

## Digital Marketing Expert (all genders)

Aximpro Innovations GmbH  
- Munich metropolitan area

### Why Aximpro®

We offer an attractive working environment in a future-oriented industry. You will work independently within a small, young and dynamic company, with flat hierarchies and short decision-making paths.

With us, you can fully contribute and develop your individual strengths further and grow by facing new challenges.

You will be the FIRST Digital Marketing Manager at Aximpro Innovations working on our new StartUp. Ultimately, you'll create both functional and appealing digital marketing solutions that address initially +500 million Smartphone users in defined countries before reaching out to +3,5 billion more users.

If you live and breathe digital marketing, we want to talk to you.

We are looking for a Digital Marketing Expert (all genders) in fulltime to develop, implement, track and optimize our digital marketing across all digital channels.

You should have a strong grasp of current (mobile) marketing tools and strategies and be able to lead integrated marketing campaigns from concept to execution.



### RESPONSIBILITIES

- Plan and execute digital marketing campaigns, including SEO / SEM, marketing database, social media and in-app advertising activities
- Design, build and execute mobile and social media campaigns
- Analyse and identify target audiences and tailor marketing tactics to the intended audience
- Collaborate with team to create landing pages and optimize user experience
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Brainstorm new and creative growth strategies
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate



### PROFILE REQUIREMENT

- BS / MS degree in marketing or a related field
- Proven working experience in digital marketing
- Demonstrable experience leading and managing SEO / SEM, marketing database, social media and / or mobile in-app advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Experience in social influencer marketing
- Solid knowledge of mobile app analytics tools
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in digital marketing and measurement



### LANGUAGES

- German (native or fluent)
- English (fluent)
- French (preferred)
- Spanish (preferred)

## Have we roused your interest?

If the answer is yes, please send us your current curriculum vitae in PDF format to Andreas Ried at [aried@aximpro.com](mailto:aried@aximpro.com).

We look forward to hearing from you!

