Product Manager (Web Games)
ZiMAD

ZiMAD

Job Overview

Job Type:	Full Time, Part-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, a leading mobile game developer and publisher based in Florida, is on a mission to expand its successful mobile game portfolio to the web. By porting its popular mobile titles to online platforms, ZiMAD aims to attract new users, monetize them effectively, and, most importantly, guide them back to its mobile properties for a seamless cross-platform experience.
We are seeking a talented **Product Manager** to spearhead this initiative and drive the growth of ZiMAD's mobile games on the web.
Job Summary:
As the Product Manager for Web Games, you will lead the efforts to bring ZiMAD's mobile games portfolio to web platforms. This role focuses on creating strategies to attract new web users, maximize monetization on the web, and ultimately convert them into loyal mobile players. You'll work closely with teams publishing mobile games to ensure consistent promotion and cross-platform success, while also optimizing web presence for maximum visibility and engagement.
Key Responsibilities:

• Lead web-based game porting and publishing: Oversee the process of bringing ZiMAD's mobile games portfolio to web platforms, ensuring high-quality and on-time launches

• Drive user acquisition on the web: Develop SEO-driven marketing and promotion strategies to attract new users, increase visibility, and funnel them into ZiMAD's mobile ecosystem

• Cross-platform strategy: Work with mobile game teams to synchronize promotion and user acquisition strategies across platforms, ensuring that web users are encouraged to transition to ZiMAD's mobile games

• Data-driven decision making: Analyze key performance metrics from web platforms, optimize user engagement, and provide insights to improve retention and monetization

- Optimize web monetization: Collaborate with the monetization team to develop strategies for maximizing revenue on web platforms through ads, in-game purchases, and other monetization techniques, while strategically converting users to mobile properties

- Stay ahead of trends: Monitor industry trends in web and mobile gaming, SEO best practices, and competitor strategies to keep ZiMAD's portfolio competitive on the web

Qualifications:

- 3+ years of experience in product management, web publishing, or a related field, ideally within web gaming

- Expertise in SEO and user acquisition strategies for web platforms, with experience driving users to mobile applications

- Proven success in managing product lifecycles and driving user growth and engagement across web and mobile platforms

- Understanding of mobile game monetization models, including ads, in-app purchases, and web-specific revenue strategies

- Data-oriented, with experience in performance analysis and optimization based on key metrics

- Excellent communication and collaboration skills, particularly in working with mobile game teams

- Passion for gaming and a deep understanding of the web-to-mobile user journey

What 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 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

Last updated: 23.01.2025