

Marketing & Web Analyst (m/f/x)

We're looking forward to welcoming new and motivated team members!

We're a technology company working in the field of the 'Internet of Things'. Our aim is to make daily-use objects more intelligent by connecting them to the internet through, for example, apps. We want to ensure people's everyday lives are more comfortable, efficient and secure by making the latest technologies available in a user-friendly and affordable way.

If you're enthusiastic about new challenges and innovative solutions and would like to develop and implement them with us, then we look forward to receiving your application.

What we offer:

- A dynamic working environment inside the modern offices of an international technology start-up located in Mitte, Berlin
- The exciting opportunity to be part of the international development of a new brand and the development of new products
- A flexible, agile and young company with a flat hierarchy and excellent developmental prospects
- Competitive salary in line with industry

Location: Berlin, Mitte

Start date: Immediate, full-time

Your responsibilities:

You'll be responsible for the evaluation of our performance marketing campaigns and web analyses which include:

- The continued development of performance-based analyses on marketing measures and the setup of relevant tracking tools
- Analysing online marketing channels to control and ensure the best possible ROI
- Web analyses (traffic flow, customer journey etc.) and presentation of findings in regular reports
- Execution of ad-hoc analyses for specific questions/case studies
- Optimisation of conversion rates and user experience
- Responsibility and further development of all online marketing and web analyses (incl. traffic, funnel analyses and attribution modelling)
- The setting up of relevant tracking systems
- In-depth analysis of online marketing channels with recommended actions for channel managers to ensure the best possible ROI
- Responsibility for the marketing budget plan

Your qualifications:

- Completed studies in Economics or Controlling, or a comparable apprenticeship. Studies with a mathematical focus would be advantageous.
- At least 1 year's professional experience in marketing and/or web analysis

- Strong analytical skills and the ability to understand complex contexts
- Excellent knowledge of how to use Microsoft Excel and web analysis tools such as Google Analytics and Tag Manager
- Independent, structured and proactive working methods
- Business fluent in both German and English

Application:

Want to be a part of our team and have your career take off with Smartfrog?

Please send your CV and cover letter to Katharina Wild at: jobs@smartfrog.com with details of your earliest possible start date and salary expectations.

We look forward to hearing from you!

www.smartfrog.com