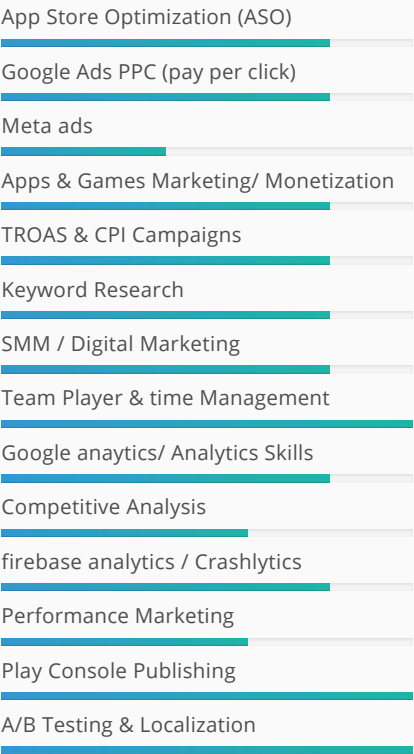


Lead Android apps & Games Marketing and monetization with 4+ years of experience in App Store Optimization (ASO) and User Acquisition (UA) Organic growth. Proficient in ROI-driven "TROAS" & CPI base campaigns across all social media platforms including Google Ads (PPC), Meta Ads, Instagram, and TikTok Ads. Strong focus on monetization plan with ADMOB, Facebook, Unity, and Applovin. Proven ability to optimize ad spend, boost installs, analytics, IAP, and user engagement across digital platforms.

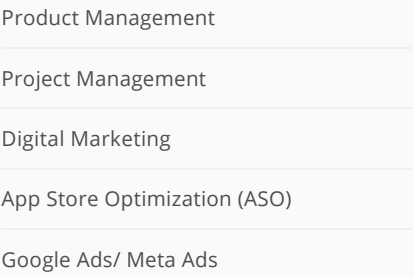
Skills



Education

University of Education Lahore
M.Sc(I.T), Computer Science | Lahore
November 2019 | 3.0 CGPA

Functional Areas



Professional Experience | 4 Years

ASO & UA | PPC Master | Ads Strategy
FunDax Studio | Lahore, Pakistan
Sep 2023 - Present

Working as an ASO lead & PPC Master, Monetization & Marketing Planner (TROAS + CPI Campaigns) development & Grow IAP & Revenue. Working on Apps & Games Both on ROI Module.

ASO Marketer
Isoftic | Peshawar, Pakistan
Jan 2023 - Jan 2024

I worked as an **ASO & Apps Marketer**. Where I Worked on Different Apps, Managed 5+ Acc, and lead the ASO team & Products. Play Console Manage, UA Organic Growth, Metadata, A/B Testing, and In-App Purchases & gain up to 1.7x ROI by Campaign Strategy.

ASO Executive | PPC Master
Etrosoft | Edonton, Canada
Feb 2022 - Jul 2023

Worked as Senior **ASO Expert & Marketer**, where I covered the production & Q.A.This was a Part-time Remote Base Job.

ASO EXPERT | Project Manager (TEAM LEAD)
ThumSoft Gaming Studio | Bahria Town Lahore, P...
Aug 2019 - Dec 2022

I worked as an **ASO Executive & Google Ads PPC Expert** (Team Lead). I have 3 years of work experience in ThumSoft Gaming Studio as an ASO Executive Maketer and Project Manager. Where I Worked on Different Games, Manage Team, Product Management, and Console Accounts Manage, User Acquisition, and Organic growth.

Content Writer Intern | Junior ASO Intern
Game Fact | Lahore, Pakistan
Oct 2018 - Jul 2019

Selected as a Content Writer / ASO Internee. It started my journey as a content writer in the Gaming industry.

Projects

Portfolio
Nov 2020 - Sep 2024

<https://muzammalhussain.journoportfolio.com>
Tools: data.ai -Sensor_Tower - App Tweak - Appstorespy - Moile Action
Please check out my portfolio and recent projects from my latest work..!