

Faiz Mohammad Khan

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

How I Can Contribute

- Plan, launch, and optimize Meta and Google Ads campaigns to generate high-quality leads and improve ROI.
- Set up and manage tracking systems including Meta Pixel, Conversion API, Google Analytics, and Google Tag Manager.
- Conduct keyword research and implement SEO strategies to improve organic visibility.
- Configure CRM and automate lead nurturing through email and WhatsApp workflows.
- Develop and optimize WordPress and Wix websites focused on performance and conversions.
- Design ad creatives, marketing assets and edit videos using Canva.

Certifications

- HubSpot Inbound Marketing Certification
- HubSpot Inbound Methodology Certification
- HubSpot Digital Marketing 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 managed an end-to-end automated webinar funnel for a paid **Online Salesforce Training Program** using Synamate CRM.
- Created landing pages, webinar registration and booking flows (Calendly), thank-you pages, and CRM-based lead segmentation.
- Planned and executed recurring webinar campaigns and ran paid ads on **Meta (Facebook & Instagram)**, including creatives, targeting, and campaign optimization.
- Generated **700+ qualified leads at ₹20 CPL**, improving funnel performance and cost efficiency.
- Implemented WhatsApp and email automation for confirmations, reminders, follow-ups, and nurturing, and supported post-webinar conversions through direct lead engagement.

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

Codequay 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 ERP.
- Improved look and feel of existing modules of ERP.
- 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).

Education

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

Anjuman College of Engineering & Technology, Nagpur | 2008 – 2015