

App Store Optimization Specialist

Location: Skopje, Macedonia

Type: Full-time

Apply: Email resume and why you are a good fit to cv@protonmail.com with “App Store Optimization Specialist” in subject

Our company

Our mission is to defend human rights and democracy through building software that is essential for **digital freedom** and **privacy protection** for all Internet users.

ProtonMail was founded in 2014 by a group of scientists who met at the European Organization for Nuclear Research (CERN). And since its inception, the company has grown at a fast pace and today has over 26 million users. Our principal product, **ProtonMail**, is the world’s largest secure email service. Our second product, **ProtonVPN**, is one of the world’s most popular VPN services. Our vision is to build an Internet platform for the protection of digital rights, and we are also developing additional products such as **ProtonCalendar**, **ProtonDrive**, and much more.

Proton users include leaders of the Hong Kong protest movement, *New York Times* journalists, some of the world’s largest corporations, and millions of ordinary citizens from over 180 countries. Our team is diverse and dynamic, representing over 30 different nationalities, with offices in Geneva, Zurich, Prague, Vilnius, Skopje, San Francisco, and Taipei.

Role description

You have a great opportunity to join our newly established SEO Team as an **App Store Optimization Specialist** and help us with our SEO and ASO efforts. We are looking for an experienced specialist who will research and analyze keywords and competitors to adapt our content strategy. You will execute our link-building strategy and work closely with the product teams to optimize our websites and apps from an ASO standpoint.

By taking the initiative and handling our fast-paced environment, you will play a pivotal role in our business’s future. You will be able to develop and support initiatives that will lead to rapid organic growth. Bring your data-driven mindset and initiative and join Proton’s SEO team!

Responsibilities

- Improve and execute our global, multi-product, multi-app ASO strategy
- Help team execute our global, multi-product, multi-site SEO strategy
- Drive actionable insights based on the analysis of our competitors, keywords, and data
- Work with the product teams to ensure new products and features are SEO and ASO friendly

- Monitor our properties for SEO and ASO issues and opportunities
- Run periodic technical website and content audits
- Continually evaluate and refine online SEO and ASO processes, metrics, and tools
- Create and present weekly, monthly, and quarterly reports and analyses

Job requirements

- 1+ years of hands-on experience executing ASO audits
- 1+ years of hands-on experience executing technical SEO audits
- 1+ years of hands-on experience supporting user and revenue growth from SEO and inbound marketing activities
- Flawless written and spoken English skills
- Experience with large, multi-product, multilingual websites and apps
- Experience in the tech or SaaS industries would be considered as an advantage
- Experience with both B2C and B2B marketing would be considered as an advantage

Why work at Proton?

- A friendly and casual office environment
- A dedicated office budget that can be used for gym memberships, buying snacks for the office, public parking or professional development
- We work on interesting, challenging problems every day. There is never a dull moment
- Our rapid growth means there are many opportunities for advancement
- The chance to do something meaningful. ProtonMail protects dissidents, journalists, and activists. Our work saves lives
- Be part of something bigger. Millions of people and businesses around the world have embraced our idea of an Internet where privacy and security are the default. Join the privacy revolution that is changing the world

To learn more about ProtonMail, you can visit our website: <https://protonmail.com>