



## User Acquisition Associate

PikPok is a leading digital publisher of fun and addictive games across mobile, tablet, and desktop. With a portfolio of original, licensed, and third party developed properties, PikPok delivers games that appeal to all consumers with pick-up-and-play game play, high-quality art, and immersive audio design which provide rich game experiences.

We are building our growth team ahead of major new releases, and we're looking for an User Acquisition Associate that's passionate about growing and scaling up the performance of a great catalogue of games. You possess excellent analytical skills & are 100% ROI oriented – more than anything, you want to make a huge impact on the growth of PikPok.

### Responsibilities:

#### User Acquisition

- Plan, execute, analyse user acquisition campaigns across performance UA channels, and optimize based on ROAS & LTV
- Produce innovative & effective video and display advertising in partnership with our in-house creative team
- Manage allocated marketing budget to ensure maximum efficiency of marketing spend purely based on ROI
- Use analytical and modelling skills to understand channel economics & optimize marketing activities
- Work alongside other marketing team members & find new ways to develop and constantly improve our UA strategy through paid & organic channels

#### Influencer Marketing

- Lead efforts to identify, recruit and foster relationships with content creators, talent, community leaders, and advocates
- Build strong communication with the influencer community and coordinate viral marketing campaigns to boost our user acquisition effort
- Monitor the performance of these campaigns by working closely with BI & product team to ensure strong KPI tracking and reporting

- Negotiate IOs and work closely with agencies

### **Skills:**

- Exceptional analytical skills with strong Excel skills / SQL is a plus
- Blend of creativity with a strong results-oriented, metrics driven approach to problem solving
- Strong negotiator, able to manage relationship with stakeholders, ad networks & industry peers.
- Aptitude to work outside of your comfort zone and get things done quickly
- Strong ability to multi-task, prioritise and organise effectively
- Passion for problem solving
- Proven ability to effectively influence others without directly managing them
- Strong passion for game, mobile apps & advertising

### **Qualifications:**

- 1+ years in a marketing position, preferably towards performance marketing, working in a top-tier entertainment, media company or in investment banking
- BS/BA degree in Science, Math, Marketing or Business
- Fluency with MS Office (Excel, Power Point, Word)

### **Bonus Points for:**

- SQL and/or Programming Experience is a plus
- Multi-lingual

### **Contact:**

- Please send your application to: [careers@pikpok.com](mailto:careers@pikpok.com)