https://jobs.ua/job-chief-marketing-officer-esports-igaming-3849616

Ваш надійний помічник

Chief Marketing Officer (eSports, iGaming), 350000 грн. + %

Київ, 1 серпня 2025

Компанія: Brazy (https://jobs.ua/company/id/1630135) (Всі вакансії)

Рубрики: Реклама, маркетинг, PR

Побажання до співробітника

Освіта:	повна вища
Досвід роботи:	від п'яти років
Графік роботи:	повний робочий день

Опис вакансії

Hello, Brazy is looking for a **Chief Marketing Officer for our Lootbox products (Counter-Strike)** in the eSports industry.

We are a team of daring, innovative professionals. We are Cyberpunks, Cyber Jedi, and Pattern Breakers. Inspired by crazy ideas and a cool team, we create a quality product for the gaming industry and entertainment. We highly value intelligence, passion, and proactivity. We are constantly developing, and daily we struggle with routine and standards. We are changing the industry, changing the playing field so you can change the damn world.

Mission Brazy — To turn life into an interesting game!

Vision Brazy — To be one of the world leaders in the entertainment industry!

Location: Lisbon (Portugal) or remotely.

Current team: SMM / Affiliate / Influence departments.

About the Role:

We are seeking an experienced and passionate CMO to lead a groundbreaking lootbox projects in the CS2 sector. This role is ideal for a visionary leader with deep knowledge of the lootbox market, particularly within the context of Counter-Strike (CS), and a strong foundation in digital marketing, analytics, and management.

Responsibilities:

- Strategic Leadership: Define and drive the strategic vision, mission, and roadmap for the projects to ensure it becomes a market leader.
- Market Insight & Analysis: Stay at the forefront of trends, particularly within the CS lootbox sector, understanding the competitive landscape and evolving market needs.
- Marketing Oversight: Oversee all marketing initiatives, leveraging key channels such as SEO, social media (SMM), influencer marketing, affiliate partnerships, and sponsorships.
- Influence Marketing Expertise: Drive campaigns and partnerships within the influencer marketing space, with a solid understanding of unit economics and effective trends.
- Analytics & Digital Metrics: Utilize analytics to set, track, and optimize KPIs across product performance, engagement, and other core metrics.

- Team Leadership: Lead a diverse and talented team, fostering a high-performance culture, and ensuring alignment with the project's values and objectives.
- Budget & Resource Management: Manage complex budget planning and resource allocation to maximize efficiency and impact.

Requirements:

- 5+ years of a proven experience in a C-level role within a lootbox or gaming project.
- Deep passion for gaming and esports, with strong insight into player behaviors and industry dynamics.
- Expertise in the global CS lootbox market, including trends, competition, and consumer preferences.
- Solid knowledge of influence marketing, with an understanding of its unit economics and current trends.
- Proficiency in major marketing channels such as SEO, SMM, influencer marketing, affiliate partnerships, and sponsorships.
- Strong budgeting and P&L management skills, with experience in overseeing large-scale, complex budgets.
- Data-driven approach with a keen eye for product performance and digital metrics.
- Exceptional leadership skills with the ability to inspire and manage a high-performing team.

Languages:

- English — Upper-Intermediate + / Advanced.
- Ukrainian or Russian for communicating inside the team will be an advantage.

What we could offer:

- Remote work, flexible schedule;
- Vacation: 24 working days;
- 100% paid sick leave;
- Bonuses(+30-100% of salary depending on results);
- Long-term cooperation;
- Sustainable business.

If you see yourself in this vacancy, write immediately to TG - Yuli4kaKos

Контактна інформація

Контактна особа:	YuliiaBrazy
Сайт:	https://brazy.gg/en/index.html