MOHD FAISAL KHAN

CRM SPECIALIST | RETENTION MARKETING | LIFECYCLE MARKETING

CONTACT

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EDUCATION

2019 – 2021
APJ AKTU LUCKNOW
MBA – Marketing & International Business

2013 – 2017
APJ AKTU LUCKNOW
B.Tech – Computer Science

KEY SKILLS & TOOLS

- CRM Automation & Customer Journeys
- Lifecycle Marketing & CLM Strategy
- Retention Campaign Planning
- Email, Push, SMS & In-App Campaigns
- User Segmentation & Triggered Messaging
- Customer Segmentation & Funnel Optimization
- Campaign Analytics & A/B Testing
- MoEngage | WebEngage | CleverTap
- Google Analytics | Excel | WhatsApp API
- Cross-functional Collaboration & CRM Calendars
- SEO Strategy & Content Planning

LANGUAGES

English (Fluent)
Hindi (Fluent)
Urdu (Conversant)

CERTIFICATIONS

- MoEngage Analytics Expert
- User Retention Foundation – MoEngage
- Google Analytics Individual Qualification
- Content Marketing Fundamentals – Semrush

PROFILE

Strategic and data-driven CRM & Retention Specialist with 8+ years of experience in lifecycle marketing, customer segmentation, journey mapping, and behavioral targeting. Proven expertise in enhancing CLV, DAU, and MAU across leading B2C brands. Skilled in leveraging advanced CRM tools (MoEngage, CleverTap, WebEngage) and analytics to craft personalized user journeys and drive sustainable user engagement. Adept at campaign automation, stakeholder collaboration, and improving customer touchpoints through CLM frameworks.

WORK EXPERIENCE

Justlife – Dubai, UAE
June 2025 – Present

CRM Specialist

- Planned and executed weekly Focus Campaigns across push notification, WhatsApp, and email channels; ran A/B tests on channels, timings, and messaging, improving average CTR from 1.8% to 3.4% and campaign conversion rates by 26%.
- Built control group based incremental lift analysis frameworks to measure true campaign impact; created clearly visible dashboards to track daily CRM KPIs and campaign performance numbers.
- Set up end-to-end automated journeys in CleverTap for cart and service abandonment flows, recovering 21% of dropped sessions and improving repeat order rate by 15% through timely, behaviour-triggered messaging within 30 minutes of drop-off.
- Initiated in-house SEO content operations to reduce reliance on external agencies, building a structured monthly content calendar targeting UAE and Saudi market keywords.
- Applied hyperlocal personalization strategies across campaigns and content, tailoring messaging by neighbourhood, city, and service type to improve relevance and engagement.

Loblaw Companies Ltd – Canada
Apr 2023 – May 2025

Growth & Retention Specialist

- Designed and executed lifecycle retention campaigns across email, push, and in-app channels targeting win-back, lapsed, and at-risk segments, contributing to a 18% improvement in 30-day retention rate over 12 months.
- Built structured monthly CRM calendars with behavioural triggers, reducing campaign turnaround time by 30% through templatized workflows and cross-functional alignment with product and creative teams.
- Ran multivariate A/B tests on subject lines, send times, and audience segments using Google Analytics and CRM dashboards; improved average email open rates from 18% to 26% over two quarters.
- Partnered with BI and product teams to build customer segmentation models based on purchase frequency, recency, and spend, enabling more precise targeting and reducing unsubscribe rates by 22%.

Gaana – Times Internet
Oct 2020 – Mar 2023

CRM Executive

- Managed full lifecycle marketing campaigns across email, push notifications, in-app messaging, and web channels using MoEngage, covering onboarding, engagement, and re-activation stages for a 50M+ user base.
- Improved DAU/MAU ratio by 8% through behavioural segmentation and trigger-based journey flows, reducing time-to-re-engagement for lapsed users from 7 days to under 3 days.
- Deployed personalized in-app nudges and web banners triggered at key drop-off points in the user funnel, recovering 14% of users who had abandoned the premium subscription flow.
- Ran systematic A/B tests on message copy, personalization tokens, and send timing, lifting push notification CTR from 2.1% to 4.3% and in-app conversion rates by 19% over six months.

Zomato Media Pvt Ltd.
July 2018 – Sep 2020

Senior Digital Marketing Associate

- Led CRM automation strategies across push, email, and in-app channels, improving 30-day user retention by 11% and increasing average order frequency from 1.8 to 2.3 orders per month through targeted re-engagement flows.

- Built dynamic content journeys using user intent and behavioural signals, reducing churn in the first 30 days post-install by 17% through personalised onboarding and early-engagement nudges.
- Applied audience insights to refine targeting and optimize AOV by 12%.

Shopguinea Pvt Ltd July 2017 – May 2018

Digital Marketing Executive

- Contributed to branding strategies, campaign planning, and basic graphic creation.
- Handled social media accounts and assisted in organic traffic growth.
- Designed mockups and visuals using Canva and assisted with photoshoots.
- Reported weekly performance metrics and provided growth recommendations.

ACHIEVEMENTS

- Built Zomato's CRM planning and execution process from scratch, including campaign calendars, control group frameworks, and a real-time KPIs dashboard adopted across the growth team.
- Grew push CTR from 1.1% to 3.4% through personalization and A/B testing; improved AOV by 12% at Zomato and lifted monthly retention by 18% at Loblaw through lifecycle journey optimization.
- Recovered 21% of abandoned sessions at Justlife via behaviour-triggered CleverTap journeys; recovered 14% of subscription drop-offs at Gaana through in-app nudges deployed at funnel exit points.