

Muhammad Huzaifa

HubSpot Automation Engineer

Mid-level • CRM & Workflows • Custom Integrations & API • Custom Scripting

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PROFESSIONAL SUMMARY

Results-driven HubSpot Automation Engineer with 2.5 years of hands-on experience building CRM workflows, custom integrations, and automation solutions on the HubSpot platform. Proven track record designing scalable pipelines using HubSpot APIs, custom-coded actions (JavaScript/Node.js), and third-party tools such as n8n, Zapier, and Panda Doc. Adept at translating complex business requirements into clean, maintainable automation that reduces manual effort and improves data integrity across sales, marketing, and operations teams.

PROFESSIONAL EXPERIENCE

Software Engineer — HubSpot Automation | **Burnt Brains**

2024 – Present

- Architected and deployed HubSpot custom cards using the UI Extensions SDK, surfacing real-time contextual data inside CRM records for sales and operations teams.
- Built a fully automated project closure workflow in HubSpot, triggering multi-step sequences across deals, tickets, and associated records — eliminating manual hand-offs and reducing closure time by ~40%.
- Developed a HubSpot–Panda Doc integration via Zapier, automating document generation and send-on-deal-stage-change, cutting proposal turnaround from hours to minutes.
- Wrote custom-coded workflow actions in Node.js to handle complex business logic including conditional branching, external API calls, and dynamic property updates across CRM objects.
- Integrated HubSpot with external systems (Net Suite, n8n) via REST APIs, managing batch line-item creation, association syncing, and reconciliation automation at scale.
- Designed and maintained purchase order line-item sync pipelines ensuring data consistency between HubSpot CRM and downstream financial systems.
- Developed custom API integrations connecting HubSpot to third-party SaaS platforms using JavaScript and REST APIs.
- Collaborated with RevOps teams to translate business process requirements into scalable HubSpot automation solutions.

KEY PROJECTS

HubSpot Custom Cards (UI Extensions)

- Built interactive custom cards embedded directly inside HubSpot CRM records using the UI Extensions SDK and React, enabling teams to view and act on external data without leaving HubSpot.

Project Closure Automation

- Designed an end-to-end HubSpot workflow automating the full project closure life-cycle — updating deal stages, notifying stakeholders, closing associated tickets, and triggering final deliverable tasks automatically.

HubSpot–Panda Doc Integration via Zapier

- Integrated HubSpot deals with Panda Doc through Zapier, automating document creation, pre-filling with CRM data, and tracking document status back into HubSpot deal properties in real time.

TECHNICAL SKILLS

HubSpot	CRM, Workflows, Custom-Coded Actions, UI Extensions, APIs (CRM v3/v4), Line Items, Associations, Batch Operations
Languages	JavaScript (Node.js), HTML/CSS
Automation	n8n, Zapier, Make (Integromat)
Integrations	REST APIs, Webhooks, PandaDoc, NetSuite, Google Workspace
Tools	Git, Postman, VS Code, HubSpot CLI
Platforms	HubSpot CMS, HubSpot Operations Hub, HubSpot Sales Hub

CERTIFICATIONS

HubSpot CMS for Developers II: Best Practices	<i>HubSpot Academy</i>
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EDUCATION

Bachelor of Science in Computer Science *Government College University Lahore (2020-2024)* **CGPA: 3.31**