

NAKAMA GERMANY
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Our client is one of the world's leading luxury fashion brands and stands for modern elegance and cool glamour. With around 1,100 points of sale, the company is present in 80 countries worldwide and offers its customers a high-end product portfolio for clothing and accessories.

Established throughout North America, Europe, and Asia and supported by 18 national subsidiaries, the group employs more than 1.800 people around the globe.

To strengthen their global marketing & communications team in Munich we are looking for an experienced

MANAGER DIGITAL MARKETING | EUROPE & US **(m/f)**

Key Responsibilities:

- Definition of target groups and customer segments
- Design of interdisciplinary online campaigns conducted by certain planning and optimization tools
- Development of creative growth strategies, planning, testing and constant expansion of new performance channels
- Optimizing online marketing activities in close collaboration with agencies
- In control of ROI optimization as well as monitoring of pre-defined KPIs
- Coordination/ implementation/ monitoring of display and Affiliate Marketing campaigns as well as SEM for customer acquisition
- Customer activation and customer retention in collaboration with agencies
- Coordination of close interaction with the Design department as well as external agencies for advertising material development/ creation
- Generating and presentation of reports through analysing tools for different Online Marketing campaigns as well as introducing opportunities for improvements
- Generating analysis for further development of customer journey optimization hand in hand with the e-Commerce team
- A/B-Testing
- Budget responsibility for Europe and the US
- Reporting to the Global VP Marketing



Candidate profile:

- Digital Marketing Expert with E-Commerce background and a fable for luxury brands
- Experience in international performance marketing with budget responsibilities
- Good knowledge of SEO, SEM, Social Media and other performance marketing tools
- Excellent experience in re-targeting campaigns and A/B Testing
- Strong analytical skills and enthusiastic about optimizing media investments
- Experience in e-Commerce and conversion marketing
- Fluent in written and spoken English

If you are you looking for an exciting challenge in a highly responsible, international marketing role within a team of specialists, we would like to meet you!