

# Yahiya Ali Khan

## 00 / PROFILE

Meta-certified digital marketer who runs the ad account and builds the creative. Managed ₹30L in Meta spend at a real-estate developer against ₹10Cr in attributed revenue, and led the marketing and design teams that produced every asset behind it. I own the whole funnel — ad creative, landing page, lead form, CRM routing and follow-up — because I designed and shipped those systems myself.

## 01 / RESULTS

**₹10 Cr**

attributed revenue on ₹30L Meta spend — FLIVV Developers, real estate

**AED 450K**

closed revenue on AED 2K test spend — Exact Fit Technical Services

## 02 / CAPABILITIES

- Meta Ads Manager — structure, budgets, scaling
- Pixel, Conversions API & event tracking
- Lead-gen funnels & landing pages
- CRM integration & lead routing
- Audience building, lookalikes, retargeting
- Ad creative production & A/B testing
- CPL/CPA reporting & optimisation
- SEO, organic social & reels editing

## 03 / EXPERIENCE

### Product Designer & Paid Media

2025.10 — Present

Exact Fit Technical Services

Run Meta campaigns alongside product design — an AED 2K test budget returned AED 450K in closed business. Also designing the company's U.S. Customs compliance platform and field-services app.

### Creative Head — Brand & Performance Marketing

2025.02 — 2025.09

FLIVV Developers · Real Estate

- Owned the Meta ad account end to end — campaign structure, audiences, budgets and daily optimisation — deploying ₹30L against ₹10Cr in attributed property revenue.
- Led the marketing and design teams, directing every campaign from concept to launch across paid social, brand and organic channels.
- Built the property lead-generation funnel: ad creative and copy, landing pages, lead forms and follow-up sequences — producing creative in-house across static, carousel and video.
- Designed and shipped the real-estate CRM receiving the leads — capture, agent routing, follow-up cadences, pipeline — closing the loop from ad spend to closed deal.

## 04 / EARLIER

**Senior UX Designer** · PTR Technologies — e-commerce ERP, conversion paths, merchandising

2024.05 — 2025.01

**UX/UI Designer** · Synectiks Inc — cloud cost dashboards, spend & anomaly analysis

2021.01 — 2024.04

## 05 / CREDENTIALS

**Certified** — Meta Blueprint, Google Ads, Google Analytics 4, HubSpot

**Tools** — Meta Ads Manager & Business Suite, GA4, HubSpot, Figma, Framer, Webflow

**BCA, Computer Applications**

Osmania University · 2019—2022

Campaign work → [yahiya.me](#)