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Summary

I love the process of scaling games and companies while bringing out the best in others. As a User Acquisition Manager I am mentoring new hires, managing multiple UA channels, looking for new partners, creating monthly forecasts and defining strategies with other teams to improve products.

I also consider myself a nature and sportsperson. When I'm not scaling products or solving challenges, I am cooking local specialties for my family and friends.

Experience



User Acquisition Manager

Tactile Games

Jan 2022 - Present (1 year 3 months)

- Running User acquisition campaigns across several UA channels - Facebook, Snapchat, TikTok, Applovin and other Networks with 7 figures budgets on a monthly basis
- Mentoring and onboarding new hires
- Launching new games and developing UA strategies to make them successful
- Working on the MMP integration and restructuring of the current databases in order to measure performance more efficiently
- Learning SQL and writing queries to build charts that help us in budget allocation
- Working with Data science, Back-end, Creative and Product team to improve our Games, Creatives, Targets and Profitability
- Managing relationship with key Partners (Facebook, TikTok, Snapchat etc.)
- Creating a Marketing Intelligence on a monthly basis where I would present the key changes in the gaming industry, analyse competitors, check creative, revenue and networks trends etc.



User Acquisition Manager

Nanobit

Mar 2021 - Jan 2022 (11 months)

- Creating monthly and quarterly financial reports for shareholders and regularly communicate plans, status and challenges of current projects to Management
- Mentoring new hires and helping them in the onboarding process
- Working on Appsflyer MMP integration and managing relations with Partners (AdNetworks, DSPs and Social Media Networks)
- Plan, execute, and analyze User acquisition campaigns across UA channels - Facebook, Google Ads, Snapchat, TikTok, Liff, Moloco, AppLovin, UnityAds etc. (Managing \$1M+ budget)
- App Store Optimisation - analysing competitors via AppTweak and SensorTower and testing all Marketing creatives via Google Play Console and Splitmetrics (iOS)
- Working with Product, Analytics and Creative team on a daily basis to improve projects and processes
- Optimising campaigns based on ROAS, LTV, CPI etc. via Tableau



User Acquisition Specialist

Nanobit

Sep 2020 - Feb 2021 (6 months)

- User Acquisition and App Store Optimization for our flagship titles: My Story, Tabou Stories and Hollywood Story
- Successfully developed script for bidding automation on Ad Networks with Analytics team and decreased time consuming for optimisation by 60% while ROAS increased more than 100%



Junior User Acquisition Specialist

Nanobit

Dec 2019 - Aug 2020 (9 months)

- Creating and managing User Acquisition campaigns on channels like Facebook, Snapchat, AppLovin, UnityAds, Google Ads, Apple Search Ads, Liftoff, TikTok and more with a \$500k+ monthly budget
- Analyzing and optimizing UA campaigns based on internal performance KPIs (ROI, LTV, CPI etc.)
- Working closely with Creative, Analytics and Product teams to develop new strategies and creatives
- Managing ASO for all our games (keyword and description analysis via SensorTower and AppTweak, Icons and Screenshots testing) and working on localisation to 7 languages
- Providing inputs for marketing automation (successfully automated several processes)
- Working with Adjust, Tableau and SplitMetrics for data analysis and A/B testing
- Working on a soft-launch of a new game and creating go-to market strategies for a new localised markets



Business Analyst

KPMG Croatia

Apr 2018 - Sep 2018 (6 months)

- Market research
- Business analysis and improvement
- Translation of business reports
- Financial modeling in MS Excel

Education



Faculty of Economics & Business Zagreb

Master's degree, Strategic Marketing

2018 - 2020



Católica Porto Business School

Master's degree, Marketing Analytics

2019 - 2019



Lomonosov Moscow State University (MSU)

Entrepreneurship and Business Engineering

Autumn Business School



Faculty of Economics & Business Zagreb

Bachelor's degree , Business and Administration
2014 - 2018

Skills

Market Intelligence • Negotiation • Microsoft Excel • Google Ads • Ad Networks • Facebook Ads Manager • Growth Marketing • Tableau • Game Launch • Planning Budgeting & Forecasting

Honors & Awards

International Universiade in Management, International Business and Entrepreneurship - Lomonosov Moscow Business School

Winner Certificate in recognition of outstanding performance in the individual English language assignment of the Universiade Final Round. Winner for the best performance on a case study.

National Project Management Championship 2018 - IPMA

Apr 2018

2nd place

Case study competition for Japan car manufacturing company. Implementation of Lean strategy and analysis through SWOT, PEST, 4Ps, Gantt chart, KPI.

Rector`s award - University of Zagreb

Jul 2018

Rector's award 2017. / 2018. for extraordinary success on Universiade at Lomonosov Moscow Business School.

Dean`s Award - Faculty of Economics and Business in Zagreb

Dec 2018