



BLUE LION MOBILE



BLUE LION mobile is a fast-growing mobile start-up backed by strong partners Bertelsmann and XAnge. We develop and distribute **QEEP**, the global entertainment and gaming network for mobile phones. Qeep offers live multiplayer gaming, photo-blogging, social networking, instant messaging and more as a Java or Android app for mobile phones. Qeep and its features have already convinced more than **11 million users** from all over the world – and the community is growing larger every day.

To start as soon as possible, we are currently searching an:

Senior Online/Mobile Marketing Manager (f/m)

Your Responsibilities:

You are responsible for all of our marketing activities. You will be supported by a small team and will report directly to the founders. Your tasks include the following:

- Devising the global communications strategy and plan for QEEP
- Development and implementation of mobile advertising campaigns (SEM, SEO, display, app stores)
- Measuring of success, analyses, optimization and evaluation of campaigns
- PR (traditional & social)
- Point of contact to advertising, business and creative partners
- Responsible for budget planning and controlling

Your Profile:

You are creative, driven, goal oriented. Along with those qualities, you bring with you:

- A bachelors degree or equivalent in marketing or business
- Practical experience (3-5 years) in online consumer marketing on the customer or agency side
- Extensive experience and know-how in online marketing (SEM, SEO, display)
- Excellent analytical skills and a very good mind for numbers
- Strong organizational skills, self starter, ability to take responsibility of tasks
- Team player
- Excellent English language skills

What we have to offer:

- Challenging tasks and exciting opportunities for growth
- The opportunity to contribute to the success of a highly innovative product
- Competitive salary and attractive options program
- Professional and dynamic team in Cologne, Germany

Are you interested? Then we're looking forward to hearing from you! Please mail us your **CV (German or English) and expected salary** under the email subject "**Online Marketing Manager**".

BLUE LION mobile GmbH

Human Resources

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