

ARTEM PEREVERZEV

Technical Product, Account & Partnerships Lead — Mobile Measurement & AdTech

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SUMMARY

AdTech professional with 8+ years across mobile measurement (MMP), martech, and technical presales — including 6 years at MyTracker, VK Group's mobile measurement platform and a direct functional analog of AppsFlyer, Adjust, and Singular. Work at the intersection of product, partner integrations, and measurement quality: defining technical requirements, unblocking integrations with ad networks and DSPs, and translating partner needs into product roadmap. Advanced SQL (ClickHouse, PostgreSQL) and a track record of building data products end-to-end. Active indie iOS developer running production AI-assisted workflows.

CORE SKILLS

Mobile Attribution & Measurement: MMP architecture, postback flows, attribution windows, signal quality, fraud signals, SKAdNetwork basics.

Partner Integrations: 15+ ad networks and DSPs (Google Ads, TikTok Ads, Yandex Direct, VK Ads, others); SDK & API integrations; S2S postback design.

Product Collaboration: Technical specifications, cross-functional coordination across Product, R&D, mobile/backend/frontend, and GTM.

Data & SQL: Advanced SQL on ClickHouse, PostgreSQL, MySQL; dashboarding in Redash, Superset, Grafana.

AI & Automation: Production AI-assisted workflows for development, data processing, content, and asset pipelines.

Tools & Languages: Jira, Confluence, Figma; Python (data scripts), Swift, JavaScript.

EXPERIENCE

VK Group — MyTracker (Mobile Measurement Platform)

Apr 2023 – Present

Head of Technical Support — Product & Partnerships

MyTracker is VK's mobile & web analytics, ad attribution, and data-storage platform — a direct functional analog of AppsFlyer, Adjust, and Singular.

- Own technical product collaboration with **15+ ad network and DSP partners** (Google Ads, TikTok Ads, Yandex Direct, VK Ads, others); negotiate integration scope, define postback specs, and unblock technical issues end-to-end.
- Authored **300+ technical product specifications**, translating partner and customer requirements into actionable work for Product and R&D.
- Lead the technical support function and built SQL-based monitoring dashboards (ClickHouse, PostgreSQL) for attribution quality and integration health.
- Delivered **70+ SDK integration webinars** to internal and external audiences, including Top-10 advertisers across e-commerce, fintech, and foodtech.
- Implemented an SLA framework (24h standard / 3h premium) with **95% compliance**.

VK Group — MyTracker

May 2020 – Apr 2023

Technical Account Manager

- Owned the technical relationship with strategic MyTracker clients across mobile measurement, attribution accuracy, and SDK/API integration.
- Acted as the bridge between clients and product/engineering — translating partner pain points into prioritized product work.
- Built deep domain expertise in mobile attribution, postback architecture, and signal-quality troubleshooting that grounds all current product partnerships work.

Infobip — Cloud Communications / Martech

Aug 2018 – May 2020

Senior Presales Engineer · Presales Engineer

- **Co-launched Infobip's WhatsApp Business API in the CIS region** — first partner of Meta (Facebook) in the market. Onboarded 20+ enterprise clients generating **70M+ business messages monthly**.
- Owned technical presales for cloud CRM, mobile push (iOS/Android SDKs), and API/web-counter integrations: 100+ technical discovery calls with a **~65% close rate**.
- Coordinated a 5-person presales team; ran 10 educational webinars and 5 conferences for clients and partners.
- Worked with Product and R&D on feature requests, scoping, and POCs — defining requirements that ensured technical feasibility and on-time delivery.

SELECTED INDEPENDENT PROJECTS

LootShrine

2025 – Present

Pixel-art roguelite (iOS) — Solo Developer

- Designed, built, and shipped a pixel-art inventory-management roguelite end-to-end as a solo developer — **live on the App Store**. Stack: Swift, StoreKit 2, Game Center, RevenueCat, TelemetryDeck.
- Built the monetization model — free demo plus a premium non-consumable unlock via StoreKit 2 — and ran the full release pipeline from App Store assets to launch.
- Operate AI-assisted workflows across the pipeline: code generation and review, asset processing (custom Python/Pillow scripts for 40+ Game Center icons), and data analysis (custom MyTracker API ingestion with campaign-level filtering).

lootshrine.com · [App Store](#)

iWellny

2025 – Present

Wellness & mindfulness app (iOS) — Solo Developer

- Built and shipped a wellness app with deep Apple HealthKit integration — **live on the App Store**. Stack: Swift, HealthKit, RevenueCat, Firebase.
- Implemented mindfulness-scoring and health-metric tracking, with subscription monetization via RevenueCat.

iwellny.com · [App Store](#)

EDUCATION

B.Sc. in Information Technology — Southwest State University (formerly Kursk State Technical University), Kursk, Russia · 2011–2015

LANGUAGES

Russian — native · English — professional working proficiency