Yazdan Moayed

STRATEGIC ACCOUNT MANAGER · CLIENT GROWTH & REVENUE OPERATIONS · ADTECH

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ABOUT ME

Strategic Account Manager with 9+ years of experience across B2B client growth, sales and account management, including nearly six years in mobile AdTech. Managed high-value gaming advertisers across user acquisition and app retargeting, owning seven-figure monthly key-account portfolios and acting as a trusted advisor on growth, retention, conversion and ROI. Combines commercial account ownership with hands-on campaign strategy, product collaboration, executive QBRs and cross-functional leadership across Sales, Product, Data Science, Ad Operations and Tech.

WORK EXPERIENCE

Career Transition & Independent Projects

July 2023 – Present

BERLIN, GERMANY

- July 2023 – March 2025: career break for significant family responsibilities, while staying professionally active through selected freelance work and independent learning.
- Since April 2025: co-founded BOOOM, an independent art e-commerce venture, leading commercial planning, pricing, supplier and fulfilment setup, customer journey, product operations and launch execution.

Senior Account Manager

October 2021 – June 2023

REMERGE GMBH · BERLIN

- Managed some of Remerge's largest gaming accounts, averaging about $1.5M in monthly revenue, with responsibility for retention, expansion, campaign performance and long-term client relationships.
- Trusted advisor to senior client stakeholders, translating business models, goals, KPI economics and campaign data into growth strategies across segmentation, bidding, budget allocation, creative strategy and deep linking.
- Led cross-functional account squads spanning Account Management, Ad Operations, Data Science, Product, Tech and Sales; coordinated complex setups, troubleshooting, experiments and prioritised workstreams.
- Delivered QBRs, growth forecasts, performance reviews and management reporting, turning analysis into clear commercial recommendations.
- Partnered with Product and Data Science on campaign experimentation, audience segmentation, bidding logic, dashboard workflows and creative A/B testing.
- Supported pre-sales strategy calls and onboarding, answering technical questions on bidding, segmentation, measurement and setup to help qualify and close prospects.
- Speaker for Remerge at Pocket Gamer Connects Helsinki 2022 on gaming UA vs. app retargeting, creative strategy, deep linking, campaign metrics and re-engagement.
- Improved global Account Management and Revenue Operations processes through tailored Jira workflows, Confluence documentation and knowledge-sharing.

Senior Account Manager

August 2020 – September 2021

ADJOE GMBH · HAMBURG

- Managed strategic gaming advertisers and major demand partners within adjoe's performance-driven user-acquisition platform, owning campaign performance, account growth and commercial relationships across a seven-figure monthly portfolio.
- Built growth strategies around ROAS, retention, first-time depositors and scalable acquisition; analysed GEO, OS, age, gender and supply performance to find high-yield segments and reallocate budget.
- Led QBRs/YBRs, client workshops and campaign reviews, translating performance data into targeting, bidding and expansion recommendations across global markets.
- Contributed to scaling a major gaming portfolio to 100 active countries and about 3.5M monthly installs at roughly $1 average CPI through market expansion, granular bidding and budget reallocation.
- Drove upselling, onboarding and process improvement with Sales, Product, Ad Operations and BI/analytics teams.

Senior Sales Manager

February 2018 – December 2019

SIMPLAEX GMBH · BERLIN

- Expanded from account management into sales, business development and broader commercial ownership in programmatic and mobile advertising.
- Managed user-acquisition sales and strategic partner relationships across gaming and digital advertising accounts; identified opportunities, led performance and growth discussions and supported account expansion.
- Coordinated handovers across Sales, Account Management and Operations while contributing analytical and client-facing expertise to commercial strategy.

Account Manager, Demand Team

March 2017 – February 2018

EVANIA VIDEO GMBH · BERLIN

Sales Executive

May 2009 – September 2015

VENUS GLASS CO. & SASOLE CONSTRUCTION CO. · TEHRAN

EDUCATION & CERTIFICATIONS

MBA, Transatlantic Management

2015 – 2016

BERLIN SCHOOL OF ECONOMICS AND LAW (HWR)

International programme including a San Diego State University workshop and a "Doing Business in Asia" exchange at Hong Kong Baptist University.

BSc, Pure Mathematics

2000 – 2006

SHAHID BEHESHTI UNIVERSITY · TEHRAN

SQL Fundamentals (Udemy, 2020) · telc Deutsch B1 (2021)

CORE EXPERTISE

Strategic Account Management · Client Retention & Expansion · Revenue Growth & Upselling · User Acquisition · App Retargeting · Programmatic Advertising/RTB · Deep Linking · Campaign Strategy & Optimisation · Conversion Rate Optimisation (CRO) · ROAS/ROI · Audience Segmentation · Budget Allocation & Reallocation · A/B Testing & Experimentation · Executive QBRs · Stakeholder Management · Product Collaboration · Revenue Operations · Cross-functional Leadership · Pre-Sales/Sales Enablement · Data Analysis · Executive Presentations & Public Speaking

TOOLS & LANGUAGES

Tools: mobile AdTech platforms · Mobile Measurement Partners (MMPs) · CRM systems · Jira · Confluence · SQL fundamentals · Microsoft Office · Google Workspace

Languages: English, full professional proficiency · German, intermediate (B1, telc) · Persian, native