

About Me

Senior ASO Strategist with over 3.5 years of proven track record in executing and managing holistic marketing strategies to grow mobile app businesses. Recently finished MSc Marketing at the University of Edinburgh. Seeking the position of an ASO Manager to advance my career in mobile app user acquisition domain while utilizing my experience in organic and paid marketing.

Contact

42/2 North Junction Street, Leith, Edinburgh, United Kingdom

ritwik.arya.1@gmail.com

Available on request

[linkedin.com/in/ritwik-arya](https://www.linkedin.com/in/ritwik-arya)

www.ritwikarya.com

Areas of Expertise

- ASO Strategy
- ASO Audit
- Keyword Optimization
- Conversion Rate Optimization
- Experimentation & A/B Testing
- Localization
- Ratings and Review Management
- Marketing Analytics
- Performance Marketing
- Client Servicing
- Retention & Growth

Certifications

Apple Search Ads Google Ads App

Email Marketing Inbound Marketing

Google Analytics Google Ads Display

Advertising on Facebook: Advanced

Microsoft Advertising

SEO Foundation Google Ads Search

RITWIK ARYA

ASO | Mobile App Growth | MSc Marketing

Education

Sep 2021 – Aug 2022 - 1 yr

MSc Marketing,

University of Edinburgh - Edinburgh, UK

- Learned courses tailored to cover significant facets of marketing and its applications in the real world.
- Studied within an internationally diverse cohort of students and developed interpersonal skills.
- Represented B School as a Student Ambassador to prospective students from 100+ countries in seminars, open days, and chat support.
- Developed leadership, communication, and presentation skills as a part of the Edinburgh Award for Professional Development.

Jul 2015 – Jun 2018 - 3 yrs

B.Com Honours,

University of Delhi - Delhi, India

- Built a foundational understanding of core business disciplines.
- Honed time management and teamwork skills by delivering group projects and presentations.
- Worked as a student union marketing team member to raise funds for social events.

Professional Experience

Jul 2022 – Present - 7 mos

Senior ASO Strategist, Phiture - Edinburgh, UK

- Advised clients, including Fortune 500 companies, on matters including market expansion, category evaluation, countering downward traffic trends, increasing share of voice, and optimizing creative strategy.
- Crafted detailed ASO Audit reports and delved into an in-depth analysis of the client's App Store and Play Store presence.
- Tested and researched new features launched in the Apple App Store and Google Play Store to develop ready-to-implement techniques and strategies for the ASO department.
- Designed new and improved frameworks to help Phiture expand its service offerings and increase ASO consultants' quality of deliverables.

Jul 2020 – Aug 2021 - 1 yr 2 mos

Senior Growth Manager, Studio Mosaic - Delhi, India

- Leveraged ASO tools - SensorTower, AppTweak, and Data.ai, to boost keyword ranks & conversion rates in the App Store & Play Store.
- Strategized & prepared briefs for online campaigns on ad platforms including Apple Ads, Google Ads, Facebook Ads, & Microsoft Advertising with 1 Million USD + annual budget.
- Collaborated with ad-platform specialists from Apple, Google, and Facebook to ensure optimized performance across all paid channels.
- Led report discussions with C-suites, and prepared monthly marketing action plans and performance projections for key stakeholders.

Marketing Tools

- SearchAds.com
- Google Keyword Planner
- Apptweak
- Hotjar
- Canva
- Appbot
- Adobe Photoshop

Analytics Tools

- App Store Connect
- Appsflyer
- Data.ai
- Google Play Console
- Google Analytics for Firebase
- Sensor Tower
- SEMRush

Visa Status

Have rights to work in the UK on the [Graduate Visa](#).

Language

- English - Professional Proficiency
- Hindi - Bilingual Proficiency

Interests

- Vlogging
- Blogging
- Singing

Jul 2019 – Jun 2020 - 1 yr

Growth Manager, Studio Mosaic - Delhi, India

- Managed a team of 10 professionals including campaign specialists, communication associates, graphic designers, and web developers to deliver full-stack app marketing solutions in an agency environment.
- Coordinated Google Ads campaigns with over \$10K monthly budget. Optimized keywords bids & budget to acquire ROI-generating users.
- Implemented CRO, market research, UI/UX changes, in-app pricing, push notification & email marketing strategy.

Jun 2018 – Jun 19 - 1 yr 1 mo

App Marketing Associate, Studio Mosaic - Delhi, India

- Handled app install and brand awareness campaigns on Facebook Ads. Undertook activities such as design-creation, copywriting, audience targeting, and remarketing campaigns.
- Created content strategy, assisted promotion designing, and posted content to drive engagement to clients' social media accounts on Facebook, Instagram, and LinkedIn.
- Executed campaigns on Apple Search Ads. Achieved targeted KPIs within set deadlines by improving campaign performance, keyword bids, and creative sets.

Achievements

- Co-authored six issues of Phiture's ASO Monthly publication.
- Contributed to the revision of ASO Stack by Phiture, a widely-acclaimed strategic framework for maximizing app store optimization.
- Headed an account that won "Best Apple Search Ads Campaign" award at the App Growth Awards, Berlin.
- Acquired 250K to 500K users for apps in business & productivity category of the Apple App Store & Google Play Store.
- Grew Trivia category rank of a game in Indian Play Store from 62 to 1 within a day of starting online promotions.
- Delivered 40+ app marketing projects to clients based out of the US, UK, Canada, Australia, and other international markets.

Testimonials

"Ritwik has donned many hats - that of a trainee, a trainer, a marketer, and a leader and has shone through in each of his roles."

- **Chetna Chandra, COO at Studio Mosaic**

"Ritwik's attention to detail on key campaigns, product expertise and knowledge, exemplary project management skills, and collaborative approach makes working with him fun and memorable."

- **Warren Wilson, Client Partner at Apple**

"An individual who is passionate to be the best in his craft, Ritwik always strives to do what is best for the client and is constantly enriching his knowledge and expertise."

- **Marco Jorge, Key Account Manager at Google**