



NYALA Digital Asset AG · c/o Mindspace · Uhlandstr. 32 · 10719 Berlin

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Uhlandstraße 32
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Web
www.nyala.de

Working Student - Marketing & Growth

Berlin, den 31.07.2024

Your Responsibilities:

- Research blockchain and tokenization topics to create compelling and informative content.
- Write and manage blog posts, articles, and social media content to maximize audience engagement and knowledge.
- Analyze content performance and make data-driven decisions for continuous improvement.
- Develop and execute targeted content strategies to generate leads and build brand awareness.
- Plan, execute, and optimize content marketing campaigns on platforms such as LinkedIn and Medium.
- Build and maintain relationships with the industry audience, community and influencers through platforms such as LinkedIn.

Your Profile:

- Languages: English and German required; any other languages are a plus.
- Currently pursuing a degree in Marketing, Communications, Business, or a related field.
- Understanding of content marketing principles and techniques, with a focus on LinkedIn, Medium, and email marketing.
- Deep understanding and passion for blockchain and digital assets, specifically in the areas of tokenization.
- Excellent written and verbal communication skills
- Previous experience in crypto or FinTech companies is a plus.
- You are proactive and bring your own initiatives and ideas. You don't shy away from taking responsibility and are excited to work in a dynamic team.

Vorstand
Johannes Schmitt, Daniel Wernicke
Aufsichtsratsvorsitzender
Andreas Leckelt

Handelsregistereintrag
AG Berlin Charlottenburg, HRB 225092 B
Steuer-Nr. 27/050/32438
Ust-IdNr. DE340351771

Bankkonto
Qonto
IBAN 34100101232012704051
BIC QNTFRP1XXX



Why us?

- Flexible hours
- A foot in the blockchain industry with an established and high-growth fintech company
- Exciting and varied tasks related to the future of finance
- Space for your ideas and a flat hierarchy
- A motivated, tech-savvy, and international team with a strong corporate culture right on the Ku'damm in Berlin

NYALA is a provider of digital assets solutions and a pioneer in cryptoassets custody services. Our vision is to be the gateway between traditional and crypto finance. We enable financial institutions, corporations, and individuals to access, invest and manage digital assets conveniently. Become a part of our vision and change investing with us! Let's help anyone to jump into the crypto space!