

YANU ASHARI

Product Manager / Product Marketing Manager

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PROFESSIONAL SUMMARY

Product Manager with 13+ years across mobile gaming and consumer tech, including 6 years owning product P&L and live-ops for free-to-play games and gamified platforms. Shipped 4 mobile titles to Google Play with 50%+ D1 retention, and grew a gamification product from breakeven to a top revenue earner at Shopee (100M+ users).

Certified Scrum Master (PSM I). Deep expertise in F2P monetization, live-ops, retention/engagement loops, and data-driven product growth

WORK EXPERIENCE

Business Owner | CottonPicker.id *May 2025 - Present*

As the founder and owner of cottonpicker.id, a home-based clothing production business, I lead all aspects of operations, from product design and supply chain management to sales and customer service. This venture is a hands-on opportunity for me to deepen my business acumen, refine my organizational skills, and gain practical experience in managing Profit & Loss (P&L)

Marketing Gamification Manager | Shopee *Mar 2021 - May 2025 (4 years 2 months)*

Managed end-to-end business processes for Shopee Lucky Prize and Shopee Capit, overseeing game strategy, P&L, and feature development.

- Grew Shopee Capit from breakeven to a top-3 revenue product in Shopee Gamification (+200% GMV/revenue YoY) through live-ops iteration and monetization tuning.
- Set multiple all-time highs in revenue and profitability for three consecutive years.
- Exceeded Shopee Lucky Prize's Daily Active User (DAU) targets by 10-20% through targeted marketing initiatives.
- Defined game strategies, enhanced product features, and managed stakeholder relationships across multiple business units.

Senior Platform Manager | HarukaEDU *Apr 2020 - Mar 2021 (1 year)*

- Collaborated closely with the CEO to define and execute the product strategy for the government's Kartu Pra-Kerja project as Manager of the Platform Product Division.
- Improved overall user experience across the platform division, aligning product roadmap with government and business objectives.

Product Manager | Agate International *Feb 2018 - Mar 2020 (2 years)*

- Shipped 4 mobile titles to Google Play; 3 achieved D1 retention >50% (vs. ~35–40% category benchmark)
- Secured a publishing deal with a London-based publisher to release one title in the Western market.
- Successfully ported a game to HAGO and MPL platforms, expanding distribution and user reach.
- Acted as Product Owner in the SCRUM team; managed Product Backlog Items (PBI) and quarterly/annual OKRs.
- Conducted market research, user research, and feasibility studies to guide product decisions.
- Generated go-to-market strategies, product requirements, prototypes, and success metrics.
- Collaborated cross-functionally with Marketing, QA, Finance, and Business Development teams.

Game Producer | Alegrium *Jun 2016 - Dec 2017 (1 year 7 months)*

- Oversaw the game development lifecycle for award-winning product Cash Inc., from pre-production through Live-Ops.
- Worked closely with Heads of Department to define and manage timelines and roadmaps.
- Assisted the team in adopting Agile methodology across the development lifecycle.

Game Producer | Falcon Game Studio *Jan 2015 - Jun 2016 (1 year 5 months)*

- Led a new game department and drove rebranding of gamesatigalau.com, expanding the audience by upgrading technology from WAP to HTML5 on the new site popgames.com.

Game Developer | Falcon Game Studio *Mar 2011 - Dec 2014 (3 years 10 months)*

- Transitioned from game programming to game design, building well-rounded expertise across both disciplines.
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SKILLS

- Product Management: Product Strategy, Roadmapping, OKR Definition, Go-to-Market Strategy, User Research, Feasibility Studies
 - Agile and Scrum: PSM I Certified Scrum Master, SCRUM Framework, Product Backlog Management, SDLC
 - Marketing: Digital Marketing (Google Certified), Product Marketing, Gamification, P&L Management, Campaign Optimization
 - Design and UX: UX Design Principles, Prototyping, User-Centered Design
 - Leadership: Team Leadership, Cross-Functional Collaboration, Project Management, Problem Solving, Product Growth
 - F2P monetization (IAP, ads/rewarded video, battle pass, gacha/loot systems), LiveOps, retention & engagement (D1/D7/D30, DAU/MAU, churn), A/B testing/experimentation, funnel analytics, UA/user acquisition & ROAS, cohort analysis
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EDUCATION

Bachelor of Information Technology *2011 - 2015*

Universitas Indraprasta PGRI, Jakarta, Indonesia

AWARDS AND CERTIFICATIONS

- Innovation Award, Gameloft Game Jam 2015
- Winner, GameJam Retas Budaya 2020, Goethe Institut
- Professional Scrum Master I (PSM I), Scrum.org
- Fundamentals of Digital Marketing, Google Digital Garage