

George Arashi Witham

LiveOps, CRM & Monetization Strategy | Mobile Gaming | DTC



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🚩 Nationality: Spanish

📄 SUMMARY

LiveOps and monetization professional with experience across F2P mobile games, iGaming, CRM/lifecycle campaigns, and Direct-to-Consumer growth. Currently owns DTC strategy and execution for Heart of Vegas at Product Madness, alongside key areas of monetization, engagement, campaign planning, experimentation, and performance optimization across the live calendar.

Strong experience translating product, LiveOps, and commercial goals into player-facing campaigns, segmented journeys, feature requirements, and go-to-market plans. Comfortable working cross-functionally with Product, Data, Economy, Art, QA, Marketing Ops, and external partners to align strategy, execution, and performance learning. Focused on balancing player experience, engagement, retention, revenue growth, and margin expansion.

🛠️ TOOLS & PLATFORMS

Iterable | Appcharge | Looker | Jira | Confluence | Google Sheets | Miro | ClickFunnels | ActiveCampaign | Mailchimp | ClickUp | WordPress | AI-assisted workflows | 20+ iGaming operator back-office systems

👛 PROFESSIONAL EXPERIENCE

Product Madness

Senior Associate GameOps Manager
01/2025 – Present | Barcelona, Spain

- Own DTC strategy and roadmap for Heart of Vegas, focused on growing off-platform revenue and building stronger player loyalty through the external store ecosystem
- Brief and oversee DTC store feature development, translating business goals and player behaviour insights into clear requirements, user journeys, and execution plans
- Lead DTC go-to-market strategy across player-facing campaigns, CRM touchpoints, store positioning, value messaging, segmentation, and live calendar alignment
- Own in-app monetization and engagement initiatives end-to-end, from opportunity identification and concept design through launch, monitoring, performance analysis, and iteration
- Design and manage A/B tests from hypothesis and test setup through readout, performance interpretation, and next-step recommendations
- Monitor daily performance across revenue, payer behaviour, DTC share, campaign performance, and live calendar activity, reacting quickly to optimize outcomes
- Work cross-functionally with Product, Economy, Data, Art, QA, and other stakeholders to align requirements, execution, and launch readiness

Komorebi Institute

Growth & Monetization Partner
01/2023 – 01/2025 | Barcelona, Spain

- Owned growth and monetization strategy across web, email, paid media, lifecycle campaigns, partnerships, and product packaging
- Built and optimized conversion funnels, including landing pages, webinars, email journeys, seasonal campaigns, and sales flows
- Managed CRM segmentation, campaign planning, copywriting, automated lifecycle journeys, newsletters, and audience targeting

LANGUAGES

English ● ● ● ● ●

Spanish ● ● ● ● ●

Japanese ● ● ● ● ●

- Developed offers, pricing, packaging, and value ladders across digital and physical products to improve conversion and customer value
- Led organic social, Meta paid acquisition, and funnel performance optimization, improving traffic quality, engagement, and ROAS
- Built the go-to-market foundation for a new educational vertical, including positioning, website, content strategy, partnerships, and campaign execution

Rubiko

Head of Client Success (B2B) - iGaming

04/2022 – 12/2022 | Barcelona, Spain

- Owned senior B2B client relationships across a portfolio of 13 iGaming clients, driving retention, trust, satisfaction, and long-term growth
- Led business reviews, KPI tracking, performance discussions, and strategic alignment to increase client value and improve relationship health
- Used client feedback, operational data, and performance trends to identify risks, opportunities, and process improvements
- Managed onboarding, offboarding, communication standards, and process optimization to improve efficiency and client satisfaction

Rubiko

Customer Support Operations Manager (B2C) - iGaming

05/2021 – 04/2022 | Barcelona, Spain

- Led 20+ person B2C customer support operations, balancing efficiency, service quality, regulatory compliance, and customer experience
- Defined and executed operational strategy across team performance, workflows, quality standards, and issue escalation
- Used data, trend analysis, and customer feedback to optimize workflows, staffing, and support processes
- Partnered cross-functionally to surface recurring customer pain points, improve communication, and support operational improvements
- Ensured full regulatory compliance within a highly regulated iGaming environment

Rubiko

Payments & Fraud Analyst - iGaming

12/2020 – 05/2021 | Barcelona, Spain

- Monitored payments, fraud patterns, and transaction activity within a regulated iGaming environment
- Supported operational risk management, payment issue resolution, KYC, and process improvements

Customer Support Specialist (Japanese Market) - iGaming

01/2020 – 12/2020 | Barcelona, Spain

- Supported Japanese-market customers across account, payments, product, and compliance-related queries
- Built strong understanding of player/customer behaviour, service expectations, and regulated gaming operations

Centro de Cultura Asiática de Málaga

Copywriter / Translator

03/2019 – 11/2019 | Malaga, Spain

- Created and translated written content across English, Spanish, and Japanese
- Supported communication, educational, and promotional materials for a multilingual audience

Inlingua

English Teacher

09/2016 – 07/2018 | Malaga, Spain

- Delivered English language instruction to adult and professional learners
- Built strong communication, presentation, and audience-adaptation skills

EDUCATION

East Asian Studies

Universidad de Málaga

Malaga, Spain

Field: International Relations and Affairs

International Exchange

Dokkyo University

Saitama, Japan