



App Store Optimization (ASO) Specialist, New Delhi

Position Overview

We are looking for bright, intelligent & upbeat individuals who would love the excitement of a start-up environment. We require Appstore Optimisation (ASO) Specialists who have prior experience in managing the appstore presence of iOS and Android apps and have successfully driven organic discovery and thereby installs using their ASO strategies.

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

- Overall ASO growth strategy using industry-leading tools like Sensor Tower, AppTweak, AppAnnie etc. to optimize keywords, screenshots, ratings + reviews etc.
- Audit and develop internal frameworks, processes and best practices and lead the ASO efforts across the company, for new and existing titles
- Test and report on hypotheses to improve CVR and organic installs
- Coordinate with design team to develop attractive appstore assets
- Work in close collaboration with the Product, User Acquisition, Analytics teams to tie ASO efforts to quantifiable results like retention, LTV, ROAS
- Set frameworks for measuring and reporting on ASO campaigns performance, and the impact on the user acquisition funnel and performance
- Constantly monitor and track keyword rank movement and organic performance and make changes in ASO strategy accordingly
- Promote ASO and be an advocate for resources needed
- Conduct competitive analysis and research, staying up to date on the competitive landscape
- Participate in ASO discussions and conferences globally and represent Studio Mosaic in your capacity as ASO evangelist.



Required Skills & Competencies

- A holistic understanding of the appstore ecosystem
- 1 to 3 years' experience in ASO
- Familiarity with the ASO stack by Phiture would be an added bonus
- Hands on experience of working on Appstore Connect, Google Playstore, AppTweak/Senor Tower, Firebase/Branch/MixPanel, Appsflyer/TUNE etc.
- An analytical bent of mind and data driven attitude. We are looking for someone who can crunch numbers to find answers and patterns and then communicate them through your ASO strategy. Hence, data analysis and comfort with numbers is an important requirement for the job along with knowledge of using Excel
- 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 to achieve a high view to install conversion rate.

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
- Remote work from home, till the pandemic situation prevails.

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

jobs@studiomosaicapps.com