

Faiz Mohammad Khan

Webinar funnel specialist with hands-on experience owning the full lifecycle of recurring digital webinars—from paid promotion and registration flows to CRM automation, reminders, attendance optimization, and post-webinar conversion.

Location: Pune, Maharashtra, India | **Languages:** English, Hindi, Marathi, Urdu

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Role: Webinar Marketing & Funnel Operations (Freelancing)

Client: KrazyTech Business Solutions – (Salesforce Partner | Online Training Programs)

Duration: April-2024 to June-2025

Key Responsibilities & Achievements:

- Owned the **end-to-end digital webinar funnel** for a paid “Online Salesforce Training Program” targeting career switchers and professionals.
- Designed and built the complete webinar infrastructure using **Synamate CRM**, including:
 - Landing pages
 - Webinar registration flows (Calendly integration)
 - Thank-you pages
 - Intro video pages
 - Internal funnel routing and lead segmentation
- Planned and executed **recurring webinar campaigns** as a repeatable growth system rather than one-off events.
- Collaborated with internal teams to **refine and optimize webinar presentation assets**, including PPT decks, brochures, and landing page content, to improve clarity, engagement, and conversion rates across the webinar funnel.
- Created and launched **paid webinar promotion campaigns** on Meta (Facebook & Instagram), including:
 - Ad creatives (videos, images, copy)
 - Ad account setup
 - Business Manager configuration
 - Campaign structure and optimization

- Generated **700+ qualified webinar leads** at an average cost of **₹20 per lead**, demonstrating strong funnel efficiency and conversion optimization.
- Built **full-funnel automation** for webinar operations:
 - Registration confirmations
 - Reminder sequences via WhatsApp and Email
 - Post-webinar follow-ups
 - Lead nurturing workflows for non-attendees and warm prospects
- Implemented **CRM-based lead management systems**, including:
 - Automated lead capture
 - Lead scoring and segmentation
 - Follow-up task routing
- Conducted **post-webinar conversion operations**, including:
 - Direct calling of high-intent leads
 - Explaining program value and onboarding flow
 - Closing support in coordination with internal teams
- Documented internal webinar workflows and operational steps to enable **process standardization and team handoffs**.
- Tracked and optimized webinar performance across:
 - Registration rates
 - Attendance rates
 - Cost per lead
 - Post-webinar conversion rates

Education

Bachelor of Engineering (B.E.) – Computer Science & Engineering
Anjuman College of Engineering & Technology, Nagpur