



Lead Marketing Artist (W/M/NB) - Kolibri Games

Berlin - Full-time - 743999788215127

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If you are creative and thrive to shape the future of the mobile game advertising industry this job is for you. As a Lead Marketing Artist, you will be responsible for leading the Marketing and playable artists and ensuring delivering high-performing assets in a timely manner.

Reporting to our VP of Marketing, you will work cross-functionally across our User Acquisition and Brand departments to drive quality marketing assets across multiple marketing channels. With your knowledge of cognition, viewer behavior, and marketing skills, you'll take ownership of driving our marketing efforts forward.

Responsibilities

- Lead and inspire the advertising and playable Artists and ensure that they have the necessary resources to succeed in their work.
 - Work closely with UA managers, product managers, and ASO managers and provide top-performing creatives on multiple channels (App Stores, Facebook, Google Adwords, Tiktok, app stores, ad networks...)
 - Own the delivery quality and efficiency.
 - Manage agencies and freelancers.
 - Bring new ad concepts.
 - Analyze and understand the KPI's of the creatives produced, together with the team, and take actions to improve following productions.
 - Have a good understanding of the mobile gaming market.
 - Benchmark ads from competitors and share market insights with the teams.
 - You will make sure to improve internal processes and tools.
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- Excellent skills in Adobe After Effects
 - 3- 5 years of professional experience in video production within video games.
 - Must be able to manage a team of artists.
 - Must be proficient in production processes.

- Highly organized and able to solve problems creatively and quickly.
- Excellent communication skills, good team spirit, able to communicate with several departments on a daily basis.
- You are a creative and fast learner.
- Advanced skills in After Effects / Photoshop and other motion design software (eg Premiere Pro / Animate)
- Knowledge in 3D software (Blender preferred, or 3Ds MAX / Maya/ etc)

Desirable skills

- Familiarity with Unity is a big plus.
- The notion in cognitive psychology.

We are an equal-opportunity employer and value diversity at our company. We do not discriminate on the basis of race, ethnicity, religion, gender, sexual orientation, and age or disability status.