



[https://adapta.studio/job/digital\\_marketing\\_manager/](https://adapta.studio/job/digital_marketing_manager/)

## Digital marketing manager

### Description

ADAPTA studio, founded in 2021, after the first phase of development of advanced algorithms started in 2019, has already received two funding round from 360 Capital Partners and support from Polihub; currently offers different solutions and products for the optimization of three-dimensional graphic objects in order to meet the different customer's needs.

ADAPTA studio's product AMAZ3D enables users to create 3D applications, virtual worlds, and games with realistic graphics with minimal computational resources.

ADAPTA studio aims at becoming the standard for digital asset optimization, so why don't you help us achieve this goal?

### Duties:

ADAPTA studio's team lacks of a strong expertise in marketing, in favour of advanced technical skills which allowed the company to develop AMAZ3D products. The search for this profile is becoming more and more crucial, since AMAZ3D products are close to be ready to the market. In particular, we have identified the gaming and metaverse market as the first commercial scenario to be addressed.

So far, ADAPTA studio does not have a strongly recognizable image for the company in this market. For this reason, it would be great to have a person already knowledgeable in the gaming market to push ADAPTA studio to the market, in a strategic way.

### Responsibilities

- Analyze the social media presence of ADAPTA studio;
- Prepare a social media strategy to propose the AMAZ3D products in the gaming market;
- Analyze social media outlets to prepare an online presence for the company;
- Start the development of suitable editorial calendar
- Develop post and articles
- Create suitable case studies;
- Analyze the gaming markets best journals and outlets;
- Create contacts with suitable influencers;

### Qualifications

- Knowledge of the gaming market and 3D applications;
- Knowledge of LinkedIn / Youtube /reddit and social media marketing;
- 3D graphics experience appreciated;
- Bachelor or Master in marketing/communication;
- Previous experience in development of marketing strategies appreciated;

### Hiring organization

ADAPTA studio

### Employment Type

Part-time

### Job Location

Via Andrea Saccardo 9, 20134,  
Milano, Lombardia, Italy  
Remote work possible

### Working Hours

Flexible, part time

### Date posted

25 March 2022

- Very good team work abilities and communication skills;
- Proven track record of successfully managing social media and online presence;
- Excellent interpersonal skills;
- Highly self-motivated;
- Strong knowledge of the English and Italian language;
- Strong verbal and written communication skills.

**Contacts**

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