



HYBRID GAMES

PortalOne develops mobile-first “Hybrid Games” that combine games and live shows to give users a more engaging games experience, with stunning visuals and interactivity. This convergence of entertainment forms means that our workforce is a mix of people from diverse industries, all working as a single team to create new workflows and pipelines to support production and delivery of next generation gaming entertainment. With founders and colleagues who have pioneered #1 hits in the gaming, film and TV industries around the world, ours is a culture of embracing challenge and breaking through barriers to bring great entertainment to life.

User Acquisition Specialist

JOB DESCRIPTION AND RESPONSIBILITIES

We are seeking a skilled User Acquisition Specialist with experience in successfully growing game apps through multi-channel user acquisition campaigns. Follow and understand the fast-evolving trends in mobile gaming, user acquisition, user behavior, and monetization. This UA Specialist will play a key role in achieving a successful North American launch and beyond.

Your duties will include:

- Hands-on responsibility across the full-cycle of planning, setting up, managing, and analyzing mobile game user acquisition campaigns
- Evaluate key performance metrics and optimize accordingly to achieve ROI and growth targets
- Manage budgets and prepare thorough, dynamic media planning
- Analyze and report performance KPIs, working closely with our analytics team
- Build, maintain and enhance PortalOne's relationships with mobile UA partners
- Select, onboard, and evaluate new mobile UA partners and relevant tools
- Coordinate closely with our analytics, games, and studio teams, as well as the rest of marketing/communications
- Work closely with stakeholders across the company to ensure strong coordination and resource optimization
- Responsibility for hands-on administering of the company's social media and community tasks

SKILLS & REQUIREMENTS

REQUIRED

- Experience in managing marketing or UA campaigns, in games or relevant entertainment apps
- Experience in successfully growing apps or games through organic/viral & paid mobile user acquisition campaigns.

- In-depth understanding and proven expertise with Facebook ads and Google AdWords for mobile (UAC).
- Good understanding of essential mobile marketing tech, especially conversion tracking, programmatic advertising, etc.
- Previous budgeting and budget spending responsibilities for ROI-based mobile user acquisition campaigns
- Strong project management skills, analytical (data analysis experience using Excel and analytics tools) and reporting skills
- Proactive, with a strong sense of accountability, ownership and a hands-on mentality
- Preference for working in fast-paced environments, and ability to deliver on multiple projects in parallel.
- Good verbal, written, and interpersonal skills needed
- Passionate about gaming, media and entertainment
- Team player orientation

PREFERRED

- BA/BS degree or above
- Experience with Photoshop, Premiere, etc.
- Experience with Firebase
- Experience with advertising on additional platforms (e.g. TikTok, Snapchat)
- Experience from a social media or community manager role

WORKING AT PORTALONE OFFERS YOU:

- Competitive salary
- Health insurance
- 25 paid vacation days per year, plus public holidays

****THIS POSITION IS BASED IN LOS ANGELES, CALIFORNIA****

JOIN OUR TEAM!

Send CV and Cover Letter to: join@portalone.com