



Google Campaign 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 a Campaign Specialist who will be a Google marketing specialist with 3-6 years' advertising experience in running app install (CPI) campaigns on Google Ads. You will be responsible for advertising on mobile app marketing channels with focus on Google Ads while optimizing campaigns to achieve the target return on investment (ROI) and return on ad spends (ROAS).

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 600 clients on over 850+ 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 - Aditya Birla Capital, Sony, Yatra, 3M, HCL along with many other international apps.

Know more about us at www.studiomosaicapps.com/

Key Responsibilities

- Plan, execute & scale user acquisition campaigns (app installs) across UA channels with specific focus on Google Ads
- Analyze campaigns and post install user behaviour through third party attribution and analytics tools such as Appsflyer, Adjust, Amplitude, Firebase etc.
- Make analytics and data driven decisions to optimize campaigns to achieve client objectives (In-app engagement, ROAS, LTV etc.)
- Run multiple A/B and/or Multivariate tests on campaigns and monitor and track the results of the same
- Maintain internal campaign dashboards to track daily performance
- Share weekly performance reports with all clients along with analysis of past performance and strategy going forward
- Work with the respective account managers on overall account strategy
- Frequently communicate with clients to share updates and discuss strategy

Required Skills & Competencies

- 3-6 years' experience managing PPC/ UA campaigns, preferably for mobile applications
- Graduate/ Post Graduate degree in any discipline



- Experience of working with attribution tools and working knowledge of in-app analytics platforms like Firebase, Mixpanel, Appsflyer, Branch etc.
- **Hands on experience of working on Google ads is a must**
- An analytical bent of mind and data driven attitude is desirable. 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 Excel
- Familiarity with App Store Connect and Google Play dashboards is a plus
- 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 design team
- Excellent verbal, written, and interpersonal skills
- A passion for mobile apps and digital marketing is a must for the job
- You must have excellent English communication skills and the confidence to liaise with partners and clients that are located in the USA, UK and other countries.

Personality Skills you should possess

- Ability to manage and prioritize multiple projects is important. The incumbent should be able to multi-task and deliver under pressure.
- The incumbent should be detail oriented and organized
- At Studio Mosaic, we encourage you to be an independent thinker and self-starter. We are looking for someone who is intrinsically motivated.
- The incumbent 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.

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