



## Account Manager, New Delhi

### Position Overview

We're looking for bright, intelligent, and upbeat individuals who are excited about the idea of working in a startup environment and want to take full ownership of driving growth for mobile apps. As an Account Manager, you will own client growth outcomes end-to-end, combining marketing strategy, product recommendations, and business insights to drive measurable results and long-term success for mobile apps.

### About [Studio Mosaic](#)

Studio Mosaic is an award-winning, growth-oriented mobile app marketing agency with 11+ years of experience in helping 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 600 clients on over 850 mobile app projects to 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 Healthify, Sachin Saga, Aditya Birla, Sony, Yatra, 3M, HCL along with many other international apps.

### Key Responsibilities

- Create and execute a comprehensive growth strategy for each app client—including App Store Optimization, Paid Acquisition, Monetization, and Retention.
- Work closely with clients (founders, product leads, CMOs) to understand their goals and translate them into measurable action plans.
- Take the lead on product-level growth consulting—including onboarding and paywall optimization, user funnel analysis, and improving in-app conversion rates.
- Calculate and improve key metrics like CAC, ROAS, LTV, and retention, while regularly analyzing user journeys and app performance.
- Work with the internal User Acquisition, ASO, and Creative teams to execute growth plans and run experiments.
- Collaborate with App Store Optimization managers to create the keyword strategy, visual assets, and overall ASO strategy to improve organic performance.
- Collaborate with performance marketing specialists to optimize campaigns across channels like Meta, Google UAC, and Apple Search Ads, and ensure alignment on agreed goals with a focus on efficiency and scale.
- Leverage tools like Firebase, AppsFlyer, Mixpanel, AppTweak, Data Studio, etc. to identify insights and improvement opportunities.
- Maintain weekly check-ins and monthly reviews with clients to present results, insights, and growth roadmaps.



## **Required Skills and Competencies**

- 1–4 years of experience in mobile app marketing, digital strategy, or growth consulting.
- A basic understanding of apps and the app store ecosystem, including paid ads, app stores, analytics, and in-app behavior.
- Hands-on experience with ASO, Facebook Ads, Google Ads, or Apple Search Ads would be preferred.
- Strong analytical thinking with a data-first mindset—able to spot patterns, derive insights, and turn them into action.
- An eye for modern creative design and how it affects performance, particularly across ads and app store pages.
- Excellent verbal and written communication skills, with the ability to explain strategy and data clearly to clients and team members.

## **Preferred Personality Skills**

- 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.
- The ability to manage and prioritize multiple projects is important. You should be able to multitask 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 against each other. We are looking to hire someone who is a team player and will add to the camaraderie and fun.

## **Why join Studio Mosaic?**

- Vibrant, inclusive culture that encourages learning, ownership, and fun
- A close-knit team that celebrates collaboration, experimentation, and initiative
- 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 collaborate with business leaders and CEOs at startups and established large enterprises located all over the world

Interested candidates can apply directly from the website or send in their resumes to

[jobs@studiomosaicapps.com](mailto:jobs@studiomosaicapps.com)