

We have been at the forefront of pioneering critically-acclaimed microtransaction-based online games in emerging markets and have offices in Santa Clara, Berlin, Sao Paulo and Tokyo. We are home to a community of over 15 million gamers. Additional perks include monthly and quarterly socials, casual dress code, and an enthusiastic team of coworkers who truly love what they do!! We are actively on the lookout for the best and the brightest – if you are a creative, intelligent, and highly-motivated professional with a burning desire to contribute to this rapidly growing and cutting edge company, then we want to hear from you today!

This is an exciting position for someone with demonstrated passion and experience in analyzing best practices and latest trends in internet marketing. The successful candidate will have a proven track record of measurably improving website performance and increasing qualified traffic and associated web leads.

Like what you hear? Looking to be challenged? Great! Read on.

JOB DESCRIPTION

Responsibilities:

- Responsible for the planning and execution of online direct marketing campaigns which includes exploring and testing channels continuously to generate high quality registered users while meeting aggressive volume, cost-per-acquisition, and buyer acquisition goals
- Work with marketing, design, production, and engineering teams closely to create ROI driven campaigns such as online display ad, SEM, email, print ad etc.
- Investigate, initiate business contacts and negotiate with potential new channels
- Develop in-depth understanding of acquisition channels and execute funnel optimization strategies that increase conversion of site visitors and registrants to players
- Work on various marketing related projects such as preparing marketing reports, email campaign management, coordinating online community and PR announcements etc.

Qualifications:

- 1 to 3 years of direct-to-consumer online marketing ideally with experience in the creation, implementation and measurement of acquisition marketing across a variety of online channels, including natural/paid search, email, social media, viral and CPM/CPC/CPA/CPL performance-based marketing
- Hands on experience with campaign management as well as deployment and tracking of campaign metrics
- Experience managing complete ROI driven conversion funnel from lead generation to revenue creation
- Excellent communication, creative and analytical skills
- Ability to multi-task and succeed in a fast paced performance based environment
- Experience in managing SEM/SEO programs is a plus
- Background in MMORPGs and/or multiplayer online games is a plus
- Attention to detail and ability to take ownership of various projects proactively
- BA/BS