



PAST AND CURRENT CLIENTS



App Store Optimization (ASO) Expert (f/m)

About Phiture

Phiture is a Berlin consultancy that **helps apps grow** - our goal is to improve mobile app usage with the help of our **industry-acclaimed frameworks** - the [Mobile Growth Stack](#) and [ASO Stack](#). We specialise in mobile growth strategies, **app store optimization** (ASO) and mobile marketing automation. We support a number of **large international brands** such as Skyscanner and Headspace as well as fast-growing startups in growing their apps.

About the role

We're looking for someone **passionate about App Store Optimization** to support our ASO team, provide strategic ASO recommendations for our clients and contribute to our ASO knowledge base. You will be responsible for analysing store presences, identifying areas for improvement, and overall visibility and conversion in the stores. You get to work with one of the world's **leading mobile growth consultancies**, with well known apps, in exciting Berlin, in a friendly and laid-back work atmosphere in a converted Deli.

What you'll do

- **Drive organic downloads** for our clients by improving their app product pages and by implementing App Store Optimization strategies
- Conduct **keyword optimization** and **conversion rate optimization** for the App and Play Store
- Work with the team in planning and **executing A/B tests** on Google Play
- Get involved with our **ASO knowledge base**, the [ASOStack](#) publication, and our 400-member **ASO Stack Slack Group**
- Support other **mobile growth** related activities of the company

What you'll need

- At least **1-2 years** of ASO experience with a proven **track record of results**
- Great **enthusiasm** for app store optimization and interest in mobile marketing
- Knowledge of App/Play store **developer consoles** and key ASO metrics
- **Experience with A/B testing** of creative assets on Google Play
- Experience with **keyword optimization**, relevant tools and processes
- Strong **knowledge of Excel**, able to make sense of and work with data
- Open to **startup culture**, open to change and helping out in different areas
- **Outstanding English** written communication and verbal presentation skills
- Positive attitude and **enthusiasm for getting results**

Bonus skills:

- Internationalization / localization experience
- Branding & design experience
- Copywriting experience
- Experience with SearchAds
- Experience with third-party testing tools
- Knowledge of SQL, XML, JSON / scraping data
- Additional language skills

Would you like to work in an **international startup-environment** with **well-known brands and startups**, improving their apps while having the opportunity to **thrive in a fast growing company** in the Berlin startup environment? - Contact **Pablo Penny** at jobs@phiture.com --
*Please don't forget to include your **CV and Cover letter***