



Marketing Intern - Conversion Rate Optimizer (m/f)

Location: Berlin, Germany

Start: ASAP

Medlanes is one of the leading digital health companies in Europe. Digital Health is one of the remaining big markets that is on the edge of transitioning from the offline to the online world. Google says that already today 5% of all search queries are health related.

We're a team of highly motivated professionals with backgrounds in tech and medicine . We're alumni of the Microsoft Ventures Accelerator, Winner of multiple innovation grants and funded by leading venture capitalists and a leading european insurance company.

Our Marketing Department is looking for:

A marketing intern who you will be working with a skilled and motivated international team. The role requires a sharp, analytical mind and an entrepreneurial spirit and it offers high chances of professional growth. This position requires a background in marketing, economics, business administration, engineering or equivalent. You will not only work collaboratively with other team members to complete tasks, but have the opportunity to take full ownership of several projects.

About the role:

- Set up frameworks for testing and optimizing the user journey.
- Conception and creation of new and innovative landing page concepts
- Creating and maintaining user-flows from ad view to the doctor visit.
- Have a data driven approach towards increasing the conversion rate to reach team and company goals
- Close collaboration with the operations and sales teams in order to optimize our conversions (Example: Acquire more doctors in a specific city, add more call agents during certain time)
- Carry out A/B and multivariate testing.
- Deliver reports and present recommendations to stakeholders.

Requirements:

- Native German Speaker and fluent in English (Mandatory).
- Demonstrate a strong interest in performance-driven approaches.
- Striking analytical skills and excellent proficiency in Excel.
- Ability to work independently and Hands-on mentality.
- Be humble, structured, organized, motivated by innovation and always trying to get better.
- Ideally, you have gained first professional experience in the internet sector.
- SQL or Python knowledge would be a big plus.

What we offer:

- A paid Internship with the possibility of a permanent position



- You work directly together with the management team and the founders with a high impact on the future of the company.
- A steep learning curve through lots of responsibility and your own projects.
- You get the opportunity to build something meaningful that will fundamentally change healthcare.
- Work in a modern, spacious office in the heart of Berlin in one of the hottest startup sectors.
- All the perks you'd expect in startup (kitchen, office in Checkpoint Charlie, Friday lunches)

Are you ready for the challenge?

If you want to become a part of our highly motivated, international team, please send us an email to jobs@medlanes.com with your CV+Cover Letter and your earliest start day in English. Please include where you found our job posting. Your contact person is Manuel Gonzalez Alzuru (CMO). We are excited to get to know you!