



<https://moonee.io/job/aso-manager/>

ASO Manager

Date posted

May 11, 2019

Description

At Moonee, we're working hard to redesign the way mobile games are published today. We're seeking a qualified ASO specialist to help us boost our mobile apps. Our ideal candidate will be trusted to dive right in, take the lead, use initiative, and with a wide curiosity about the stores' algorithms. Highly skilled at analytics, this person will join and inspire a team of like-minded go-getters to achieve our company vision.

Responsibilities

- Be in charge of our app's pages optimization in Appstore & Google Play.
- Runs conversion optimization campaigns, A/B testing
- UI/UX feedback
- Creates reports and updates creative (icons, screenshots).
- Creates preview videos and social ads.
- Leading the localization process
- Work closely with the Content Manager on app descriptions
- Provide graphics requirements to our graphics team for store assets.
- Research, plan, run and analyze ASO tests.
- Monitor and track app store rankings and conversion rate, using the latest analytical tools.

Qualifications

- 1+ years of experience in ASO.
- Experience in graphics design – a big advantage.
- Excellent hands-on keyword research skills.
- An excellent understanding of the different App stores and their processes.
- Understanding and passion for mobile games.
- Strong English skills (additional languages are an advantage).
- Excellent analytical skills.
- Independent work with an eye for creative quality.
- Organized, creative and detail oriented.
- High proficiency in Microsoft Office/Google Applications.
- Good communication skills.