

Mark Abdilla Mifsud

Principal Monetization Manager

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Principal Monetization Manager for F2P strategy titles. Drives pricing, offer segmentation, and Live Ops calendars to lift ARPDau, payer conversion, and LTV. Leads disciplined A/B testing and portfolio-level guardrails; partners with BI on cohorting and forecasts.

KEY ACHIEVEMENTS

- +15% 12-week LTV portfolio-wide by re-pricing ladders, optimising subscription services, and anchoring special bundle offers and DTC pulls.
- +10% gross / +20% profit YoY after rolling out 4x4 (account-age x LTV) offer matrix.
- ARPPU +9%, D7 +1.6pp, returning payer +11% from seasonal calendar (sink/source tuning, scarcity windows).
- +5% payer conversion through Starter Packs and leveraged conversion offers

SKILLS

Monetization & Live Ops

- Pricing
- Systems Design
- Progression sinks/sources
- Reactivation Campaigns

Analytics & Experimentation

- Cohort analysis
- ARPDau/ARPPU
- Payer conversion
- LTV modelling

Tooling

- Forecasting
- Advanced Excel
- SQL

Leadership

- Data-driven decision-making
- Experiment cadence (e.g., 10–12/qtr, 60% win rate)
- Cross-discipline alignment.

EXPERIENCE

Twin Harbour Interactive

Principal Monetization Manager — Jun 2025 – Present

- Owned franchise monetization strategies across four F2P titles, achieving 15% user LTV uplift.
- Built launch monetization plan (SKU ladder, starter pack strategy, premium account trials and sub-faction skins).
- Led the Monetization Team and partnered with Game Design Leads to balance design and revenue.

Twin Harbour Interactive (formerly Dorado Games)

Monetization Manager — Jun 2023 – Jun 2025

- Built and shipped 4x4 offer matrix (account-age x LTV) with DTC optimisation & subscription upsells; portfolio rollout Q4'24 drove +10% gross / +20% profit YoY with 2.3pp payer-conversion lift across >80% DAU.
- Owned seasonal calendar (cadence + sinks/sources); ARPPU +9%, D7 +1.6pp, returning payer +11% (4 events, 6 A/Bs).

Dorado Games

Community Manager — Jan 2021 – Jun 2023

- Launched ranked alliance play; +14% weekly active alliances, NPS +7 from competitive cohort.

Government of Malta

Executive — EU Policy and Legislation — Jan 2015 – Dec 2020

- Stakeholder management & negotiation; relevant for cross-team alignment.
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EDUCATION

Bachelor of Science in Computing with Games Design and Development — St Martins Institute of Higher Education, 2022 – Present

Master of Arts in Diplomatic Studies — University of Malta, 2014

Bachelor of Arts (Hons) in International Relations — University of Malta, 2010 – 2013