

# ABDULLAH HOMSI

## REGIONAL HEAD OF SUPPLY MEAIP

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## SUMMARY

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Monetization and supply-side leader with 8+ years of experience building and scaling publisher revenue through in-app, website, and social media advertising across the MEA region. Deep expertise in publisher monetization strategies, emerging app growth, and content-driven revenue models. Beyond corporate monetization, I create gaming content on TikTok with over 100K organic followers, giving me a creator-level understanding of audience engagement, content performance, and how content ecosystems translate into scalable advertising revenue.

## KEY ACHIEVEMENTS

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- Increased ad revenue across MEA by 30% within one year within Publishers ecosystem.
- Facilitated 2x growth in earnings for emerging app publishers.
- Established 50+ new publisher partnerships in less than six months.
- Trained over 100 publishers on new features, increasing engagement by 25%.
- Established a gaming channel with 100K followers organically.

## EXPERIENCE

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10/2024 - PRESENT

**Yango**

Regional Head of Supply MEAIP – Dubai, UAE

- Leading MEAIP initiatives to maximize in-app advertising revenue for publishers.
- Drive monetization growth on Social Media across the region
- Foster strong relationships with existing publishers
- Build new strategic partnerships to expand the network
- Leverage deep market expertise and extensive connections to help app publishers reach their full monetization potential
- Oversee the integration of Yango App Monetization, tailored to small and emerging publishers
- Managing a team of 5 (Onboarding, Technical & CSM)

09/2023 – 10/2024

**Yandex**

Monetization Supply Manager MEA – Dubai, UAE

- Driving scalable revenue growth for MEA publishers through in-app and website advertising.
- Strengthen existing relationships with publishers
- Implementing Monetization Strategies across publishers Social Media Accounts

- Establish new partnerships to expand opportunities
- Use extensive network and market knowledge to help app publishers achieve monetization goals
- Facilitate entry into monetization for emerging publishers & Work with Easy Monetization (Internal Product)
- Help publishers build stable earnings from advertising or increase existing earnings by up to 2x

04/2022 – 09/2023

**TEADS**

Publisher Account Manager MEA – Dubai, UAE

- Drove publisher revenue growth through relationship management, delivering USD 1M in monthly monetization revenue
- Led publisher expansion across KSA, UAE, and Egypt.
- Manage a patch of existing publishers and newly onboarded publishers
- Approaching Publishers and Pitching Native Technology to key publishing regions (KSA, UAE, Egypt)

12/2019 – 04/2022

**Omada Digital Group**

Publisher Partner Manager – Dubai, UAE

- Managed relationships with web publishers, media companies, agencies, and content sites.
- Provided strategy, performance support, and acted as main point of contact for publishers.
- Coordinated internally with Ad Operations and Commercial teams to optimize performance.
- Leveraged data analysis to recommend strategies and grow revenue.
- Monitored key publisher metrics and reported daily performance.
- Implemented processes to scale publisher business efficiently.
- Oversaw affiliate strategies, budgets, campaigns, and promotions.
- Negotiated terms, tracked progress, and advised on optimization for conversions.

05/2018 – 07/2019

**Google**

Digital Marketing Manager – Istanbul, Turkiye

- Managing clients' Google Ads accounts.
- Creating proposals for potential clients.
- Consulting clients on marketing social media plans with larger annual budgets (\$500,000 - \$1,000,000).
- Conducting market research on the Middle East region for potential market penetration.

02/2017 – 04/2018

**Hanwha Group**

Sales Engineer – Istanbul, Turkiye

- Developed a strategy to achieve business objectives in the Middle East.
- Built and launched subsidiary platforms to support local markets.

- Managed key client relationships and promoted the Hanwha brand.
- Maintained knowledge of solar products, installation processes, policies, and local industry.
- Reported to the Regional Director; achieved annual sales of over \$500,000.

## EDUCATION

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2012 - 2016

### **B.sc Energy Systems Engineering**

Okan University

Completed a rigorous curriculum in professional writing, publishing, and editorial practices.

## LANGUAGES

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- Arabic – Native
- English – Native
- Turkish – Advanced

## PROJECTS

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10/2024

### **Yango App Monetization**

Cairo, Egypt

- Hosted a Yango App monetization session for leading regional publishers, including Al Ahram, Masry El Youm, Al Tibbi, Masrawy, and Yalla Kora.
- Introduced app monetization strategies focused on unlocking incremental advertising revenue for publishers.
- Attended by 12 publishing companies and networks across the region.
- 7 attendees converted to Yango App Monetization partners.

02/2025

### **Gaming Revolution**

Dubai, UAE

- Hosted an exclusive annual app monetization and growth event at Yango HQ, Dubai, bringing together leading publishers and gaming companies across MENA.
- Showcased Yango Ads' full-funnel capabilities (monetization, analytics, UA, and campaign strategy).
- Attended by 12+ publishing and gaming organizations, including key regional decision-makers.
- Generated multiple post-event commercial discussions, with new monetization pilots and upsell opportunities initiated valued at 300,000 USD.
- Strengthened relationships with existing partners while accelerating new partnership pipelines.
- Positioned Yango as a thought leader in MENA app monetization and gaming growth.

02/2024

### **Hit Game Conference**

Istanbul, Turkiye

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