



# Yash Khandelwal

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## Profile

Systems-first Performance Marketing & CRM Strategist with multi-industry execution across **Real Estate, Preschools, D2C Fashion, Finance, Exports & Agencies**.

I design **end-to-end acquisition engines** across **Meta & Google Ads** that connect:

**Ads → Tracking (Pixel, CAPI, GA4, UTM, gclid) → CRM (Zoho) → Automation (Zapier, Sheets) → Funnels (TOF-MOF-BOF) → Local SEO → Content → Reporting.**

Strengths:

- Improving lead quality & CPL
- Fixing tracking + CRM leakages
- Designing predictable revenue systems
- Building viral content engines
- Architecting complete digital ecosystems for founders & agencies

## Links

[LinkedIn](#), [Portfolio](#)

## Work Experience

### Performance Marketing Manager, Haemoglobbinn (Branding & Integrated Marketing Co.), Pune

Sept 2025 to Jan 2026

Lead performance, tracking, CRM, SEO & content systems across **real estate, preschools, daycare, D2C & finance**.

#### Key Contributions

- Owned **end-to-end performance, tracking, CRM, SEO, and content systems** across real estate, preschools, daycare, D2C, and finance clients.
- Built and executed **TOF-MOF-BOF funnels** across Meta & Google Ads using behaviour-based messaging and high-intent keyword structuring.
- Engineered **real-estate performance engine** delivering:
  - 393 leads | ₹129 CPL | 23% qualified leads**
  - ₹2 Cr+ sales closed / pipeline influenced on ₹51K ad spend**
- Designed and implemented a **full tracking & attribution stack**:
  - Meta Pixel + CAPI
  - Google Ads tags
  - GA4
  - UTMs & gclid
  - Funnel-stage event mapping
- Built **Zoho CRM → Zapier → Sheets** reporting pipelines:
  - Real-time lead visibility
  - Zero data leakage
  - <60-second speed-to-lead
- Designed **website messaging & persuasion frameworks** for real estate and preschool funnels to improve clarity and conversion readiness.
- Optimised **Google Business Profiles (GMB)** to improve Map Pack visibility, direction requests, and walk-in behaviour.
- Built **LinkedIn content engines** for agency and founders, driving consistent multi-thousand organic impressions.
- Directed **real estate shoots, preschool content, and D2C creative concepts** in collaboration with internal teams.
- Created **internal workflow systems** for client pipelines, task tracking, approvals, and reporting dashboards.

### Manager - Customer Experience Strategy & Growth Systems (Consulting), Angelicez (D2C Lingerie & Fashion Brand), Delhi (Hybrid)

Apr 2025 to Aug 2025

D2C lingerie brand (Angelicez.com) focused on women's innerwear & fashion.

#### Key Contributions

- Built **end-to-end D2C growth foundation** covering funnel strategy, tracking, brand communication, and CX systems.
- Designed **full-funnel architecture** (TOF-MOF-BOF) aligned with lingerie buying psychology and comfort-first positioning.
- Implemented **complete tracking stack**: Meta Pixel, GA4, cookie consent (CookieYes), event mapping, and attribution readiness.
- Set up **Google Merchant Center, Google Business Profile (GMB)**, and search visibility foundations for long-term discoverability.
- Structured **website UX & category logic** to improve navigation, product discovery, and intent clarity.
- Guided the social media manager with **moodboards, brand language, fashion communication cues, and content direction**.
- Defined **brand voice & visual communication principles** for lingerie, focusing on elegance, comfort, and trust (not discount-led selling).
- Built **customer journey logic**: website → product views → add to cart → WhatsApp follow-ups → feedback loops.
- Resolved WordPress / WooCommerce tech issues (Pixel conflicts, forms, indexing, product image optimization plans).
- Acted as the **single point of strategy** connecting **performance funnel design, tracking infrastructure, brand communication, and CX thinking** into one unified D2C system.

### Content Strategist (Contract Basis), Entourage, Delhi (Remote)

Mar 2025 to Apr 2025

Built viral organic founder-led content systems.

#### Key Achievements

- Delivered posts with **1,500-4,500+ reactions, 150-180 comments, 30-80 reposts**—zero controversy, zero clickbait.
- Multiple posts crossed **100K+ organic impressions**.
- Achieved **4.6% follower growth MoM** with consistent engagement spikes.
- Built narrative systems using **Problem → Insight → Strategy → Impact** frameworks.
- Transformed raw project inputs into client-safe, pitch-ready case studies.
- Strengthened agency brand through thought leadership & storytelling systems.

## Education

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### **Purdue University | Simplilearn , Remote.**

PG Diploma in Digital Marketing, 2024 to Jun 2025

### **University of Pune, Lonavla.**

Bachelor of Technology in Computer Engineering, 2015 to 2020

## PROJECTS & CASE STUDIES

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### **1. Sai Sparsh Properties : Real Estate Performance Engine , Paud-Mulshi , Pune**

**Performance Marketing | Funnel Architecture | Tracking | CRM Automation | Remarketing**

#### **Business Impact**

- **₹51,000 total ad spend**
- **393 total leads generated**
- **₹129.30 average CPL**
- **23% qualified leads**(≈90+ high-intent prospects)
- **₹2 Cr+ sales closed / pipeline influenced**

#### **What I Owned & Built**

- Designed a **full TOF-MOF-BOF acquisition and remarketing system** aligned with real-estate buyer behaviour:
  - TOF:** Location, lifestyle & aspiration-led awareness
  - MOF:** Plot categories, NA / R-Zone education & comparisons
  - BOF:** High-intent keywords, call-focused ads & remarketing
- Built a **complete tracking & attribution stack**:
  - Meta Pixel + **CAPI**
  - GA4**
  - UTMs & **gclid**
  - Funnel-stage event mapping & attribution consistency
- Engineered **Zoho CRM → Zapier → Sheets** pipeline:
  - Real-time lead sync
  - Zero leakage
  - <60-second speed-to-lead
- Implemented **WATI WhatsApp AI bot** to:
  - Instantly respond to inbound leads
  - Qualify prospects via automated question flows
  - Route high-intent users to sales teams faster
- Built **remarketing loops** across Meta & Google:
  - Website visitors
  - Form open / partial-fill users
  - WhatsApp-engaged audiences
- Improved **lead quality from industry-average 10-15% → 23%** through:
  - Behaviour-based remarketing
  - Reduced response time
  - Funnel-stage messaging alignment
- Structured **website persuasion architecture** to increase clarity, trust & conversion probability.

### **2. Makoons : Preschool & Day care, Wakad, Spine City, Kothrud , Pune.**

**Industry:** Education / Preschool | **Locations:** Kothrud, Wakad, Spine City (Pune)

**Role:** Marketing Systems Operator

- Built and aligned **local discovery, paid media, tracking, and inquiry flows** across three preschool branches to improve inquiry quality.
- Optimized **Google Business Profiles (multi-location)**:
  - Kothrud & Spine City consistently ranked **Top 1-5**
  - Wakad maintained steady discovery growth in **Top 15**
- Strengthened **local SEO & AI-driven discovery**, resulting in **Google AI Overview visibility** for the Spine City branch.
- Led **website content & SEO foundation** for the Wakad branch, structuring pages around parent intent and local relevance.
- Enabled **Meta paid media with intent-led setup**, ensuring ads supported inquiry quality rather than surface engagement.
- Implemented **tracking and qualification signals** to distinguish meaningful parent actions from low-intent clicks.
- Improved **inquiry quality across branches**, with parent conversations becoming more aligned with real admission intent.
- Reinforced **trust-led messaging** focused on safety, learning environment, care, and proximity.

### **3. Eximaart : Export Candles & Women's Bags, Pune**

- Designed export-ready website & product structure.
- Wrote storytelling for international buyer psychology.
- Built B2B credibility pages.

### **4. Karseva : Tax & Accounting Services, Pune**

- Google Ads performance: **₹5,000 → 4 leads → 2 qualified**.
- Reduced CPC **₹59 → ₹33**.
- Rebuilt website messaging & form clarity.
- Installed attribution stack: **CAPI, UTM, gclid, GA4**.

## Interests

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Emotional & Behavioural , Marketing , Luxury Branding Psychology , Global Sports Marketing Ecosystems , Marketing Architecture, Funnel & Systems Thinking .