

MOHAMMAD AYUB

Senior CRM & Retention Marketing Specialist | iGaming

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PROFESSIONAL SUMMARY

CRM and retention marketing specialist with almost 5 years of experience across iGaming markets in South Asia and the MENA region. Proven track record designing and executing lifecycle, segmentation, and reactivation strategies across Inbox, SMS, WhatsApp, and Push - including a 35,000-user reactivation initiative that recovered 7,000 dormant users and a 25%+ lift in overall retention and 60% average for 2+ years. Experienced in managing multi-channel CRM and promotional budgets exceeding INR 2.2 crore per month and coordinating cross-functional teams of 20+. Combines hands-on campaign execution with regional strategic input on segmentation, budget allocation, and performance optimization.

CORE SKILLS & TOOLS

CRM Automation & Retention Strategy	Ziwo
Player Lifecycle Management	Power BI
Segmentation & Personalization	OneSignal
Budget Planning & Spend Management	Optimove
User Acquisition & Growth	Zendesk / Intercom
Omnichannel Campaign Management	Excel / Google Sheets
Content & Promotion Planning	ChatGPT, Claude, Perplexity & Gemini
Customer Service Auditing & QM	

WORK HISTORY

Senior Retention Marketing Specialist

Jul 2024 - Jul 2026

Confidential - Kuala Lumpur, Malaysia

- **Drove retention gains** improved overall customer retention by 25%+ through behavioral segmentation, personalized lifecycle communication.
- **Owned budget and spend** managed a monthly CRM and promotional budget in the low-to-mid-six figures, covering omnichannel communications and player incentives. Specific figures are confidential under employer NDA.
- **Led a cross-functional team** managed and coordinated a team of 24 sales agents, partnering with customer-service operations on performance auditing, reporting, and process improvement.
- **Optimized multi-market campaigns** delivered weekly campaign content across player segments across India and Bangladesh markets, increasing engagement by 15% and improving overall revenue by 60% through ongoing KPI analysis.
- **Supported commercial performance** retention and engagement work directly contributed to recovered customer activity and incremental revenue across the platform.

Retention Marketing Specialist

Aug 2023 - Jul 2024

Bee Idea Tech - Dubai, United Arab Emirates

- **Sustained high retention** maintained a 56% player retention rate across SMS, Push, and WhatsApp channels.
- **Led a large-scale reactivation initiative** identified 35,000 dormant users from historical customer data, designed a FOMO-led reactivation campaign with loyalty positioning and promotional incentives, and recovered 7,000 users (20% reactivation rate).
- **Managed budget and spend** owned monthly CRM and promotional budgets of INR 2.2 crore (INR 70 lakh omnichannel communication; INR 1.5 crore promotions, cashback, and retention incentives).
- **Improved retention strategy** converted player feedback into a stronger retention strategy and resolved.

Hashtag InfoTech - Dubai, United Arab Emirates

- **Enabled data-driven growth** - by tracking marketing activities and building comprehensive reports used in strategic decision-making, helping drive 150% company growth during my tenure.
- **Improved operations** - identified process inefficiencies through customer complaint analysis and implemented solutions, strengthening cross-team communication.
- **Recognized performance** - recognized as Employee of the Month twice for performance under tight, multi-project deadlines.

EDUCATION & CERTIFICATIONS

Bachelor of Business Administration, Digital Marketing

University of Cyberjaya, Selangor - Final Year | Focus: Digital Marketing, Data Analytics, Business Strategy & Project Management | CGPA 3.39

- **Data Analytics Professional Certificate** (Google)
- **Data Science Certificate** (Oeson)
- **Complete Digital Marketing** - (Udemy)
- **Certificate of Appreciation** - ASEAN Malaysia Youth Summit 2025
- **Business Intelligence - Power BI** (University of Cyberjaya)
- **SEO Training Certification - 2025** (Udemy)

LANGUAGES

1. Bengali - Native
2. Hindi - Fluent
3. English - Professional Proficiency