

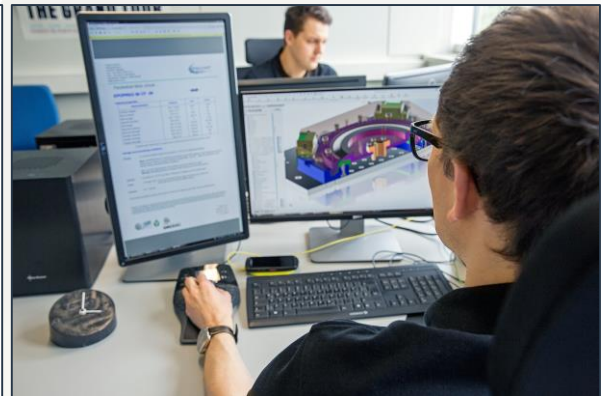


# PROJECT-BASED STUDIES (F/M)

## TOPIC:

DEVELOPMENT & IMPLEMENTATION OF A B2B  
ONLINE MARKETING STRATEGY

As a **young spin-off** of TU Munich, we develop and produce **components out of CFRP** for our customers in the **automotive, aerospace and mechanical engineering** sectors. Our **high-performance manufacturing process** (Carbon-SMC) enables us to efficiently produce **highly complex** components in **large quantities**, and thus we shape the lightweight market of the future.



*SMCE-Bike bottom bracket shell (left), mold design (right)*

## YOUR TASKS

- Research for suitable methods to reach market segments and target industries
- Selection and evaluation of marketing channels and strategies
- Content creation for social media, homepage and journals
- Keyword Research & SEO (Search Engine Optimization)
- Evaluation and optimization of the website usability
- Creation of a Roadmap to implement the defined actions

## YOUR PROFILE

- Bachelor or Master students with business and/or computer science orientation
- Initial experience in online marketing
- Technical understanding & basic knowledge of fiber composites (advantageous)
- Quick comprehension and a hands-on-mentality
- Inspirable / curious / strive for a steep learning curve

Sounds interesting? Then we look forward to getting to know you. You don't have to write a cover letter. We prefer to spend this time in a personal conversation with you. Just send your curriculum vitae via e-mail to: [karriere@blackwave.de](mailto:karriere@blackwave.de)