

Faiz Mohammad Khan

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Location: Akola, Maharashtra, India | Languages: English, Hindi, Marathi, Urdu

Certifications

- HubSpot Digital Marketing Certification
- HubSpot Inbound Certification
- Master in AI & Performance Driven Digital Marketing Training from Digital Trainee, Pune
- Internship Training Offered By DigitizeBrand Hub (India) Pvt. Ltd, Pune
- Graphics & Video Editing Using Canva Program from Digital Trainee, Pune
- Website Design Using Wordpress Program from Digital Trainee, Pune

Experience

Digital Marketing Consultant

DMAX Business Solutions Pvt. Ltd. Bangalore | Nov 2023 – May 2025 | Freelancing | Remote

- Built and 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.
- 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

Digital Marketing Intern

DigitizeBrand Hub (India) Pvt. Ltd., Pune | May 2024 – Aug 2024 | Internship | Remote

- Worked on SEO audits, WordPress (Elementor) pages, competitor analysis, and on/off-page SEO.
- Managed Meta Ads and reports; scheduled content on Facebook, Instagram, and LinkedIn.
- Used Google Ads, Analytics, Search Console, Facebook Pixel, and ActiveCampaign for tracking and automation.

User Interface Developer and Digital Marketing Support

Qodequay Technologies Pvt. Ltd. Pune | Jul 2022 – Jul 2023 | Fulltime | Onsite

- Developed responsive webpage from designs provided by UI designers.
- Assisted frontend team in converting HTML to ReactJS.
- Supported Digital Marketers with SEO Implementation and Email Marketing.

User Interface Developer and Digital Marketing Support

MasterSoft ERP Solutions Pvt. Ltd. Nagpur | May 2021 – Oct 2021 | Fulltime | Onsite

- Created responsive web pages for new modules of CRM.
- Improved look and feel of existing modules of CRM.
- Supported Digital Marketers with SEO Implementation and Email Marketing.

User Interface Developer & Digital Marketing Associate

DZ Engineering Pvt. Ltd. Pune | Sep 2016 – Apr 2021 | Fulltime | Onsite

- Developed and managed company websites with regular updates and SEO.
- Developed web pages, HTML emails for projects and campaigns.
- Created and managed social media content (copywriting, graphics, posting).

Skills

- **Search & Analytics:** On-Page SEO, Off-Page SEO, Technical SEO, Keyword Research, Google Analytics, Google Search Console, Tag Manager.
- **Paid Media & PPC:** Google Ads, Meta Ads Manager, LinkedIn Ads, Campaign Optimization, A/B Testing, Conversion Tracking, Lead Generation
- **Email & Automation Tools:** Mailchimp, ActiveCampaign, WhatsApp Marketing, Systeme.io and Synamate.
- **Content & Social Media:** AI Copywriting, Content Planning, Hashtag Strategy, Social Media Growth (Facebook, Instagram, LinkedIn, Twitter, Google My Business)
- **Web & Design Platforms:** WordPress (Elementor), Wix, Canva, HTML/CSS
- **Soft Skills:** Communication, Analytical Thinking, Problem Solving, Adaptability, Team Collaboration, Time Management.

Education

Bachelor of Engineering (B.E.) – Computer Science & Engineering

Raja College of Engineering & Technology, Pune | 2008 – 2015