



<https://fintechnews.sg/job/vice-president-marketing-at-cake-defi/>

Vice President Marketing

Description

At Cake aspire to transform and decentralize finance with tomorrow's technology, with a globally distributed and close-knit team of doers and getters. Here's an opportunity to join a movement to break the mold. Join Cake and help us shape the future of personal finance.

In less than a year's time, Cake has become one of the most well-known platforms for helping customers to get cashflow for their cryptocurrencies in the most transparent way.

Are you looking to be a part of one of the fastest-growing companies in the blockchain industry and help to shape behaviour on how people are dealing with their finances in the crypto and blockchain world?

CaKe are strong believers in the potential of DeFi, and we are working everyday to push the boundaries of DeFi and Bitcoin. The company works independently, takes ownership of the jobs, and are passionate about making a real impact in the world we live in.

For this position, the team is considering candidates who are based locally in Singapore. Please consider adding the company's email domain, cakedefi.com, to your whitelist as email responses to your applications might otherwise be filtered into your "promos" folder.

Responsibilities

- Lead global marketing efforts, with an emphasis on acquisition
- Verticals you will be driving are: Performance, Social Media, Affiliate Marketing, SEM, Influencers, Community, Design for Social
- Build, inspire, and lead, a team of passionate, driven, high-performing marketing individuals who live and breath crypto
- Promote internal where possible, grow the team with external help where necessary, ultimately building the Marketing function and filling key roles with top talent across the world

Qualifications

- 10+ years of progressive marketing experience in either Crypto, DeFi, Blockchain, FinTech or other relevant B2C high growth startup
- Expertise in social media marketing and strategy as well as a thorough understanding of social network algorithms, especially YouTube, Instagram, TikTok, and Twitter Experience in building communities to create a positive user experience and loyal customer base
- Experience in influencer marketing, email marketing with knowledge on paid media.
- Highly organized and able to multitask

Job Benefits

Hiring organization

CaKe DeFi

Cake DeFi is a Singapore-based blockchain and fintech company that empowers users to be in control of their finances by creating cash flow and harnessing the potential of Decentralized Finance. Founded in 2019, the company currently have more than ~100 employees of various backgrounds and nationalities and growing.

Employment Type

Full-time

Job Location

Singapore, Singapore

Date posted

May 9, 2022

APPLY

- Do something with purpose; Be a part of the future that will shape how people are dealing with their finances in Crypto and Blockchain
- Fast-moving, challenging and unique business problems
- International, diverse work environment and flat hierarchy
- Great career development opportunities in a growing company
- Competitive salary
- Flexible working hours, unlimited discretionary leave, casual work attire
- Yearly trips