Arifur Rahman

CRM & Marketing Automation Consultant

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SUMMARY

Independent CRM and marketing automation consultant with 12+ years of hands-on implementation work across coaching, education, membership, and service businesses. Focused on CRM cleanup, automation repair, onboarding and fulfillment workflows, reporting visibility, operational handoffs, and stable system ownership across Keap, HubSpot, GoHighLevel, Ontraport, Kajabi, WordPress, and Zapier.

PROOF

- 12+ years
- 250+ projects
- 16,280+ hours
- 100% Job Success
- Top Rated Plus

CORE CAPABILITIES

- CRM cleanup and rebuilds
- Automation repair and QA
- Pipeline logic and reporting
- Onboarding and fulfillment workflows
- Integrations and operational cleanup
- Documentation and handover

EXPERIENCE

CRM Manager & Automation Administrator (Keap, Kajabi & GoHighLevel)

Dec 2023-Present

WendyDeRosa.com / School of Intuitive Studies

CURRENT FEATURED ENGAGEMENT

Own the day-to-day CRM and platform operations stack across Keap, Kajabi, GoHighLevel, and WordPress for Wendy DeRosa and the School of Intuitive Studies.

- Took over an evolving CRM environment, initially to clean up Keap, then expanded into the company's primary CRM management and systems administration role.
- Fixed broken automation and system gaps across lead capture, follow-up, customer journeys, course access, and ongoing operational workflows.
- Performed CRM data cleanup, imports, exports, backups, and structural maintenance to improve data quality and platform reliability.
- Managed full CRM operations across Keap, Kajabi, and GoHighLevel, including WordPress administration, course delivery, subscription systems, and online community configuration.
- Supported marketing, operations, and customer support workflows as a cross-functional technical lead, helping the team work from a more reliable system.
- Stepped in during a marketing transition to keep Facebook ad lead flow moving into the automation stack and identified gaps in the previous setup that were limiting growth.
- Continue to provide ongoing support, maintenance, operational improvement, and systems oversight as the business evolves.

Independent CRM & Marketing Automation Consultant

2011-Present

eArif.Com / Independent consulting

DIRECT CLIENTS | UPWORK | RETAINED SUPPORT

Independent consulting across CRM rebuilds, automation repair, membership workflows, implementation, QA, documentation, and operational cleanup.

- Delivered CRM rebuilds, automation repair, integrations, membership workflows, checkout automation, and operational cleanup for international clients.
- Work spans audit, implementation, QA, documentation, and handoff across Keap, Ontraport, WordPress, Zapier, GoHighLevel, HubSpot, Kajabi, LearnDash, and related tools.
- Long-term delivery history includes direct clients, retained support, and Upwork engagements built around stable systems ownership rather than one-off fixes.

Ontraport Manager and Administrator

2020-2023

Built With Science

Managed Ontraport operations across lifecycle automation, segmentation, campaign logic, and reporting consistency.

- Supported ongoing CRM administration across marketing, sales, and ecommerce workflows.
- Managed segmentation, campaign logic, and reporting visibility for a health education brand with ongoing lifecycle work.

WordPress, Keap, and Wishlist Member Support

2019-2023

Pediatric Board Review

Provided ongoing WordPress, Keap, and ecommerce support to keep enrollment-period operations stable.

- Maintained WordPress, Keap, and membership-related systems during active enrollment cycles.
- Supported ongoing operational stability around customer access, ecommerce workflows, and site administration.

Ontraport Expert and Administrator

2019-2023

Amazon Blue Sky Training Program

Built and maintained Ontraport campaigns for ad leads, PDF offers, webinar registration, follow-up, and launch QA.

- Managed webinar registration, reminder, follow-up, and launch support workflows inside Ontraport.
- Kept lead capture and campaign delivery functioning across launch-related automations.

SELECTED SYSTEMS WORK

WendyDeRosa.com / School of Intuitive Studies systems administration

Stack: Keap, Kajabi, GoHighLevel, WordPress

Problem: An evolving CRM and course-delivery stack needed reliable day-to-day ownership, cleanup, and cross-functional support.

What I changed: Stepped in first to clean up Keap, then expanded into the primary CRM management and systems administration role across lead flow, customer journeys, course operations, subscriptions, and platform maintenance.

Outcome: The business has ongoing CRM ownership, cleaner data handling, and more dependable operational oversight across marketing, operations, and customer support.

Lead nurture rebuild

Stack: Keap, Zapier, Calendly

Problem: Lead capture and nurture logic had become unreliable, and reporting was difficult to trust.

What I changed: Rebuilt nurture paths, cleaned segmentation logic, and restored the reporting structure.

Outcome: Follow-up resumed cleanly and the client had a setup the team could manage with more confidence.

Course launch and onboarding automation

Stack: GoHighLevel, Kajabi, Stripe

Problem: Launch and onboarding automation depended on fragile handoffs between forms, payments, and delivery.

What I changed: Reworked the automation paths and QA across intake, payment, and access steps.

Outcome: The onboarding experience became more dependable for both the team and new customers.

Keap checkout and fulfillment automation

Stack: Keap, Stripe, PayPal

Problem: Installment handling, checkout logic, and post-purchase follow-up were creating extra manual cleanup.

What I changed: Implemented clearer purchase, installment, promo, and post-purchase workflows with stronger handoff logic.

Outcome: Purchase operations became easier to run and less dependent on manual intervention.

Built With Science ongoing CRM operations support

Stack: Ontraport

Problem: A health education brand needed stable segmentation, campaign logic, and reporting across ongoing lifecycle work.

What I changed: Managed CRM operations, lifecycle segmentation, and campaign logic across marketing, sales, and ecommerce workflows.

Outcome: The team had steadier automation support and more consistent operational visibility.

Webinar and event campaign operations

Stack: Ontraport

Problem: Lead magnets, webinar registration, reminders, and follow-up needed to stay coordinated through live launch periods.

What I changed: Built and maintained campaigns for ad leads, PDF offers, webinar registration, follow-up, and launch QA.

Outcome: Launch-related lead flow and event automation stayed organized through ongoing campaign work.

PLATFORM EXPERTISE

- **CRM / automation:** Keap, HubSpot, GoHighLevel, Ontraport, ActiveCampaign, Pipedrive
- **Web / LMS / membership:** WordPress, Memberium, LearnDash, Kajabi, Teachable, CustomerHub, Wishlist Member
- **Integrations / payments / scheduling:** Zapier, Calendly, Stripe, PayPal, Webhooks, Custom APIs

SOFTWARE BREADTH

- **CRM:** Keap, HubSpot, GoHighLevel, Ontraport, ActiveCampaign, Pipedrive
- **LMS / membership:** Kajabi, LearnDash, Memberium, Teachable, CustomerHub, Wishlist Member, WordPress
- **Payments / checkout:** Stripe, PayPal, Keap checkout systems
- **Scheduling / integrations:** Calendly, Zapier, Webhooks, Custom APIs
- **AI tools:** ChatGPT Pro, Gemini Pro, Claude Pro

WORK STYLE

- US Eastern Time alignment
- Dedicated home office
- 150 Mbps broadband connection
- Up to 12 hours of backup power