FARAH KHALAF

Marketing & Monetization

Experienced marketing and monetization pro skilled in crafting revenue-focused strategies. Expert at merging data-driven insights with creative campaigns for brand growth.

CONTACT

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ADRESS
AMMAN | JORDAN

EDUCATION

2016 - 2021 |
Bachelor Degree |
Balqaa Applied University
Architectural Engineering

SKILLS

Google Analytics

Facebook Ads Manager

Google Ads

App Store
Analytics Tools

Adobe Creative Suite

Social Media
Management Tools

Video Editing Software

A/B Testing Tools

Customer Relationship
Management (CRM) Software

Project Management Tools

Data Analytics Tools

Design Collaboration Tools

Web Analytics Tools

Content Management
Systems

WORK EXPERIENCE

Marketing Specialist
2019 – 2021 I MAD HOOK

Advertisement network mediation: driving revenue growth and optimizing ad monetization for mobile app. using applovin and max mediation tool.

Waterfall management: insure revenue growth and user engagement through strategic ad network prioritization and yield optimization. By utilizing data-driven insights and innovative strategies

Campaign Strategy: Develop and execute effective marketing strategies for the mobile game, including launch and ongoing engagement plans.

User Acquisition: Utilize diverse advertising platforms to attract new players cost-effectively and optimize campaigns for maximum impact.

Content Creation: Generate engaging content like trailers, social media posts, and articles to highlight game features and updates.

Community Engagement: Actively engage with players on social media, forums, and online platforms, addressing feedback and maintaining excitement.

Performance Analytics: Monitor key metrics, analyze data insights, and translate findings into actionable strategies for improvement.

Monetization Strategies: Collaborate with monetization teams to implement in-game purchase strategies, enhancing revenue.

Partnerships: Forge collaborations with brands, influencers, and developers to expand the game's reach.

ASO (App Store Optimization): Optimize app store presence through effective keyword use and appealing visuals.

Events and Promotions: Plan and execute in-game events, promotions, and updates to sustain player interest.

Market Research: Stay informed about trends, competition, and player preferences to adjust strategies.

Budget Management: Efficiently allocate marketing budgets to maximize impact.

Data-Driven Decisions: Utilize data analysis, A/B testing, and evaluation to make informed choices.

Creative Collaboration: Balance creativity with data insights to ensure the game's market success.