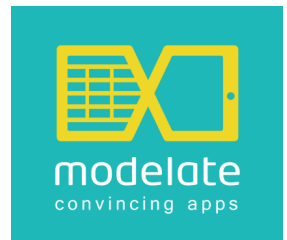


Head of Marketing

Location: Alexanderplatz, Berlin

Type: Full-time



Modelate is a Berlin based digital product agency that develops web and mobile applications for the pharmaceutical and life science sectors.

We are looking for an experienced and well-connected Marketing Professional who excels in marrying creative thinking with quantitative analysis to drive customer acquisition.

You have to know the key offline/online traction channels in enterprise software business and be well equipped with tools and connections to leverage those channels effectively to drive company growth.

What you will be doing:

- Strengthen the brand, sharpen overall strategy and formulate the product offering;
- Lead market and competitor research;
- Identify and scale top traction channels;
- Optimize online and offline marketing campaigns;
- Analyze performance by customer cohort and optimize strategy, targeting and messaging accordingly;
- Develop and execute go-to-market strategies for new product offerings;
- Design landing pages, perform A/B tests, leverage data and analytic tools to optimize user journeys;
- Develop, manage, launch, and measure email campaigns;
- Maintain company's blog;

Requirements:

- 4+ years overall work experience in marketing of digital products;
- Strong understanding of key offline and online traction channels in B2B environment;
- Experience in data-driven marketing;
- Full-funnel A/B testing and optimization experience, from ads to landing pages to user onboarding flow to email remarketing;
- Skilled at SEO, SEM and SMM;
- Savvy with third party analytics platforms (e.g. Google Analytics, Convertro, KISSmetrics, Mixpanel, etc.)
- Outstanding oral and written communication skills (English and German);

What we offer:

- An international environment with flat management structure and start-up culture;
- A modern office at the very heart of Berlin – Alexanderplatz;
- We will rely on you in further development of the marketing strategy for Modelate. You will have the freedom to make vital decisions within the company and you will take the responsibility for their success or failure;
- On our side, we will reward you with a competitive salary, bonuses and attractive working environment;