ABHAY MEHTA

Performance Marketing Specialist · SEO & AI Search · AdTech · Automation

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PROFILE

Performance marketing specialist and AdTech professional with 5+ years of continuous experience across fixed-term contracts and project mandates, and 40+ clients across real estate, D2C, hospitality, travel, EdTech, Fintech and B2B SaaS. Managed Rs.5 Crore+ in ad spend across Meta, Google, DV360 and Snapchat, with monthly budgets of up to Rs.1 Crore. B.Tech in Computer Science, so I build my own tracking, automation and AI tools. Also worked with Snapchat India on viral lens content that crossed 1.09B views and 92 Crore plays.

PROFESSIONAL EXPERIENCE

Most roles below were fixed-term contracts or client projects, as marked.

Performance Marketing and Web Consultant Contract · 07/2026 – Present

The Better Beings (D2C Wellness Brand, Shopify)

- Rebuilt Meta Ads into three focused campaigns: same sales on 12% less spend, AOV up 14%, store visitors up 56%.
- Rebuilt the Shopify storefront mobile first for a 90% mobile audience: premium product pages, sticky add to cart, and benefit and trust blocks in the buy box.
- Launched WhatsApp automation for abandoned checkout, orders, shipping, back in stock, reorders and reviews.
- Produced every static creative in house; a bundle creative made the Hydration Set No.1, at about 55% of revenue.

Senior Performance Marketer Contract · 03/2026 – 06/2026

Lucentia Digital, NCR (Real Estate Performance Marketing Agency)

- Managed 12+ active client accounts simultaneously across premium NCR real estate, with a combined ad spend of Rs.30 Lakh+ across 50+ campaigns in three months.
- Contributed to a total qualified sales pipeline of Rs.22.4 Crore+ across active real estate accounts in a 90 day period.
- Built and deployed Wati WhatsApp chatbot flows for 6+ projects covering lead qualification, hot/warm/cold tagging, automated brochure delivery, and 1 day and 3 day inactivity nurture sequences.
- Configured Meta Conversion API, offline conversion tracking and lookalikes from verified buyer lists; produced 60 day strategy documents, campaign audits and proposals for ultra luxury inventory above Rs.8 Crore.

Paid Media and Automation Consultant Contract · 08/2025 – 02/2026

Machan Corbett Resort and Earavat Resort (Hospitality, Jim Corbett)

- Generated Rs.1.4 Crore+ in confirmed direct bookings on Rs.1,20,000 total ad spend, a 116x return on ad spend.
- Built a WhatsApp concierge automation flow with instant brochure delivery and lead pre qualification, achieving a 22% WhatsApp to booking conversion rate against a 4 to 8% hospitality industry benchmark.
- Ran separate campaign structures per revenue stream: leisure stays, destination weddings (Rs.18 Lakh average ticket), corporate retreats (Rs.6 Lakh average group booking), and wildlife packages that sold out the quarterly allocation.

IONA.AI (B2B SaaS, London) Project · 05/2025 – 08/2025

- Led full scale website and branding revamp to align with enterprise buyers.
- Built and optimized LinkedIn profiles for founders with thought leadership content.
- Delivered SEO friendly, conversion focused copy and UI/UX within 2 weeks.

Dohful (F&B Brand) Project · 07/2024 – 01/2025

- Designed and executed high engagement Instagram strategy for a premium handcrafted cookie brand.
- Ran Diwali paid campaign: Rs.45,000 ad spend → Rs.13.2 Lakh revenue in 28 days, 28.9x ROAS.
- Developed cohesive brand identity and storytelling formats; 28% of Diwali buyers reordered within 45 days.

Meta Ads Consultant, Travel and Tourism Retainers · 2024 – 2026

12+ Tour Operators incl. WanderLynk, WanderMesh, Canopy & Sky, The Travel Masters

- Generated 10,500+ international trip enquiries on Meta for Bali, Maldives, Mauritius, Thailand, Vietnam and Dubai.
- Best results: 1,471 Bali leads at Rs.50, 183 Maldives leads at Rs.96 (about $1 a lead) and group trips at Rs.37 CPL.
- Built statics, video ads and landing websites in house, in feed and reel formats.

Web Development and Motion Design Projects
Omkarix Global Exim (Export House), The Good Parent

- SEO ready websites with motion design and a brand film (Astro, GSAP, Cloudflare); Omkarix mobile speed 65 to 99.

Chinese Creator in India Project · 3 months

- Produced and managed 400+ cross-cultural content videos in 90 days across 8 accounts, including 5 TikTok handles.

Adit Srivastava (Actor-Model) Retainer · 6 months

- Six month personal brand build: Instagram visual identity, vlog edits, reel covers and thumbnails.

INKLORE Tattoo Project

- Three scripted reels and a hyperlocal performance campaign for a new studio launch in Noida.

Ashish (Dubai Based Marketer) Retainer · 4 months

- LinkedIn personal branding at 4 to 5 posts a week, with the profile rewritten for recruiter search.

Albelee Skincare Project · 3 months

- 90 day brand sprint: identity blending tradition and modern appeal, plus a storytelling driven launch campaign.

Social Media & Content Manager Contract · 08/2023 – 10/2023
Gems Vault (Political Analyst and Celebrity Astrologer)

- Took two personal brands from sporadic posts to 3 to 4 a week, adding 2K followers; edited videos and reels.

Product Operations & Content Analyst Intern Internship · 05/2023 – 02/2024
Snapchat India

- Created viral Snapchat lenses that crossed 1.09B views and 92 Crore plays.
- Performed feature testing, flow validation and issue reporting for the Communities beta, used by millions daily.
- Received a Letter of Recommendation for performance and reliability.

Podcast Manager 03/2021 – Present
Lets Confront Podcast

- Run 50+ episodes end to end (editing, reels, visual identity, YouTube and Instagram) with 10+ expert guests.

EDUCATION

B.Tech: Computer Science and Engineering CGPA 8.3 2020 – 2024
Guru Gobind Singh Indraprastha University

XII 2020
Manav Rachna International School

SKILLS

- Meta Ads (Facebook & Instagram) — Campaign setup, ABO/CBO, Advantage+, CAPI, Pixel, Offline Conversions
- Google Ads — Search, Performance Max, Demand Gen, RLSA, YouTube, Negative Keyword Strategy
- Programmatic & Partner Media — Google DV360, Taboola, MagicBricks, Uber Ads, LinkedIn Ads, Snapchat Ads
- SEO & AI Search — Technical, on page, off page and local SEO, schema, Core Web Vitals, AEO, GEO, AI Overviews
- WhatsApp Automation & CRM — Wati.io, WhatFlow, chatbot flows, lead tagging, nurture sequences, LeadsBridge
- Analytics & Reporting — GA4, Search Console, GTM, UTM attribution, campaign audits, CPL benchmarking
- Tech, AI & Content — Python, React, Astro, Shopify, Claude Code, local LLMs, content strategy, brand identity