, conversational systems, lead qualification, follow-ups, scheduling, workflow orchestration and operational automation.

• Digital Systems: API and webhook integrations, database architecture, CRM-style workflows, business process design, data routing and internal operational systems.

• Web & Applications: client portals, dashboards, internal tools, responsive web applications, role-based interfaces and purpose-built business software.

• Data & Visualization: relational data design, reporting views, business metrics, comparative dashboards, data-health views and progress visualization.

• Growth Systems: personalized outreach workflows, Meta Ads, SEO, performance analytics and business website optimization.

PROFESSIONAL EXPERIENCE

AI Automation Developer / Independent Systems Builder — 2025

Independent development · Voice agents, conversational systems, workflow automation and connected business tools

- Build AI-powered automations and connected systems that move business enquiries, requests and operational events through structured steps from input to follow-up.
- Develop voice and chat assistants that answer business enquiries, capture lead context, book appointments and trigger confirmation or follow-up actions.
- Create n8n workflows using webhooks, conditional branching, Google Calendar, Google Sheets, Google Drive and Gmail to automate repetitive operational tasks.
- Design lead qualification and sales-assistant workflows that combine business information, structured scoring and routing based on budget, timing and intent.
- Build multi-step personalization systems that transform lead data into tailored outreach inputs and spreadsheet-ready outputs.
- Work across APIs, webhooks, database-backed systems and user-facing interfaces to connect tools into one reliable workflow.

Full-Stack Developer — Student Clinical Wellness Platform (FYP) — Sep 2025 – May 2026

Barani Institute of Information Technology (BIIT)

- Engineered a scalable, role-based clinical wellness application using React.js and Python Flask, with dedicated experiences for Students, Advisors, Psychologists and System Administrators.
- Designed a relational SQL Server data model for hierarchical clinical and assessment data, including a dynamic Assessment Builder that enables staff to create psychological evaluations without writing code.

- Developed backend scoring logic for Stress, Anxiety and Depression check-ins, with automated severity evaluation, alerts and high-risk referral flows.
- Integrated Recharts to create interactive historical and comparative progress views for clinical analysis and treatment tracking.

Web Development & Digital Solutions **2025**

Businesswebsites,performanceoptimizationand integrations

- Developed responsive, mobile-first and SEO-friendly websites for service businesses including construction, roofing, plumbing, HVAC and painting.
- Implemented booking and scheduling integrations and improved website performance, usability and conversion paths.

Digital Marketing & Growth **2025**

Espace.homes · Elleven.pk

- Managed Meta advertising and social growth work for Espace.homes, growing social channels from zero to 100K+ views through content planning and audience targeting.
- Designed and executed Facebook and Instagram advertising campaigns for real-estate lead generation with a focus on cost-efficient lead acquisition.
- Supported Elleven.pk e-commerce growth through targeted advertising and SEO, alongside campaign performance analytics and reporting.

SELECTED SYSTEMS & PROJECTS

Company Command Center |*Dashboard / Internal Reporting System*

A shared executive view that brings company performance, team activity and reporting status into one operational dashboard.
• Built views for appointments, sales, revenue, division performance, team performance and reporting status.

• Structured the dashboard around company-level metrics, team activity and data-health visibility so managers can review operations without jumping across separate reporting sources.

Client & Admin Portal | *Client Portal / Operational Application*

A connected workspace for clients and administrators to coordinate projects, messages and meetings across dedicated views.

• Created client-facing project overviews, attention items, conversations and meeting scheduling interfaces.

• Created admin-side project views, people management, reusable project templates, meeting overview and conversation management.

• Designed the system around secure role separation and a shared project workflow rather than disconnected tools.

MGC Sales Assistant | *SalesApplication/LeadQualification*

A focused property-sales workspace that combines project information with structured lead assessment.

• Built a document-assistant interface for answering property questions alongside a lead-scoring form.

• Structured qualification around key sales signals including budget, timing and intent.

Voice & Text Bot | *AIAutomation/ConversationalWorkflow*

A voice and chat assistant that answers business enquiries, books appointments and sends confirmation emails.

• Connected incoming conversations to a workflow containing a webhook, branching logic, calendar actions, lead records and email delivery.

• Built the journey from enquiry to appointment booking and confirmation, reducing routine customer-support handling. Tools: n8n · Webhooks · Google Calendar · Google Sheets · Gmail

Daily Fitness | *MobileApplication*

A daily fitness interface that brings nutrition, workouts, grocery planning and progress tracking into one routine.

• Created daily calorie and protein views, meal schedules, workout checklists and exercise logging.

• Added grocery tracking, attendance/consistency views and weekly weight check-ins to support repeatable daily use.

Information Mail | *EmailAutomation*

A workflow where a spreadsheet update triggers retrieval of stored information and an outgoing email.

• Connected Google Sheets updates to filtering, file retrieval from Drive and automated Gmail delivery.

• Used recipient records and delivery status to make the information-sending process repeatable and trackable.

Tools: n8n · Google Sheets · Google Drive · Gmail

Personalized Outreach | *Outreach Automation*

A multi-step workflow that turns lead information into tailored outreach preparation.

• Built branching and connected data-processing steps for lead personalization.

• Produced spreadsheet-ready personalized opening lines and outreach context from lead inputs.

Tools: n8n · Google Sheets

Student Clinical Wellness Platform |*Full-Stack Clinical Application / Final Year Project*

A role-based wellness platform for assessments, severity scoring, clinical referrals and progress visualization.

• Combined dynamic assessments, algorithmic scoring, alerts, referrals and historical progress dashboards into one clinical workflow.

Tools: React.js · Python Flask · SQL Server · Recharts · RESTful APIs

SYSTEMS APPROACH

Design approach: Input → Understand → Process → Route → Act → Follow up. Automation begins with a real business event such as an enquiry, request or change; the system handles repeatable steps while preserving human judgment for meaningful decisions.

TECHNICAL TOOLKIT

• AI & Automation: AI agents, voice agents, WhatsApp bots, conversational workflows, AI workflow automation, lead qualification, scheduling and follow-up systems.

• Automation & Integration: n8n, webhooks, RESTful APIs, Google Calendar, Google Sheets, Google Drive, Gmail, WhatsApp Cloud API, Instagram Graph API.

• Applications: React.js, Python, Flask, role-based web applications, dashboards, client portals and internal tools.

• Data: SQL Server, relational database design, structured business data, reporting data and Recharts visualization.

• Web: responsive/mobile-first development, website performance optimization, booking/scheduling integration and SEO-friendly implementation.

• Growth: Meta Ads, social media marketing, SEO, performance analytics, audience targeting and personalized outreach systems.

EDUCATION

2022 – May 2026

BCS in Artificial Intelligence

Barani Institute of Information Technology · Specialization in Artificial Intelligence

Intermediate — Pre-Engineering **2020 – 2022**

Concordia College

COURSES & CONTINUED LEARNING

• React.jslearning

• Computer Vision and Deep Learning

• Claude / Anthropic learning

• Semrush SEO

• Prompt Engineering by Dub.ai

• Marketing and Advertisement course by Meta

• AI Automations

• AI Calling Agents courses

• AI Creatives

• n8n Automation

• AmazonFBA

• Shopify

ADDITIONAL PROFESSIONAL STRENGTHS

• Systems thinking: translates fragmented manual processes into structured digital workflows with clear inputs, routing and outcomes.

• Business-oriented development: builds around operational problems and measurable workflow improvement rather than technology for its own sake.

• Cross-functional range: comfortable moving between automation logic, application interfaces, databases, integrations, growth workflows and user experience.

• Human-in-the-loop mindset: automates repetitive execution while preserving human judgment where context, approval or decision-making matters.

SELECTED OUTCOMES & EVIDENCE

• Built and demonstrated seven portfolio systems across dashboards, applications and automations, covering internal reporting, client operations, sales assistance, conversational booking, fitness tracking, email automation and personalized outreach.

• Grew Espace.homes social channels from zero to 100K+ views through content planning and audience targeting.

• Built automation systems designed to reduce repetitive customer-support, appointment-booking and operational work.

• Completed a full-stack clinical wellness platform with role-based access, dynamic assessments, algorithmic severity scoring, alertsandcomparativeprogress visualization.

PROFESSIONAL DIRECTION

Primary role: AI Automation Developer / Systems Builder. Focused on building AI-powered automations, applications and connected systems that remove repetitive work, improve operational clarity and give teams back time.