Athulya Arun

GHL CERTIFIED CRM STRATEGIST • CLIENT SUCCESS SPECIALIST

Turn Your CRM Into a System That Actually Converts

I’m a GoHighLevel Certified Admin and CRM strategist helping agencies and businesses fix broken pipelines, automate follow-up, and onboard clients without the chaos. If your CRM is set up but not actually working for you, that’s exactly what I solve.

50+	GHL	End-to-End
CRM / GoHighLevel accounts set up or audited	Certified Admin	Hands-on client onboarding

WHO I AM

Systems-First CRM Strategy, Not Just Software Setup

I’m a GoHighLevel Certified Admin and CRM strategist working with agencies, coaches, and growing businesses who’ve bought the tool but haven’t gotten the system working for them yet.

Most CRMs fail the same way: the pipeline exists, but nobody built the follow-up logic, the onboarding sequence, or the handoff between sales and delivery. That’s the gap I close. I map how leads actually move through your business, then build the automation, pipelines, and onboarding flow that make the CRM do the work instead of sitting there as another tab.

I also bring a background in digital marketing and copywriting, which means the sequences, follow-ups, and client communication I build aren’t just technically correct, they’re written to get replies.

CORE STRENGTHS

- GoHighLevel / CRM strategy & setup
- Client onboarding & success systems
- Pipeline & automation architecture

MY EXPERTISE

CRM & Client Success Services

1. GoHighLevel Setup & Strategy

Full CRM build from scratch, architected around how your business actually sells, not a generic template.

- Pipeline & sales stage architecture
- Funnel & calendar setup
- CRM migration from spreadsheets or another platform

2. Client Onboarding Systems

The handoff from “signed” to “actually started” is where most businesses lose momentum. I remove the friction.

- Automated onboarding sequences
- Welcome & intake flow design
- Client portal / document collection setup

3. Lead Follow-Up & Automation

The most common CRM failure: leads go cold after first contact. I build the automation that stops that.

- Automated follow-up sequences (SMS / email)
- Missed-call text-back & instant response
- Appointment reminders & no-show recovery

4. Client Success & Retention

Beyond setup: ongoing management to keep pipelines clean and clients engaged.

- Pipeline health audits
- Review & reputation automation
- Monthly CRM optimization & reporting

Supporting skills: for clients who also need the marketing side covered, I can help with SEO and content strategy, social media growth, and paid ads (Meta & Google).

CLIENT SUCCESS STORIES

What Clients Say

> *“Athulya has assisted me with running two summits on GHL. She is proficient in the platform and incredibly quick in task execution… patient and understanding… diligent about asking questions when instructions have been unclear, and quick to catch discrepancies. She has kept flawlessly accurate records of the work she has done for me. I highly recommend her.”*
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> **COACH & MENTOR | ONLINE SUMMITS ON GOHIGHLEVEL**

> *“Athulya was our main contact and was great to work with… when I was ready she had my changes live within hours. Replies usually came quickly, with clear explanations and screenshots… Happy to recommend them to any small business that wants a website and CRM set up properly.”*
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> **FOUNDER | SITE-BASED SERVICE BUSINESS**

Website + GoHighLevel setup for a new service business

WHO	Founder of a site-based service business that was just getting off the ground.
CHALLENGE	Needed a website and a working GoHighLevel account in place while the business was launching.
WHAT I DID	Main point of contact for the build. Managed revisions at the client’s own pace and put changes live within hours of sign-off. Delivered a booking-calendar prototype for multi-day site jobs. When the client later moved the website and domain in-house, handled a smooth transfer within days, with the cancellation confirmed in writing.
OUTCOME	A fully working website and CRM, a booking flow matched to how the business really schedules work, and a clean, friction-free handover.

GoHighLevel support for two online summits

WHO	Coach and mentor running virtual summits.
CHALLENGE	A busy solo business owner juggling many priorities needed reliable, hands-on GoHighLevel execution.
WHAT I DID	Ran the platform-side tasks for two summits, turned major tasks around quickly, asked clarifying questions where instructions were unclear, caught discrepancies early, and kept accurate records of all work done.
OUTCOME	Two summits supported end to end, and a repeat engagement.

FAQ

Common Questions

What does a CRM strategist actually do?
I map how leads move through your business, from first contact to onboarding to retention, then build the CRM (usually GoHighLevel) to automate that journey instead of relying on manual follow-up.

Do I need to already have GoHighLevel, or can you set it up from scratch?
Either. I handle full setup from zero, or audit and fix an existing account that isn't performing.

How long does a typical CRM or onboarding build take?
A focused pipeline and automation build usually takes 1 to 2 weeks. A full CRM setup with onboarding flows typically runs 2 to 4 weeks, depending on complexity.

Do you also handle marketing (SEO, ads, content)?
Yes, as a supporting service. My core focus is CRM strategy, onboarding, and client success systems.

Why hire a CRM strategist instead of using GoHighLevel's templates?
Templates get you software. I build the actual logic (follow-up timing, handoff points, escalation rules) that makes the software convert instead of just existing.

Let's fix your CRM

Send your project details and I'll reply with next steps.

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