



Cubbit is hiring  
also remotely

# B2B Digital Marketing Specialist

Info: [careers@cubbit.io](mailto:careers@cubbit.io)

## About Cubbit

At Cubbit we envision a new internet: privacy-first, green, accessible, with no one in control.

To get there, we are on a mission to recycle the internet resources we waste into the most competitive & cybersecure web services.

We're building the world's **1st distributed cloud provider**, that needs no costly and polluting data-centers to run.

The first step is disrupting cloud storage for users, and we started with a Kickstarter launch that got into the **top 1% of most funded campaigns in history**.

Then, we are bringing cloud storage for businesses to the next level, by making privacy a right and not a premium feature.

It's not only about cloud storage, though. Hosting, VPN, CDN, distributed cloud computing will follow soon. We're building all this together with our world-class partners such as **Techstars, Barclays and the European Commission**.

Headquarters: Bologna, Italy w/ a branch in Tel Aviv, Israel

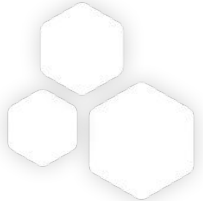
## Job Description

We are looking for a **data-driven** digital marketer specialist with proven experience and focus in **B2B marketing for digital products**.

The candidate will become part of an innovative, fast-paced context and will help us **develop and execute strategies and operations to drive growth and aggressive user acquisition**.

The main objective of this position is to generate and execute marketing activities in order to **optimize our relationships with our B2B customers, reach our specific business audience and create optimized B2B content marketing strategies for SaaS**.

The candidate will join our marketing team and work closely with our design, product and tech teams.

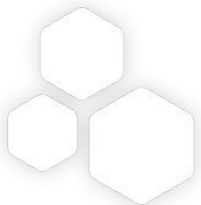


## What you'll do:

- Check the online health of our product for check performance and structure activities with the aim of increase and retain our users base.
- You will help develop and execute strategies to hit revenue goals, and drive growth and customer acquisition for our digital channels, including SEO, SEM, referral programs, viral marketing, and display advertising campaigns.
- Measure KPIs and report on marketing performance and analytics with a focus on CAC, LTV, customer growth and retention.
- Maintain a data-driven approach to testing, optimizing, and scaling with a logic of test-and-learn to enhance the B2B funnel.
- Decrease CAC and increase the LTV through users engagement, content creation, optimization of KW Research and inbound marketing strategies.
- Manage tools for B2B of digital products

## Your Profile and Mindset:

- Independent: a highly motivated self starter who is ready to dig in, hustle, find solutions and deliver.
- Market-driven: in everything you do, follow the golden rule of “do not waste a second nor a dime to build something people do not want”.
- Data-driven: know how to digitally engage with customers, measure their responses, define KPIs to test your hypothesis and choose a strategy.
- Methodical: be efficient in reporting to founders, or sharing findings with the team.
- Ambitious: think big, start small, scale fast. Join us in building a born global startup.
- Humble: know that you don't know, learn from the top tier, don't reinvent the wheel.
- Proactive participant in our culture.



## What you'll need

- Know-how in B2B marketing of digital products with SMEs.
- Experience in campaign management (i.e. Google Ads, LinkedIn ads, Twitter Ads, Reddit Ads).
- Experience in using analytics tools for B2B (i.e. Google Analytics, Google Tag Manager, Hotjar, Excel, SQL).
- Knowledge of user tracking and retargeting techniques.
- Experience in funnel marketing for B2B (in particular Content Marketing and Email marketing).
- Extremely good knowledge of SEO and SEM .

## Bonus points:

- Experience in the cloud industry or SaaS, possibly in international environments.
- Basic knowledge of tools and languages for the creation of landing pages (e.g. Html, CSS, CMS headless, Elementor).

## Benefits:

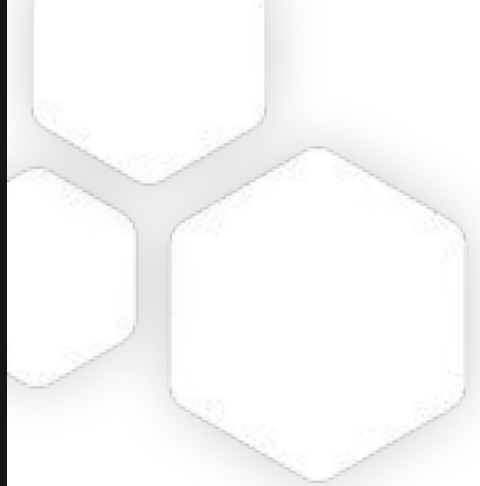
- A vibrant, young, and informal workplace.
- Remote work possible
- Team building activities to assimilate Cubbit culture and product knowledge.
- Opportunity to participate in the best world fairs and events linked to the tech world.
- Possibility to move in different countries during your career.
- Periodic activities with the team, and everyday passion.

## Location, Commitment & Contract

Bologna is a world-famous city for food, a young vibe due to the oldest University in the western world as well as great life style and services. Less than 1 hour from Florence and Milan, and very close to nicest places in Italy: Venice, Rome, Tuscany, Dolomites and the lakes. In the meanwhile we are open to remote work thanks to our flexible structure and AGILE organization. The type of contract will be defined together with the founders.

We don't choose people based on the contracts we can offer, but we optimize the contract based on the person we choose. Let's talk soon then.

*If you're a hard worker, an inspiring leader, a humble team player, and a dreamer at heart, Cubbit is the place you are looking for.*



Please apply even if your experience and interests aren't an exact match with what we've laid out in this job description. We're building something different at Cubbit. If that sounds interesting, we want to hear from you.

**To apply, please contact us and send your CV**

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www.cubbit.io