



USER ACQUISITION MANAGER

About Us:

Storms is imagined and built by an international team of veterans from the gaming and tech industries, and has been secretly incubated by the largest telecommunication groups in Asia: Singtel (Singapore), SK Telecom (South Korea), and AIS (Thailand).

About the Role:

We are looking to hire a User Acquisition Manager to join our Publishing and Marketing team. You will be responsible for the user acquisition across all our online channels and you will be reporting to our Digital Marketing Lead.

What you will do:

- Manage the Performance Marketing budget and ensure that User Acquisition and Retention performance reach the business objectives
- Manage Paid Social, Paid Search, Programmatic, Affiliate & ASO channels
- Drive the insights generation and optimization processes of all digital marketing initiatives
- Drive and work with the team to create and execute rigorous test campaigns to understand the drivers of impact on both scale and efficiency parameters
- Ideate & proactively propose new projects that could improve user acquisition, activation, and retention.
- Suggest strategy adjustments for markets we are in or expanding into

What you have:

- 5+ years of digital marketing experience in promoting a mobile game/app, including a hands-on role in managing Facebook or Google campaigns
- Good knowledge of online advertising platforms and tools such as Mobile DSPs/Networks, Adjust/Appsflyer, Google Analytics
- Attention to detail, quantitative and analytics experience using data to measure and develop campaigns
- Bachelor's degree in Business, Marketing, Statistics or equivalent

Bonus Points:

- Intellectual curiosity, structured thinking, and a collaboration-driven interaction style
- Strong ability to build relationships, foster trust, and develop shared understanding

At Storms, we believe that everyone has something to contribute, and we welcome people from all backgrounds who are looking to enable a powerful and inclusive gaming community. If you have the passion, curiosity and collaboration spirit, join us in getting better together and let's STORM the gaming world.



Note to Recruitment Agencies: Storms is currently only reviewing resumes from agencies we have partnered with, and have engaged specifically for the role. Storms will not be responsible for payment of recruitment fees for hiring candidates whose resumes were submitted to our employees without Storms' prior approval.