



# Senior User Acquisition Manager

WN Talents

## Job Overview

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<b>Job Type:</b>	Full Time, Part-Time
<b>Location:</b>	Remote work
<b>Tagged as:</b>	Traffic analysis
<b>Website:</b>	<a href="https://talentsingames.com/">https://talentsingames.com/</a>

## Description

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**WN Talents** looking for an experienced **Senior User Acquisition Manager** for our client, mobile game publisher and developer that has been at the forefront of the gaming industry since 2009. They 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.

They UA team helps maximize the potential of each company game within the ecosystem. The team is split into several job expertise such as user acquisition and re-targeting. Every UA manager is responsible for one or several user acquisition platforms/networks/channels.

### Role

Client is looking for an User Acquisition Manager to manage and execute global user acquisition campaigns across mobile channels (Social, Ad networks, DSPs, and Others) and grow app downloads and revenues for our mobile games. In this role, you will optimize existing channels, improve operational processes and drive new testing initiatives. You will manage cross-functional projects and work closely with internal and external partners to drive a direct impact on the business.

### Responsibilities:

- Plan and manage UA campaigns for multiple games and/ or apps on one or several UA channels (Google Ads, Applovin, Unity, Ironsource, Mintegral etc.)
- Analyze the performance of our campaigns, identify the most relevant signals, and increase the ROAS of our games and apps
- Build and document best practices and processes to improve operational efficiency
- Work closely with our Product and Creative teams to coordinate efforts and share feedback
- Manage day-to-day collaboration with partners to indicate growth points and deliver business KPIs

### Profile:

- You have more than two years of experience in performance marketing and paid acquisition in gaming companies (preferably casual games with hybrid monetization)
- You are data-driven and have growth mindset – excellent analytical skills to analyze complex data sets to drive actionable insights and initiative
- You have a successful track record with ROAS strategies on mobile games
- You're well-versed with experimentation methodologies and processes
- You're intimately familiar with user acquisition platforms (Meta, Google Ads, AppLovin, Unity, Mintegral, DSPs, etc.) and MMPs (Appsflyer, Adjust, etc.)
- You're a quick learner and are able to adapt quickly to dynamic business goals
- **You speak and write English fluently (Upper Intermediate and above)**
- You wish to work in an environment that values transparency, initiative and responsibility

#### **What client offer:**

- Opportunity to work for company, 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 choose voluntary health insurance (VHI) programs and receive compensation for their associated costs
- Opportunity to have sessions with psychologists to improve your mental health and well-being
- Participation in charity projects

#### **Selection stages:**

- Interview with the recruiter TIG +the questionnaire
- Technical interview (after that, a small test task is possible)
- Offer