Hubert Yee

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PROFESSIONAL SUMMARY

Growth Marketing: Proven expertise in directing and evaluating 3 game companies' marketing strategy and performance, collaborating with executives to execute high-impact growth marketing campaigns. At Together Labs, I hired, developed, managed, and set performance objectives for a team of seven during a tenure of 30% YOY (year-over-year) revenue growth (2019 to 2022). For thatgamecompany, I led the GTM (go-to-market) strategy and execution alongside the growth team and multiple stakeholders. This effort expanded the mobile game into Nordic and Eastern European markets, achieving a 5% increase in click-to-install (CTI) rates, with Nordic Day 3 ROAS (return on ad spend) at the high end of the relaunch's 7 to 17% range. At Machine Zone, my executive pitches helped propel a mobile game to #1 in free-to-play rankings, with endorsements from Kate Upton and Mariah Carey, contributing to a $5 billion valuation.

User and Customer Acquisition: Expert in driving results across gaming, entertainment, security, and SaaS (software as a service) industries. Delivered 7 to 17% Day 3 ROAS and increased click-through rates (CTR) by 30% through strategic A/B testing and storefront optimizations. Owned and was accountable for $15M to $20M a year in paid media at Machine Zone, cut CPIs (cost per install) by 50% at TruPlay, and cut Google Search CPLs (cost per lead) by 90% at Crux Systems using data-driven strategies. Enhanced efficiency by streamlining onboarding, creating high-performing creatives, and implementing robust fraud detection measures. Proficient with Meta Ads, TikTok Ads, DSPs (demand-side platforms), YouTube, ad networks, affiliate networks, and Equativ.

Partner/Vendor Management: Skilled in scaling marketing impact through affiliate partnerships, creative services, and agency negotiations. Delivered a $35K fraud settlement at Machine Zone and reduced onboarding timelines from two weeks to three days. At Together Labs, increased revenue per paying user by 3 to 5% with innovative animated assets and saved 2 to 3 hours per project by streamlining workflows. Lowered agency fees from 15% to 10% at thatgamecompany while enhancing reporting, brand alignment, and contracts. Ensured data integrity at TruPlay, enabling precise performance tracking and the use of predicted LTV (lifetime value) for subscriptions. Tools: Google Analytics, A/B testing, Tag Manager, Firebase, INCRMNTAL, Singular, Adjust, AppsFlyer.

Data Management and Analytics: Expert in KPI (key performance indicators) setting, user behavior analysis, executive reporting, and app store management. At Seasun Games, developed a budget-conscious beta plan that secured approval for a targeted campaign. Improved ROAS at thatgamecompany through engagement signal insights and optimized ad spend. Directed lifecycle tool assessments at Together Labs, recommending a new SaaS platform. Enhanced app store visibility and reduced CPIs with strategic ad placement testing. Proficient in analytics, presentation, and campaign strategy to drive sustainable growth. Tools: Tableau, Looker, SQL.

WORK EXPERIENCE

Fractional Consultant | gameXchanger.co | San Francisco, CA | 01/2024 to Present

- Sales: Drove new revenue for Atar Growth and Singular by selling monetization SDK and MMP attribution software. Proactively prospected and engaged mobile app companies, partnering with sales teams to translate product value into measurable performance use cases. Results: Successfully sold both solutions, contributing directly to pipeline expansion and revenue growth.
- New Business Creation and Client Acquisition: Set up a hybrid coaching and consulting business using my marketing expertise and executive coaching skills. Developed the brand identity, created service offerings, and launched acquisition funnels. Results: Secured 8 new coaching clients and 4 consulting and execution opportunities.

Senior Growth Consultant (Contractor) | App Guardians | Calgary, AB, Canada | 01/2024 to Present

- Mobile Measurement and Performance Diagnostics: Audited Google Ads app install campaigns and Airbridge attribution to resolve discrepancies between platform-reported installs and MMP data for a sports app. Quantified attribution loss, validated install capture rates, and identified events safe for optimization vs. directional only. Results: Increased Airbridge install capture from 44% to 55%, reduced reporting variance, enabled confident optimization without CPI inflation.
- Go-To-Market and Subscription UA Strategy: Led paid growth planning and launch readiness for a subscription-based AI iOS app. Defined personas, KPIs, and benchmarks; designed a phased Meta UA roadmap; structured a $10K test budget; aligned AppsFlyer events and SKAN 4.0 CVs to trial economics. Results: Delivered an execution-ready UA strategy that reduced early spend risk and aligned paid acquisition to subscription performance.
- Zero-to-One User Acquisition and Funnel Design: Built the full paid UA and measurement foundation for a consumer safety AI app launching paid growth. Mapped FTUE to verification to trial to subscription funnel, implemented AppsFlyer and SKAN 4.0 CV schemas, aligned Meta AEM constraints with realistic optimization strategies. Results: Enabled paid acquisition readiness from scratch and established a privacy-safe, scalable path from ads to subscriptions.
- Growth Strategy and Attribution Advisory: Provided diagnostic growth and measurement consulting across mobile acquisition and partner integrations. Audited attribution flows, evaluated postbacks and optimization signals. Results: Improved performance clarity, reduced scaling risk from incomplete attribution, and strengthened confidence in paid media decisions.

Senior User Acquisition Manager | TruPlay Games | Austin, TX | 07/2023 to 12/2023

- Campaign Management: Took over TikTok Ads mobile game campaigns with CPIs at $5 to $7. Researched, proposed, revised, and realigned creatives and copy. Set up new campaigns in a different ad structure with less volatility. Results: Achieved CPI goal of $2 to $3 with similar quantity at 50% lower cost.
- MMP Review and Implementation: Resolved data integrity issues in MMP. Audited MMP, identifying inconsistent game data, lack of reporting data, and ad platform setups. Reviewed and proposed MMP and integration timeline to marketing, development, and executive teams. Stress tested and troubleshot integrations of Facebook and Unity. Results: Game data reported with accuracy and consistency, enabling the predictive LTV function in the MMP for TruPlay's revenue subscription model.
- Marketing Budget Management: Developed, owned, and managed the $500K Q4 marketing budget. Forecasted spend, allocated budgets, and defined performance assumptions across affiliates, PR, UA, influencer, TV, and email campaigns. Results: Delivered a structured, data-driven Q4 budget enabling more efficient spend decisions and smooth execution across user acquisition and marketing initiatives.

Senior Growth Marketing Manager | thatgamecompany | Santa Monica, CA | 05/2022 to 03/2023

- Budget Allocation and Management: Managed a $3M relaunch budget over 2 months, including Samsung DSP CTV campaigns, using new technology and influencer brand partnerships. Results: Beat the 4% Day 3 ROAS objective with 7 to 17% Day 3 ROAS, for a projected 1-year payback of 1.25x to 4.25x.
- A/B Testing: Improved game creatives' click-through rates on the App Store. Results: Launched App Store campaign and creatives with "Editor's Choice" logo and received 30% higher CTR; established storefront testing as a high priority practice for the growth team.
- Agency Negotiations: Negotiated with ad agencies and reduced cost of agency takes. Initiated NDAs, identified payment type, platforms' traffic, traffic type, and negotiated KPIs. Results: Reduced take from 15% to 10% in agency fees.
- App Store Analytics: Managed and optimized cost-per-user acquisition for a gaming app on the App Store by focusing on trends, product pages, creatives, copy, performance, testing, traffic, and search. Results: Paused Apple's new App Store ad placements because the new ad campaigns added $10+ on top of overall CPI.
- User Behavior Analytics: Researched and identified gamer events that correlate with high engagement and higher monetization. Collaborated with data analytics team to identify baseline measurements and the best

signalers of high engagement. Results: Paused 2 underperforming vendors and shifted traffic spend toward higher-engagement sources.

- Marketing Growth Strategy: Expanded a mobile game into Eastern European markets. Developed a creative brief for ads emphasizing global connectivity, collaborating with the creative team to produce assets featuring an influencer in Nordic European countries. Results: Nordic campaigns improved CTR 3 to 4% and CTI 5%, and Nordic Day 3 ROAS sat at the high end of the 7 to 17% range, driven by localized creative and influencer brand lift.

Senior Monetization Manager | Together Labs | Redwood City, CA | 04/2019 to 04/2022

- Team Management / Development: Managed a team of 7, offering guidance and support while fostering their personal and professional growth. Structured weekly 1:1s to review team performance. Results: Contributed to 30% YOY revenue growth over my tenure (2019 to 2022); increased morale with higher collaboration amongst internal and external teams.
- Contract Review, Policies and Procedures: Selected a new SaaS solution to replace an outdated identity verification system for mobile and web. Results: Identified an important missing CCPA/GDPR compliance function and successfully negotiated with the SaaS vendor for its inclusion.
- Creative Services and Standards Development: Established standard procedures to reduce production time for campaign creatives and copy. Results: Saved 2 to 3 hours per project with clear production and review procedures; the time saved went to testing animated creatives, which raised ARPPU (average revenue per paying user) 3 to 5%.
- Marketing Ad Server: Developed, managed, and replaced an in-house ad server with a new solution to reduce maintenance and enhance revenue. Results: Reduced maintenance and enabled more targeted ad placements.
- Executive Level Interface: Identified potential LCMs (lifecycle management) and CEPs (customer engagement platform) in mobile and web gaming to replace internal engagement and monetization tools. Results: Built the CEP proposal recommending Iterable at $300K a year with a $1.6M projected return; won sign-off from every executive except the CEO.

Senior Growth Marketing Manager | PSafe Technology | San Francisco, CA | 03/2018 to 04/2019

- Channel Management: Scaled mobile security ad campaigns with an affiliate media placement company. Identified high fraud volume; exported and examined raw data from BI system and found repeated clicks from same devices. Results: Identified $95K in fraud and loopholes in AppsFlyer. Reduced fraud to $4K within two months using a universal validation rule.
- Mobile App Acquisition: Sustained company operations by driving cost-efficient customer acquisition for subscriptions and ad revenue. Results: Generated $10M in annual revenue with positive net margin.
- Campaigns Optimization: Launched 10+ ad networks and DSPs while managing $60K+ monthly budgets across Apple Search Ads. Results: Reduced CAC by 15%.

Growth Marketing Manager | Crux Systems Inc. | Burlingame, CA | 11/2016 to 02/2018

- Website Lead Acquisition: Conducted comprehensive Google Search campaign audit, removed irrelevant keywords, segmented high-performing ones, and implemented a conversion pixel. Generated 50%+ more clicks, 2x more searches on the landing page, 2x more new cargo tracking accounts, and a 90% CPL decrease. Results: Attracted higher-quality leads (Philips Electronics, Design Within Reach, Yamaha, Whirlpool) and 3x new users within 2 months.
- Evaluation, Implementation and Automation Platform Buildout: Led evaluation and purchase of $24K HubSpot automation platform, built first automated onboarding flows, integrated HubSpot with Salesforce, and launched gated landing pages. Results: Established scalable automation contributing to first 3 SMB sales.
- Lead Generation and Management: Created full lead-to-customer lifecycle and first MQL/SQL framework. Results: Closed company's first three SMB deals.

User Acquisition Manager | Seasun Games USA (Kingsoft) | Foster City, CA | 10/2015 to 04/2016

- Marketing Plan Development: Developed a marketing plan for launch of new gaming app. Conducted environmental analysis, identified potential customers/personas, performed SWOT, set marketing goals and objectives. Results: The launch plan got $1.2M in Meta spend approved.
- Campaign KPIs, Returns, Goals and Objectives: Designed a two-week acquisition, retention, and cost strategy with critical KPIs including CTI rates, app initialization, onboarding, gameplay, daily retention, and CPI. Results: Plan and contract with the agency were approved.
- Campaign Management: Ran the alpha A/B test on Facebook at $120K in month 1 and $200K in month 2. Results: The creative winners' learnings helped cut Meta CPI 38%.

User Acquisition Analyst | Warner Bros. Entertainment Group | San Francisco Bay Area | 05/2015 to 09/2015

- Data Analytics: Collaborated with analytics and engineering teams to develop SQL-based reporting workflows in Treasure Data, reducing LTV analysis time from 8 hours to 2 hours. Results: Reduced raw data analysis time by 75%; identified and resolved LTV equation error.
- Brand Management in Ads: Collaborated with design team to define growth marketing brand and creative direction aligned with corporate guidelines. Results: Developed refreshed creative strategy fully aligned with corporate brand.
- KPI Development and Reporting: Partnered with product team to define KPIs and structure reporting dashboards. Results: Developed standardized KPI framework improving cross-team alignment and stakeholder visibility.

Marketing Analyst | MZ (Machine Zone) | Palo Alto, CA | 10/2013 to 01/2015

- Revenue Generation: Recommended and initiated incentivized ad traffic and TV ads. Results: Mobile game reached #1 in free-to-play on App Store and Google Play, contributing to $5 billion valuation with endorsements from Kate Upton and Mariah Carey.
- Successful Advertising and Ad Buying: Grew in-game players efficiently by buying ads at massive scale as one of 40+ media buyers, owning and accountable for $15M to $20M a year in paid media. Results: Growth team of 40+ people had thorough knowledge of media providers; reduced partner onboarding to a maximum of 3 days.
- Affiliate Scalability / Partner Fraud Mitigation: Scaled affiliate gaming ad partnerships while minimizing risks. Results: Identified and negotiated $35K in fraud settlements from vendors.

Digital Marketing Manager | OnNet USA | San Jose, CA | 01/2012 to 12/2013

- Creative Concept Development: Managed high-volume gaming landing page development. Results: A/B test showed 10% higher CTR for winning variant.
- Creative Standards: Created ROI, FAB, and TFD framework for creative development; implemented standardized creative brief across all 5 game teams. Results: Reduction of redundancy, clear production and review procedures.
- Web Traffic Campaign Management: Removed underperforming ad network campaigns and renegotiated spend. Results: Increased 30-day retention rate by 200%.

EDUCATION

MA, Asian American Studies & Sociology | San Francisco State University BS, Business Administration & Marketing | San Francisco State University

CERTIFICATES

Google Ads | SEO/PPC/Social Media | Salesforce | Tableau | SQL Wes Kao's Executive Communication & Influence Course Goldvarg Consulting Group Professional Coaching Certification | ICF Accredited

VOLUNTEERING AND LEADERSHIP

International Coach Federation (ICF) San Francisco Bay Area Coaches Chapter: Founding Communications Committee Member | 12/2024 to Present Livable City: Social Media Marketing Specialist | 01/2011 to 12/2015

SKILLS

Leadership: Business Strategy | Channel Diversification | Competitive Analysis | Creative Strategy | Cross-functional Collaboration | GTM Launch | Growth Strategy | Growth Tech Stack Management | Marketing Presentations | Media Tech and Platform Initiatives | Partner Management and Negotiation Strategies | Player Growth and Retention | Presentation and Stakeholder Communication | Process Improvement | Retention and Engagement Awareness | Revenue Generation | ROAS and LTV Management | Short and Long-Term Strategic Plans | Team Coaching and Management | User Acquisition Strategies | Vendor Management and Negotiation

Customer and User Acquisition: Affiliate Marketing | App Store Feature Optimization | ASO | Audience Segmentation | B2C Marketing | Budget Management | CRO | Creative Asset Management | Creative Services Management | Custom Product Page Optimization | Funnel Optimization | Landing Page Optimization | Mobile Advertising | Mobile In-App User Acquisition | Mobile Web User Acquisition | Paid Media Strategy | Performance Campaign Management | SEO | Trend and Seasonality Awareness | User Acquisition | Web Advertising | Web User Acquisition

Data Management and Analytics: A/B Testing | Business Analytics | Data Analysis | Google Analytics | Google Tag Manager | INCRMNTAL | Looker | Marketing Analytics | Performance Measurement and Attribution | ROI Analysis | SKAN Measurement | Tableau

Tools: Adjust | Ad Networks | Adobe Photoshop | AppsFlyer | App Store Analytics Tools | ChatGPT | Claude | Drupal | DSPs | Equativ | Excel/Numbers/Sheets | Firebase | HTML/CSS | HubSpot | JIRA | MailChimp | Marketing Automation | Meta Ads | Mobile Measurement Partners | Notion | PowerPoint/Keynote/Slides | Salesforce | Singular | TikTok Ads | WordPress