



Senior User Acquisition Manager (M/W/NB) - Kolibri Games

Berlin - Full-time - 743999786394401

Apply Now:

<https://jobs.smartrecruiters.com/Ubisoft2/743999786394401-senior-user-acquisition-manager-m-w-nb-kolibri-games?oga=true>

Kolibri Games are looking for a User Acquisition Manager to work within our marketing team and help acquire new players for our current and future mobile games.

Working with a small team, you will plan and manage marketing campaigns. Monitor and optimize our UA campaigns and help to increase our global game presence.

We're keen to find a passionate gamer who has a quantitative mindset and is very hypothesis-driven, who can dive into data and help optimize based on key KPI's and company goals.

Responsibilities:

- Manage, implement, and execute user acquisition campaigns on channels like Facebook, Google, Vungle, Crossinstall and more
 - Analyze and optimize UA campaigns based on internal performance KPIs
 - Continuously improve our ASO
 - Provide input and data-driven decisions into creative development
 - Provide input for marketing automation
 - Manage day to day partner relations
 - Keep up with industry trends and new UA opportunities
 - Grow our increasing base of game titles
-
- A team player that can adapt easily to others
 - Highly motivated, hands-on and a well-organized work approach
 - Experienced with user acquisition campaign channels such as Facebook, Google, Vungle, Crossinstall, and more
 - Previous experience within the mobile application industry
 - +2 years of experience in ASO
 - Analytical skills and mindset
 - Knowledge of analytical tools such as Looker, Tableau, Sensor Tower and App Radar

Desirable skills

- Passion for games, especially mobile games

We are an equal-opportunity employer and value diversity at our company. We do not discriminate on the basis of race, ethnicity, religion, gender, sexual orientation, and age or disability status.