NOMAN ALI ASHRAF MALIK

Mobile: +92 345 5944449
E-mail: nomanawan89@gmail.com
Current Location: Rawalpindi, Pakistan
Detailed Profile: LinkedIn

WORK EXPERIENCE

9D Technologies SMC Pvt. Ltd.
SENIOR PROJECT COORDINATOR (JUN 2023 – DEC 2025)

- Coordinate with **development**, **design**, **marketing**, and **QA** teams throughout the **Software, Apps, and Games Development Life Cycle (SDLC)** to ensure the delivery of high-quality release candidates
- Manage **international, cross-functional teams** using **Asana, Google Workspace**, and **Slack**, ensuring clear communication, structured **backlog** and **to-do** process management, and full visibility for **end-to-end project tracking** across all ongoing initiatives
- Worked on **product strategy and roadmap**, driving **new feature** development and **iterative improvements** across multiple systems and components
- **Launched Mobile game's MVP,** which was a great success with users
- Designed **as-is and to-be business processes** while creating detailed **project plans** and **process flows** in **Figma**
- On the software / app development side, I was actively involved with **four agile engineering teams** working on different components of product development
- **Monitored product** performance through **Google Analytics**, analyzed **KPI** trends, and translated **insights** into actionable decisions
- Develop and execute ad **monetization strategies** to maximize revenue across mobile game titles
- Manage end-to-end **game publishing** on **Google Play Store** and **Apple App Store**, ensuring compliance with all **developer policies**
- Collaborate with design team to create **interactive wireframes and prototypes in Figma** to visualize user journeys and system interfaces
- Design and propose **technical solutions** that align with business objectives and architecture
- Attend and present at **Design and Change Authority meetings** to provide technical insights and ensure solution alignment

Rockville Technologies Pvt. Ltd.
GAME PRODUCER, ASO & ADS MONETIZATION MANAGER (JUN 2018 – MAY 2023)

- Managed **monetization** across multiple ad networks, including **AdMob**, **Unity**, **Facebook**, **AdColony**, **IronSource**, and **AppLovin**
- **Planned**, **produced**, and **published** mobile games on **Google Play**, **Apple App Store**, **Amazon Store**, and **Huawei Store**
- Oversaw app/game publishing processes, **QA planning**, and **release** workflows (**internal**, **alpha**, **beta**, and **production**)
- Monitored **ANRs**, **crashes**, and **performance issues**, coordinating fixes with development teams.

- Tracked user **analytics** and **acquisition** insights using **Firebase Analytics** to guide product and marketing decisions
- Managed **in-app purchases setup**, **pricing**, **distribution**, **content rating**, and **store listing** optimization
- Conducted **review** and **rating** analysis to improve **user satisfaction**
- Ensured compliance with **Google Play policies** and managed **Google Ads campaigns**

Skippy Apps Pty Ltd.
PROJECT COORDINATOR (FEB 2015 – MAY 2018)

- Led **ASO** for Google Play and Apple App Store to improve **visibility** and **downloads**
- Served as Project Coordinator for **mobile game design** and development projects
- Designed **game environments** and assisted in game **planning** and **conceptualization**
- Managed **AdMob**, **Unity**, and **Heyzap** accounts for **monetization** and **ad operations**
- Coordinated development **workflows** and supported business development for **IT products**
- Worked in an Agile team, collaborating on cross-functional projects to ensure timely delivery and quality outcomes
- Organized weekly **sprint planning** for requirements gathering and analysis

Zarnab International Pvt. Ltd.
OPERATIONS EXECUTIVE (JUN 2012 – MAR 2014)

- Interacted directly with **clients**, addressing **queries** and providing **accurate guidance**
- Managed daily **office operations**, **documentation**, form **handling**, and **email communication**
- **Organized** and **digitized** client records using **Google Docs**, improving accessibility across branches

Zong CMPak
CUSTOMER SERVICE OFFICER (INTERNSHIP) (MAR 2012 – JUN 2012)

- Handled **inbound** customer calls, addressing **queries** and providing **solutions** in a **professional and timely manner**
- Delivered **high-quality customer support**, ensuring **customer satisfaction** and adherence to **company policies**
- Assisted in **managing account** information, **service requests**, and **troubleshooting issues** via the call center

---

PROFESSIONAL COURSES

- **Project Management 101** from simplilearn.com
- **Google Analytics Certification** from skillshop
- **Monetization by AppMasters** from Mobile Action Growth University
- **Mobile App User Acquisition by Tinuiti** from Mobile Action Growth University
- **ASO Course by MobileAction** from Mobile Action Growth University

MAJOR PROJECTS / PERSONAL LEARNING

COLLABORATED EXTENSIVELY WITH DEVELOPMENT, QA, DESIGN, MARKETING, AND BUSINESS TEAMS USING AGILE AND HYBRID METHODOLOGIES TO ENSURE TIMELY DELIVERY AND HIGH-QUALITY OUTCOMES ACROSS MAJOR PROJECTS.

MAJOR PROJECTS DELIVERED AT 9D TECHNOLOGIES (2023 – 2025)

- https://play.google.com/store/apps/developer?id=ILK+TEKNOLOJI&hl=en
- https://play.google.com/store/apps/dev?id=8577466606564421492

MAJOR PROJECTS DELIVERED AT ROCKVILLE TECHNOLOGIES (2018 – 2023)

- https://play.google.com/store/apps/dev?id=5951386366988050915
- https://apps.apple.com/us/developer/rockville-technologies-pvt-ltd/id539407707
- https://apkpure.com/jeeto-pakistan-game-show/com.aryservices.jeetopakistanpro

MAJOR PROJECTS DELIVERED AT SKIPPY APPS (2015 – 2018)

- https://play.google.com/store/apps/dev?id=4732589951113004267
- https://apps.apple.com/us/developer/skippy-apps/id901309623

PERSONAL LEARNING (2023 – PRESENT)

- Explored AI tools such as **ChatGPT** and **Google Gemini**, along with **cloud-based work management platforms**, to enhance productivity and streamline project workflows
- Pursued multiple courses on SkillShop, Simplilearn and Coursera

EDUCATION

BUSINESS ADMINISTRATION AND INFORMATION TECHNOLOGY MANAGEMENT, 2007-2011
BBA.ITM (HONS)

IIUI - International Islamic University (ISLAMABAD)
Graduated in July 2011