

Abdullah Kaleem

Software Engineer

abdullahkaleemlive@gmail.com | LinkedIn | GitHub | Website | Lahore, Pakistan

SUMMARY

Abdullah Kaleem is a software engineer in Lahore, Pakistan who builds and runs the websites, internal tools, CRM and automations that growing businesses use every day.

EXPERIENCE

Software Engineer - CRM & Apps Development

June 2026 - August 2026

UniSoftwares Pakistan, Johar Town, Lahore

- Developed custom CRM solutions using GoHighLevel to meet clients specific needs.
- Provided ongoing support and maintenance for CRM systems, ensuring optimal performance and user satisfaction.
- Collaborated with cross-functional teams to integrate CRM solutions with other business systems and Marketing tools.

Software Engineer

April 2025 - April 2026

Tutor On The Way, Bahria Town, Lahore

- Developed and maintained Next.js apps with Firebase services on backend, to store & manage data via a dedicated dashboard.
- Developed an internal tool for ToTw's specific use case in Next.js to manage Pay slips, Invoices, and Reports that are downloadable in PDF format ready to print or sent to user.
- Designed ToTw's brand identity across its online presence, creating digital assets, documents, and social media posts aligned with ToTw's brand guidelines and positioning.

Senior Brand Manager

December 2024 - April 2025

Enorm Global, Remote

- Led the branding, design, and marketing strategies for Enorm Global.
- Created visually appealing graphics and marketing materials to enhance brand visibility.

Frontend Intern

June 2023 - August 2023

IT Center RYK, Rahim Yar Khan, Punjab, Pakistan

- Developed responsive and visually appealing web pages using HTML, CSS, JS.
- Implemented cross-browser compatible layouts achieving +90% Lighthouse accessibility scores.

Social Media Manager - Video Editor

March 2022 - October 2023

3B Production, Rahim Yar Khan, Punjab, Pakistan

- Edited and produced high-quality video content for various YouTube channels.
- Used Davinci Resolve for video editing, ensuring alignment with client requirements and brand standards.
- Edited and produced promotional materials, including social media videos and advertisements.

SELECTED WORK

End Call Logs - React Native Android App

React Native Android app that captures ended-call details and syncs them to Appwrite and GoHighLevel CRM so the whole team has customer context.

DreamDecor - GoHighLevel CRM Setup and Customization

GoHighLevel CRM setup for a home decor business: custom pipelines, automated workflows and reporting dashboards for lead management and sales.

Web and App solutions for Upstand Fitout

Website and internal operations software for a UAE fit-out company, built to improve lead capture, project visibility and day-to-day coordination.

SKILLS

Business systems	Invoicing and document generation, Role-based access, Dashboards and reports, PDF generation
Web	HTML, CSS, JavaScript, TypeScript, React, Next.js, Tailwind CSS, GSAP, WordPress
Mobile	React Native
Data and backend	Node.js, Firebase, MongoDB, NoSQL
Automation	GoHighLevel, n8n, CRM customisation, Meta Business APIs
Tools	Git, Linux, Vercel, Postman, Figma, Notion

EDUCATION

Bachelor of Science in Software Engineering	2023 - Present
The University of Lahore	
Career-Prep Fellowship	Batch 379
Amal Academy	
Intermediate in Computer Science	2018 - 2020
Punjab College Rahim Yar Khan	

CERTIFICATIONS

Foundations of Project Management, Google (2026)
Connect and Protect Networks and Network Security Certificate, Coursera (2024)
Foundations of Cybersecurity, Coursera (2024)
Play it Safe: Manage Security Risks, Coursera (2024)
Tools of Trade: Linux and SQL, Coursera (2024)
Web Development (Front-End), IT Center RYK (2023)
Responsive Web Design Certification, freeCodeCamp (2023)

LANGUAGES

English (Fluent), Urdu (Native)
