

Vlad Yasinski

HEAD OF USER ACQUISITION & GROWTH

Up to **\$1.5M/mo** ad spend managed · **2x #1** in the US App Store · Web2App & subscription growth · 10+ years

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PROFILE

Growth leader with **10+ years** scaling mobile and web subscription apps. Twice taken a product to **#1 in the US App Store** (InPulse, Health & Fitness; Themify, design & graphics), owning growth end to end: strategy, P&L, unit economics, and budgets up to **\$1.5M/month** across Meta and TikTok. I build the teams, attribution and Web2App funnels that make growth predictable and profitable, and I stay close enough to the accounts to know exactly why the numbers move.

KEY ACHIEVEMENTS

- Scaled **InPulse** to **#1 in the US App Store** (Health & Fitness), running budgets up to **\$1.5M / month** across Meta and TikTok on a profit-first mandate.
- Returned **Themify** to **Top-1 in its US App Store category** at AIBY, backed by sustainable revenue growth rather than vanity installs.
- Built **UA and analytics infrastructure and Web2App funnels from scratch** (BI, FunnelFox, Stripe), owning full-funnel unit economics end to end: CAC, LTV, ROAS and payback.
- Co-founded an AI product, **grew it to a profitable run-rate with positive ROAS**, recouped the full investment and **exited my equity stake at a profit**.

EXPERIENCE

Head of Growth / User Acquisition, DREAMTEAM APPS

Mar 2025 - May 2026 · Warsaw / Remote

- Owned Growth and UA strategy with a strong focus on **Web2App acquisition** and subscription monetization via Stripe.
- Built UA and analytics infrastructure from scratch (BI, FunnelFox, traffic-source integration, end-to-end data flow) and scaled full Web2App funnels: traffic to landing to payment to install to LTV.
- Led and scaled the UA and Growth function, strategy, budgeting, forecasting and reporting, and owned **full-funnel unit economics** across IAP and subscription models.
- Partnered with product, analytics, ASO and monetization to lift conversion, retention and revenue consistency.

User Acquisition Manager, AIBY

Feb 2024 - May 2025

- Returned **Themify to Top-1** in its US App Store category, supporting ranking growth with sustainable revenue performance.
- Owned UA for AI projects and a flagship design & graphics product with strong subscription monetization; scaled through creative-driven testing with in-house design, motion and ASO.
- Drove growth across revenue, ROAS, LTV, retention and payback, optimizing for **profitability over short-term volume**.

Lead User Acquisition, Independent Consulting (client under NDA)

Sep 2023 - Feb 2024 · Remote

- Owned UA performance and P&L across a utilities app portfolio; **rebuilt acquisition economics to positive unit economics**.
- Defined budget-allocation logic, scaling thresholds and repeatable reporting; improved ROAS and payback through structured testing.

Lead User Acquisition Manager, Severex

Apr 2023 - Sep 2023 · Warsaw / Hybrid

- Led campaign setup and optimization with an in-house creative team; owned competitor and market analysis and budgeting.

User Acquisition Manager, BP Mobile

Feb 2020 - Apr 2023 · Minsk

- Scaled **InPulse to #1 in the US App Store** (Health & Fitness), aligning performance UA with monetization and retention.
- Managed UA across Tier-1, Tier-2 and Tier-3 markets with a US focus, under strict unit-economics constraints (LTV, ROAS, payback).
- Built deep hands-on expertise in creative testing, scaling frameworks and cross-channel optimization.

User Acquisition Manager, BangBang Ads

Sep 2017 - Jan 2020 · Minsk

- Ran multi-vertical performance UA on Meta and Google UAC plus native / push; managed trackers and MMPs, planned KPIs, managed direct reports and owned creative strategy.

Earlier: Media Buyer, Hotpartner · Affiliate Marketing, self-employed

2015 - 2017

Performance media buying across Meta and native / push networks; built and promoted landing pages and web shops.

SKILLS & TOOLS

Leadership: growth P&L ownership, team building (UA / ASO / creative), forecasting, budget allocation, cross-functional leadership

Channels: Meta, TikTok, Google Search / UAC, Apple Search Ads, Snapchat, Pinterest, Unity, ironSource, Mintegral, AppLovin, native / web-push

Analytics & Tools: AppsFlyer, Adjust, AppMetrica, SKAN, Tableau, Looker, FunnelFox, RevenueCat, Adaptly, Sensor Tower, AppMagic

Strategy: Web2App & App2App growth, unit economics (CAC / LTV / ROAS / payback), subscription & hybrid monetization

EDUCATION

BSUIR (Belarusian State University of Informatics and Radioelectronics) · Computer Systems & Networks

REFERENCES

Available on request.