https://digitalcovet.com/careers/freelance-app-store-optimization-aso-specialist

Freelance App Store Optimization (ASO) Specialist

Employment Type
Contractor

Job Location
Remote work from: India

Experience
3 – 5 Years

Education
Bachelor's degree or equivalent experience

Industry
Marketing

Working Hours
Flexible

Description

We are seeking a talented and dedicated Freelance App Store Optimization (ASO) Specialist to join our team on a full-time basis. As an ASO Specialist, you will play a crucial role in enhancing the visibility and conversion rates of our clients' mobile applications across various app stores. This position is perfect for a self-motivated individual looking to work remotely with a dynamic team, enjoy flexibility in managing their schedule, and take on challenging projects that push their skills to the next level.

Responsibilities

- **Keyword Research & Optimization:** Conduct thorough keyword research to identify high-traffic, relevant terms and implement them effectively to improve app search rankings.
- **Metadata Management:** Optimize app titles, descriptions, and tags to align with current best practices and enhance discoverability.
- **Creative Asset Optimization:** Collaborate with designers to create compelling app icons, screenshots, and promotional videos that drive user engagement and downloads.
- **A/B Testing:** Design and execute A/B tests to assess the effectiveness of different ASO strategies and creative assets, making data-driven decisions to improve performance.
- **Market Analysis:** Monitor and analyze market trends, competitor strategies, and user behavior to inform ASO tactics and stay ahead in the industry.
- **Performance Tracking:** Utilize analytics tools to track app performance metrics, providing regular reports and insights to stakeholders.
- **Localization:** Manage the localization of app listings to cater to diverse markets, ensuring cultural relevance and maximizing global reach.
- **Stay Current:** Keep abreast of the latest developments in app store algorithms, ASO tools, and best practices to continuously improve the quality of your work.

Job Benefits

- **Flexible Work Hours:** Enjoy the freedom to work remotely from anywhere, with the flexibility to set your own schedule and maintain a healthy work-life balance.
- **Competitive Compensation:** Receive a competitive pay package, with potential for performance-based bonuses and incentives based on your contributions.
- **Learning & Development:** Access continuous learning opportunities, including online courses and resources, to enhance your skills and stay ahead in your field.
- **Collaborative Team Environment:** Work with a creative and motivated team that values collaboration, innovation, and the sharing of ideas.
- **Career Growth Opportunities:** Potential for long-term collaboration, with opportunities for career advancement as our company continues to grow.

- **Diverse Projects:** Engage in a variety of projects that challenge your creativity and technical skills, helping you build a versatile portfolio.

Skills

- **ASO Expertise:** Proven experience in app store optimization, including keyword research, metadata optimization, and A/B testing.
- **Analytical Skills:** Strong ability to analyze data and metrics to inform decision-making and measure the success of ASO strategies.
- **Creative Collaboration:** Experience working with design teams to develop engaging visual assets that enhance app appeal.
- **Market Research:** Proficiency in conducting market and competitor analysis to identify opportunities and inform ASO tactics.
- **Localization:** Understanding of localization processes to effectively adapt app listings for various markets.
- **Communication:** Excellent verbal and written communication skills, with the ability to collaborate effectively with team members and clients.
- **Project Management:** Strong organizational skills, with the ability to manage multiple projects simultaneously and meet deadlines.

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