

Muhammad Nadeem Gul

ASO Specialist (iOS + Android) | Mobile Growth | Keywords & Conversion Expert

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SUMMARY

Results-driven ASO Specialist with 3+ years of experience optimizing iOS and Android apps across competitive categories. Strong track record in keyword discovery, metadata optimization, creative A/B testing, and monetization growth. Successfully ranked apps #1 in 50+ countries and increased IAP revenue using data-driven ASO strategies.

CORE SKILLS

- Keyword Research
- Metadata Optimization
- Creative A/B Testing
- Localization
- Monetization Optimization
- Firebase Messaging
- Google Analytics
- Sensor Tower
- Data.ai / App Annie
- AppTweak
- App Radar
- App Store Spy

EXPERIENCE

ASO Specialist at Dev Sky (March 2024 – Present)

- Published and optimized multiple apps across Games, Utilities, Translators & Keyboard categories.
- Performed keyword research, competitor analysis, and metadata optimization for iOS & Android.
- Achieved #1, Top-5, and Top-10 rankings in 50+ countries using trend-based ASO strategies.
- Improved store listings (titles, descriptions, screenshots, feature graphics) to increase organic installs.
- Boosted IAP revenue through A/B testing, welcome offers, and optimized conversion funnels.
- Collaborated with marketing, design, and development teams to align product goals with ASO needs.
- Restored suspended Google Play payment profiles, resolving compliance conflicts.
- Monitored user reviews and ratings to maintain app quality and retention.

ASO Junior at Gamican Pvt Ltd (March 2022 – February 2024)

- Conducted competitor research to analyze rankings, trends, and store strategies.
- Identified market trends and proposed new concepts for apps and games.
- Discovered trending keywords through ASO tools and helped shape metadata plans.
- Created metadata drafts (titles, subtitles, descriptions, keywords) for new and existing apps.
- Coordinated with designers for icons, screenshots, and feature graphics based on ASO guidelines.
- Communicated with developers to resolve Play Store vitals, warnings, and listing issues.
- Monitored daily/weekly keyword rankings, impressions, and category performance.
- Prepared trend reports and competitor summaries for senior ASO teams

KEY ACHIEVEMENTS (CASE STUDIES)

- Ranked Football Rematch Life Sim Game #1 in 50+ countries on “Rematch” keyword.
- Ranked Plane AviaAssembly 3D #1 in 20+ countries on “AviaAssembly.”
- Ranked Supermarket Grocery Store 3D Top-10 using pre-order strategy.
- Ranked Crime Scene Cleaner Sim Game Top-10 in 50+ countries.
- Ranked Translate on Photo Translator #1 on multiple keywords in Australia.
- Grew Hey Translate IAP revenue from \$0 to \$2200/month.
- Increased Chat Style Fonts Keyboard IAP revenue from \$0 to \$100/day in 60 days.

EDUCATION

B.A (Journalism & Political Science) - BZU Multan 2019

ASO Certification - AppTweak

ASO Certification - App Radar

Google Ads Apps Certification

LOCATION

Islamabad, Pakistan

Willing to Relocate