

## Performance Marketing Specialist

### **About FalconAI:**

FalconAI is a VC backed start-up developing cutting-edge AI algorithms. Based on novel artificial intelligence (AI) technologies, the company plans to deploy a series of disruptive applications in various sectors starting from Fashion and E-Sports. FalconAI Team is comprised of top AI researchers and engineers located in Boston and Istanbul. The company is seeking passionate, talented, motivated and hard-working individuals to join our Istanbul office as a Digital Marketing Specialist to execute and manage digital marketing for innovative AI applications.

### **At FalconAI, you will be working in the fields of:**

- Planning, leading and executing campaigns and programs across digital media (including programmatic), search, email, marketing automation, content marketing, social media, and mobile
- Evaluating and enhancing performance measurement approach to improve attribution and drive growth
- Delivering ongoing product marketing analysis, making recommendations to continually refine marketing strategies
- Managing relationship with key partners & stakeholders in marketing activities

### **We're excited about you because you have**

- 2+ years of digital marketing experience and understanding of how to use digital marketing channels, techniques, and optimizing models such as Google AdWords, Facebook and Instagram
- Considerable track-record in leading and implementing data-driven marketing to increase lead generation, engagement levels, and other marketing goals
- Experience with mobile marketing attribution platforms such as Adjust, Branch etc. is a plus
- Ability to communicate effectively – both verbally and in writing – in English

### **You will love working at FalconAI because:**

- You will be one of the pioneers who merge AI with Fashion & E-Sports
- You will be an integral part of a fast-growing international team
- You will be working in a multidisciplinary environment to create innovative products

**Please send your application attached with your CV to [info@falconai.tech](mailto:info@falconai.tech)**