

Customer Acquisition Specialist (17045)

Responsibilities:

The Customer Acquisition Specialist will be responsible for the day to day management and execution of customer acquisition related activities for our client's Games portfolio across numerous platforms. You will work closely with Production, Design, Marketing and Ad Operations to deliver results across the portfolio. We are looking for self-motivated individuals that are excited to dream, manage and support great products.

As a member of the Games Team, you will:

- Create and drive plans for acquiring and retaining users through focused, data-driven, and ROI based mobile user acquisition and retention strategies on multiple platforms across a growing portfolio of titles.
- Drive App Search Optimization efforts, including testing and optimization of keywords, screenshots, app description, and content.
- Investigate, Test, optimize and scale app acquisition and promotional channels (Including Paid Acquisition, Mobile App Conversion, Push/In-App, Organic via App Store Optimization).
- Work closely with Design/Art to develop content needed to drive acquisitions and engagement.
- Conduct Market Research and comparisons to other apps.
- Suggest In-App improvements to increase user acquisition and retention.
- Coordinate ad campaigns with Ad Operations team.
- Gather BI and conduct data analysis across a variety of BI sources.
- Calculate ROI for various user segments to develop optimal plans.
- Schedule and track all campaigns and acquisition efforts to develop ROI comparisons.
- Coordinate with Community to understand the Audience and requested feature sets.
- Work with Research to conduct User Research studies regarding new users.
- Consult on a regular basis with the Leadership team to align expectations and deliverables.
- Communicate directly with customers to determine best strategies for acquisitions.
- Be able to multitask between features, platforms and projects.

Qualifications and skills:

- 3+ Years' Experience in App/Game customer acquisition.
- Experience in App Store and Social strategies and tactics to drive app growth.
- Experience in Mobile App Portals.
- Experience with app organic and paid marketing including attribution.
- Thorough understanding of App Description and Screenshot optimization.
- SEO and App Store Keyword Optimization

- Good understanding of game release process.
- Thorough understanding of scheduling and prioritization.
- Thorough understanding of Analytics and the types of decisions that can be made through proper analysis.
- Strong LTV analysis skills.
- Excellent written and oral communication skills.
- Must have high level of interpersonal skills to collaborate and communicate with extended team and to be able to interact with individuals at all levels of the organization with confidence and professionalism.
- A strong understanding of the games and features that relate to a casual audience.
- Experience in A/B testing customer acquisition strategies.

Extra/Bonus Qualifications and skills:

- Experience in First-Party Publishing.
- Experience with Windows Store apps.
- Experience with Casual Games.
- Experience with on-line services.

Please note: we are unable to consider third party candidates for this position.

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