



ASO Manager

ZiMAD

Job Overview

Job Type:	Full Time
Location:	Nis, Serbia
Address:	Сербия, Ниш
Website:	https://zimad.com/careers/

Description

Are you passionate about your work and want to pursue your dreams?

Join the ZiMAD team, and let's collaborate to create exceptional games together!

ZiMAD is a US mobile game publisher and developer that has been at the forefront of the gaming industry since 2009. We are a dynamic multinational team, speaking 15 languages and living in 63 cities across 17 countries. With an impressive portfolio of world-class free-to-play projects, including titles like Magic Jigsaw Puzzles, Puzzle Villa, Art of Puzzles, Domino Online, and many others, we constantly push boundaries and believe that games can be more than just entertainment.

We've forged partnerships with internationally renowned IPs (Disney, Nickelodeon, LIFE, Sony Pictures, etc.) and strive to develop games that sharpen mental well-being and deliver remarkable user experiences.

We're looking for an **ASO Manager** to join our growing team and help drive the visibility and performance of our games across various app stores.

Responsibilities:

- Analyze keywords, metadata, app descriptions, and other factors to optimize app store rankings (App Store, Google Play, etc.)
- Conduct A/B testing for marketing creatives
- Assist in monitoring and analyzing results of ASO strategies using analytics and reporting tools
- Learn and apply ASO best practices and emerging trends to optimize processes and achieve department goals
- Collaborate with development, marketing, and product teams to align ASO strategies with business objectives
- Develop creative briefs and manage ASO asset production (icons, screenshots, feature graphics, etc.)

- Develop custom store flows and optimize CPP/CSL strategies.

Requirements:

- 3+ years of experience in ASO
- Solid understanding of core product metrics
- Experience in working with app store algorithms and ranking systems
- Experience with diverse traffic sources/channels
- Strong analytical skills with the ability to interpret data and drive decisions
- Excellent communication skills and effective cross-functional collaboration
- English proficiency sufficient to read and analyze international data and trends
- Experience with AI: ChatGPT, Midjourney, DALL-E.

We offer:

- Opportunity to work for ZIMAD, a US company with a diverse portfolio of global free-to-play (F2P) projects with a multi-million monthly user base
- Involvement in the entire product development cycle
- Career growth prospects within an international company
- Remote work opportunities
- Flexible working schedule
- Bonuses based on the achievement of KPIs and financial results of projects
- Paid conferences, training (including language courses), and workshops
- Opportunity to have sessions with psychologists to improve your mental health and well-being
- Participation in charity projects.

Last updated: 21.11.2025