



App Marketing Associate/Manager, New Delhi

***For candidates having 1 to 3 years of digital marketing experience.**

Position Overview

We are looking for bright, intelligent & upbeat individuals who would love the excitement of a start-up environment. We'd love for you to join us as an App Marketing Associate/Manager to drive mobile app installs and app usage for our clients, located all over the world.

About Studio Mosaic

Studio Mosaic is an award-winning, growth-oriented mobile app marketing agency that helps appreneurs & enterprises launch and promote their mobile apps worldwide. We specialize in user acquisition and revenue generation for app-based businesses and have worked with over 300 clients on over 600 app projects till date.

Having consistently been recognized as one of the best app marketing agencies in the world, by Clutch.co, BusinessofApps and others, Studio Mosaic has become the preferred partner for mobile app businesses that want to achieve growth through an ethical and data-driven approach.

Some of our clients include - Sony, Yatra, 3M, HCL along with many other international apps.

Know more about us at www.studiomosaicapps.com

Key Responsibilities

- Create & execute an overall growth strategy for the app for user acquisition & retention depending on client requirements
- Undertake Appstore Optimisation (ASO) including keywords, screenshots, preview video, reviews and everything else that impacts the appstore presence
- Advertising on mobile app marketing channels with focus on Facebook Ads, Google Ads, Apple Search Ads and for optimizing campaigns to reach the target return on investment (ROI) and return on ad spends (ROAS)
- Audit the app and suggest improvements in onboarding or monetisation strategy to improve in-app conversion rates
- Make analytics and data driven decisions to optimize acquisition & retention strategy (funnel improvement, In-app engagement, ROAS, LTV etc.)
- Prepare and study weekly performance reports with all clients along with analysis of past performance and strategy going forward
- Frequently communicate with clients to discuss updates and strategic discussions and ensure delivery of all project objectives

Required Skills & Competencies

- 1 – 4 years' relevant experience in digital/app marketing. Most importantly, you should have the willingness to learn. You will be trained for the role on the job and you would be expected to be a quick learner
- A basic understanding of apps and the appstore ecosystem
- An analytical bent of mind and data driven attitude. We are looking for someone who can crunch numbers and find answers and patterns. Hence, data analysis and comfort with numbers is an important requirement for the job along with knowledge of using ExcelA holistic understanding of the appstore ecosystem



- Exposure to or hands-on experience of Appstore Optimisation (ASO)
- Hands on experience of working on Facebook ads and Google ads is a must
- Familiarity with - Appstore Connect, Google Playstore, AppTweak/ Senor Tower, Firebase/ Branch/ MixPanel, Appsflyer/ TUNE etc.
- A keen sense of design is essential. The incumbent should be able to visualize modern creative designs and get them executed by the in-house designers

Personality Skills you should possess

- A passion for mobile apps and digital marketing is a must for the job
- High level of ownership and a go-getter attitude. At Studio Mosaic, we encourage you to be an independent thinker and self-starter. We are looking for someone who is intrinsically motivated
- Ability to manage and prioritize multiple projects is important. You should be able to multi-task and deliver under pressure with strict timelines
- You will be a part of a team that prides itself on working with each other instead of vs each other. We are looking to hire someone who is a team player and will add to the camaraderie and fun
- Excellent verbal, written, and interpersonal skills. You will have to liaise with partners and clients located in all over the world, primarily in USA, UK, Canada and Australia

Why join Studio Mosaic?

- A fun, intelligent, empowered and trustworthy team to work with
- Opportunity to gain immense learning on how to market and grow mobile app businesses from some of the best in the world
- An accomplished and empathetic founding team to guide you
- Opportunity to discuss strategy with global clients who are business owners and entrepreneurs

Interested candidates can apply directly from the website or send in their resumes to jobs@studiomosaicapps.com