

Contact

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Top Skills

Customer Acquisition Strategies

Statistical Data Analysis

Ad Monetization Strategies

Asim Javed

Senior User Acquisition Manager | Google | IOS | Amazon | Vivo | Huawei | Samsung & 3rd Party Services Handler(AppsFlyer, Adjust, Tenjin) | Monetization Strategist | SMM Manager at JanBark Technologies
Islamabad, Islāmābād, Pakistan

Summary

High-performing, strategic-thinking professional with more than 5+ years of experience in employment services in the non-profit and higher education sectors. Highly skilled at relationship-building with clients and across organizations and teams; exceptional writing, presenting, and interpersonal communication skills. Adept at assessing needs, generating options, and implementing solutions in collaboration with clients and stakeholders. Well-versed in all phases of recruitment and hiring, including defining job roles, assessing needed skills and qualifications, and evaluating candidates. Experienced at managing projects from the requirements gathering/needs identification phase through to completion. Enthusiastic professional with proven ability to design and deliver training to a variety of individuals on topics ranging from safety to computer programs. Possesses easily transferable skills such as organization, working with teams, and writing skills.

Experience

JanBark Technologies

Senior Monetization Manager & Strategist

May 2024 - Present (3 months)

Islamabad, Islāmābād, Pakistan

TopOn

Marketing And Business Development Coordinator | Publisher Success TopOn Pakistan

May 2024 - Present (3 months)

Mobify

1 year 5 months

Senior UA & Monetization Manager

March 2024 - May 2024 (3 months)

Islamabad, Islāmābād, Pakistan

User Acquisition via MMP(AppsFlyer, Adjust, Tenjin) Google Ads, Facebook, Snapchat ads, Tiktok ads, Unity, Applovin, In House ads. Achieved organic growth of user up to 700 Million+. PPC expertise with hands on experience in MMP integration also Samsung, Huawei, Amazon, Vivo, Oppo, Xiaomi and many other platform on boarding. Generate revenue with marketing strategies and working pattern upto \$300k+ Alhamdulillah

UA Manager - SMM Manager | Exception Handler

January 2023 - May 2024 (1 year 5 months)

Islāmābād, Pakistan

Mobile Apps & Games/IT professional with years of Marketing Experience, User Acquisition, Handling MMP Tools to get growth in Mobile Advertisement, Monetization, App Store Optimization, PPC Expert, User Care, Business Development and Project management experience.
Working in Genre Marketing of GP for Apps & Games.

The Knights

2 years 10 months

User Acquisition Manager | SMM Manager

July 2022 - June 2023 (1 year)

Islamabad, Islāmābād, Pakistan

Mobile Games/IT professional with years of Marketing Experience, User Acquisition, Mobile Advertisement, Monetization, App Store Optimization, PPC Expert, User Care, Business Development and Project management experience.

Sr. Marketing Executive

July 2021 - September 2022 (1 year 3 months)

Islāmābād, Pakistan

SMM Expert, PPC Expert, Growth Monetization, UA Growth, Games Marketing WW Expansion.

Marketing Executive

September 2020 - July 2021 (11 months)

Rawalpindi, Punjab, Pakistan

Games Marketing WW Expansion, PPC Expert, UA Growth Booster, CC Expert, SMM Handling, PR Executives Dealing via Chat Support & Email.

IBEX | Global Pakistan

Real Time Analyst

May 2018 - September 2020 (2 years 5 months)

Lahore, Pakistan

Client Handling (Jazz/Warid | Telenor | Careem | Western Union | Nestle | Shan Foods), Traffic Controller at Real Time, Workforce Manager for mentioned Clients. Moreover, CC expertise with 1-year of additional experience.

Fun Era Technologies

Marketing Specialist

May 2018 - August 2020 (2 years 4 months)

Lahore, Punjab, Pakistan

Old Bricks Software House Bahawalpur

Internship

June 2017 - May 2018 (1 year)

Pakistan

I joined as an Intern and learn a lot of things under the roof. Team build-up, meeting deadlines, working in rough & tough situations.

Education

COMSATS University Islamabad

Bachelor in Computer Science, Computer Science · (January 2014 - January 2018)