

Hello All,

Greetings from Studio Mosaic!

With reference to the commencement of **Placement Drive for Post Graduates 2023-2024**, please find the details below regarding the process for the role of **Assistant Manager - Marketing** at our company.

Selection Process

Step 1: Google form + Video assignment round

Step 2: Domain Interview (Virtual F2F interview)

Step 3: Final Interview

Tentative Timelines:

Task	Schedule
Round 1: Google form + Video assignment deadline	Fri, 9th Feb (midnight)
Sharing Round 1 shortlists + Domain Interview schedule	Sun, 11th Feb
Round 2: Domain Interviews	13th - 15th Feb
Round 3: Final Interviews	20th, 21st & 22nd Feb

Please note:

- The timelines are tentative and subject to change as per internal processes and team availability. In case of changes, we will keep you informed accordingly.
- Students must fill-in the Google Form as well as submit the Video Assignment to qualify for Round 2.

Accordingly, please find the **Round 1** details mentioned below:

1. There is a Video Assignment task along with some questions that need to be answered.
2. Accordingly, students are requested to provide their responses via the Google Form link provided in the attachment with this email (Attached: *Studio Mosaic_Video Assignment_Campus placement 2023-24.pdf*) latest by midnight Friday, 9th February 2024.

Salary structure

INR 5.4 Lacs per annum: All fixed and all-inclusive (subject to all deductions as per policy & regulations)

DOJ & Probation period

- Tentative joining from July 2024
- 3 months' probation period (extendable based on performance evaluation)
- Salary structure, as explained above, remains unchanged during the probation and after
- No bond to be signed

Eligible courses (as applicable)

- MA (Economics)

- MA (Psychology)
- MA (Philosophy)
- MA (English)
- M.Sc (Mathematics)
- M.Sc (Statistics)

Job location and timings

- Office location: Sarvapriya Vihar, New Delhi (Full-time work from office)
- Monday to Friday, 10:30 am to 7 pm

About Us

Studio Mosaic is an award-winning mobile app marketing agency based in New Delhi, India. We are a growth-oriented company that has been helping entrepreneurs & enterprises launch and promote their mobile apps worldwide, since 2013. We have been consistently recognised as one of the best app marketing agencies globally and have worked with over 450 clients on over 800+ app projects to date, including Sony, Yatra, 3M, Aditya Birla Capital and HCL along with many other international apps.

Website: www.studiomosaicapps.com

Recruitment History: Studio Mosaic has been recruiting from the top colleges from Delhi University and top rung Engineering and MBA colleges for various profiles since 2014. Some campuses visited by us in the past include Shri Ram College of Commerce, Shaheed Sukhdev College of Business Studies, Sri Venkateswara College, Hansraj College, Netaji Subhas University of Technology, Bharti Vidyapeeth's College of Engineering, India Institute of Technology - Guwahati, Indian Institute of Management - Jammu, Institute of Management Technology, ICFAI Business School among others.



Assistant Manager - Marketing

Position Overview

We are looking for bright, intelligent & upbeat individuals who would love the excitement of a start-up environment. We require marketing professionals who can drive mobile app installs and grow the active user base and/or monthly earnings of our clients' located all over the world.

About Studio Mosaic

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Having consistently been recognized as one of the best app marketing agencies in the world, by Clutch.co, BusinessofApps and others, Studio Mosaic has become the preferred partner for mobile app businesses that want to achieve growth through an ethical and data-driven approach.

Some of our clients include - Aditya Birla, Sony, Yatra, 3M, HCL along with many other international apps.

Know more about us at www.studiomosaicapps.com

Key Responsibilities

- Communicate with clients regularly and ensure delivery of all client objectives
- Create an overall growth strategy for the app for user acquisition & retention depending on client requirements
- Undertake Appstore Optimisation (ASO) including keywords, screenshots, preview video, reviews and everything else that impacts the app's appstore presence
- Advertise on mobile app marketing channels, such as Facebook Ads, Google Ads, Apple Search Ads, and optimize campaigns to achieve desired performance goals
- Audit the app and suggest improvements to improve in-app conversion rates
- Make analytics and data driven decisions to optimize acquisition & retention strategy
- Prepare and study weekly performance reports for all clients to analyze past performance and prepare strategy going forward
- Frequently communicate with clients to discuss performance updates, changes and strategy.

Required Skills & Competencies

1. Most importantly, you should have the willingness to learn. You will be trained for the role on the job and you would be expected to be a quick learner
2. A basic understanding of apps and the appstore ecosystem
3. An analytical bent of mind and data driven attitude. We are looking for someone who can crunch numbers and find answers and patterns. Hence, data analysis and comfort with numbers is an important requirement for the job along with knowledge of using Excel
4. A keen sense of design is essential. The incumbent should be able to visualize modern creative designs and get them executed by the in-house designers.
5. Excellent verbal, written and interpersonal skills. You will have to liaise with partners and clients located in all over the world, primarily in USA, UK, Canada and Australia.



Personality Skills you should possess

- A passion for mobile apps and digital marketing is a must for the job
- High level of ownership and a go-getter attitude. At Studio Mosaic, we encourage you to be an independent thinker and self-starter. We are looking for someone who is intrinsically motivated
- Ability to manage and prioritize multiple projects is important. You should be able to multi-task and deliver under pressure with strict timelines
- You will be a part of a team that prides itself on working with each other instead of vs each other. We are looking to hire someone who is a team player and will add to the camaraderie and fun
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Why join Studio Mosaic?

- A fun, intelligent, empowered and trustworthy team to work with
- Opportunity to gain immense learning on how to market and grow mobile app businesses from some of the best in the world
- An accomplished and empathetic founding team to guide you
- Opportunity to discuss strategy with global clients who are business owners and entrepreneurs

Interested candidates can apply directly from the website or send in their resumes to hr@studiomosaicapps.com



Round 1: Video Assignment at Studio Mosaic

Dear Candidate,

As part of the first round assessment for the Marketing profile at Studio Mosaic you are required to record a video of your response to the assignment questions shared below. You are expected to submit your responses through the Google Form link latest by **Friday, 9th February 2024**.

Google Form: <https://forms.gle/mcuJ4kpZWxrZJ8qR8>

Please follow these instructions carefully before submitting your response:

- **Please start the video with your introduction, followed by your responses to the questions shared**
- Maximum time limit: **4 minutes** (please adhere to the time limit strictly)
- Clearly state any assumptions that you might be making in your responses
- **Please note: Q1 Part (C) may be answered verbally in the video OR you may attach a separate file (word, doc or ppt) for the same.**
- For any further queries, please get in touch with your college Placement Coordinator or you can directly get in touch with us at hr@studiomosaicapps.com.

Assignment -

1. Assuming a total budget of INR 25 Lakhs for a period of 2 months, tell us how you would like to market a newly launched iOS and Android subscription based video streaming app for the Indian market. The app primarily focuses on premium comedy content and has shows based on different genres of comedy (satire, sketch, topical etc.). Subscribers can take a monthly subscription of the app for INR 250 or an annual subscription for INR 2000 to access the app's content. Based on the information shared above, please share your responses for the questions below:
 - A. Who according to you would be the potential target audience for this app and why? Please define the same in terms of demographics and other important indicators.
 - B. What Online Advertising/Promotional Platforms will you use for promoting this app, keeping in mind the available budget? Please explain your reasons
 - C. Please share a brief overview of your communication strategy. Also include 2 advertising copies (not exceeding 100 characters) to get potential users to download the app. You may also share an ad visual (image) with us for the same (not mandatory).
 - D. What are some important in-app performance metrics you will check after the app has been installed to measure the campaigns success?

2. You're running 2 campaigns on 2 different platforms in Week 1 for the above mentioned app and you have seen the following results in a week.

Ads	Campaign 1		Campaign 2	
	Advertising Spends (INR)	Total Installs	Advertising Spends (INR)	Total Installs
Ad 1	3,00,000	3300	3,00,000	6150
Ad 2	4,00,000	7500	2,50,000	2300
Ad 3	2,50,000	3000	6,00,000	9500

- A. Your client asks you to share the average Cost Per Install (CPI) that we paid for Campaign 1 and Campaign 2, individually. She also asks for the overall average cost per install (CPI) for the entire expenditure in the 1st week. What would be your answer?
- B. Which of the two campaigns would you like to put more money in for Week 2 and why?



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Founded by the husband-wife duo Akhil and Chetna, Studio Mosaic has grown from a 2 member team working out of a co-working set up, to a full-fledged app marketing agency that offers growth services to app owners all across the globe. We have consistently been ranked among the **top 10 best app marketing agencies in the world and top 3 in India**, by independent ratings and reviews platforms like Clutch.co and BusinessofApps, among others. On the back of our stupendous success and global accolades, Studio Mosaic has become the preferred partner for mobile app businesses from the world over that want to achieve growth through an ethical and data-driven approach.



INDUSTRY GROWTH AND FORECAST

Mobile applications, with their outstanding reach and ubiquitous presence, have created an exciting and dynamic industry that is growing at an incredible pace! This can be testified by the fact that in 2018, global mobile app revenues amounted to over 365 billion U.S. dollars. In 2023, mobile apps are projected to generate more than 935 billion U.S. dollars in revenues via paid downloads and in-app advertising.

As the app industry becomes more viable, more and more businesses will look to develop and promote their apps as a primary (or important) consumer touchpoint. At Studio Mosaic, we are perfectly poised to take advantage of this exciting future given our long history in this nascent industry, the stupendous success we have already achieved and the reputation we have built both in India and abroad. We are now waiting with bated breath to see what the future holds for us and invite you to partake in this thrilling (and ever-evolving) journey with us!

TEAM AND COMPANY CULTURE

We may be internationally awarded and widely recognised the world over, but in our hearts we are just a group of people who have come together to do what we love i.e growing mobile app businesses, and along the way, delivered some path breaking work!

Studio Mosaic is special for a lot of reasons. A typical day here can be aptly described as a perfect balance between work and fun...more like a place where work is fun! The work environment is comfortable, inclusive and one that fosters constant learning. We are all bound by two common passions – Mobile Apps and Food! Yes! We are all BIGG foodies!



As a part of the young and dynamic team at Studio Mosaic that thrives on passion, integrity and inclusiveness, you will be required to combine your creative and analytical skills to achieve success. You will get to work on challenging tasks along with insanely-inspiring team members who set exceptionally high quality standards and manage their time super efficiently. You are expected to only take on work that you can comfortably manage but make sure you deliver your 200% on it. So working overtime is not going to get you an early promotion because work life balance is not just a word we learnt in our management textbooks :) We seek to cultivate a culture of learning that encourages an independent mindset and tangential way of thinking where everyone is encouraged to up-skill, read, talk to folks, gain perspective and contribute on a regular basis.

The wonderful team atmosphere makes you feel like you're among family and friends, doing the kind of work that you may have never done before making Studio Mosaic, the opportunity of a lifetime!

LEADERSHIP TEAM

Akhil Chandra - Founder & CEO



Akhil is a mobile app expert and evangelist with a proven track record of promoting apps to the top app store charts. A self-taught app store expert, Akhil is an alumnus of R.V. College of Engineering, Bengaluru, and Indian Institute of Foreign Trade (IIFT), New Delhi. For his outstanding work in the mobile app industry, he has been recognized as one of the '25 Most Influential Mobile Marketing Leaders' (2019) and '100 Smartest Digital Marketing Leaders' (2020) in India by CMO Asia, World Marketing Congress, and ET Now. He has also been featured at #4 in the list of '40 Under 40 Mobile App Industry Leaders' (2020) in the world by Mobile App Daily. For excellence in his field and contribution to nation building, he was awarded the Indian Achievers' Award for Entrepreneur(s) of the Year 2020.

Chetna Chandra - Co-Founder & COO



Chetna is a pioneer in the mobile app ecosystem. A visionary with over 15 years of experience in the online and mobile marketing space, she has carved a niche for herself in the global appstore ecosystem. Under her leadership, Studio Mosaic has delivered chart-topping results and consistently been featured among the top app marketing agencies in the world. A business graduate from Shaheed Sukhdev College of Business Studies (CBS), Delhi University, and an MBA from Management Development Institute (MDI), Gurugram, Chetna has won accolades for being one of the premier female entrepreneurs in the mobile app industry. Most recently, she has won the Indian Achievers' Award for Entrepreneur(s) of the Year 2020, for having excelled in her field and contributing to nation building.

