

You are an out-of-the-box-thinker & you enjoy new challenges?

zipstrr allows you to create an amazing video – composed of short video clips from your friends and yourself. We want a like-minded, enthusiastic & highly motivated personality who is an expert when it comes to Facebook, Snapchat, Twitter, Instagram and LinkedIn.

## Social Media Expert m/f (Intern)

### Overall requirements

- Relevant work experience required >1 year
- You are currently studying or having obtained a BA or MA in either marketing, economics, digital marketing with focus on social media strategy & execution
- You are very well structured & organized
- You are fluent in oral/written English

### You will support the marketing & communications team in

- Planning & execution of marketing activities incl. social media, affiliate, mobile, events and PR
- In-depth market/competitor and trends research incl. defining target groups for a full spectrum of social media campaigns
- Strategy/concept development and execution for social media – Facebook, Snapchat, Instagram, LinkedIn, YouTube, Twitter, Pinterest, Google+)
- Maintenance and further development of social media channels – goal is to grow awareness, reach followers & fans and build as well as maintain a community of zipstrr's
- Definition of KPIs incl. roadmap, timings, goals, monitoring/controlling
- Analytics of KPIs with interpretation of results and recommendation for adaption, optimisation etc.
- Working hard, taking responsibility, being trustworthy, reliable and flexible on working hours is self evident to you

### We offer

- Exciting product
- International team of experts to inspire and support you
- A fast-paced environment with short feedback cycles
- Highly motivated international & fun team with clear vision – spearheading, innovation & strategic thinking
- We have a passion for digital media, new technologies and fast-paced environments
- We enjoy working as a team with high effectiveness & efficiency
- Joining the interesting startup life of Berlin
- We provide the best rooftop of Berlin to hang out during meetings or coffee breaks

Please send to [applications@zipstrr.com](mailto:applications@zipstrr.com) your CV, diplomas, two reference/-s, three words which your friends or colleagues would use in order to describe you. Please do not send a cover letter. Potential candidates will be invited for a minimum of two interviews.