

Performance Marketing Intern

SYBO is part of the Miniclip family and known for the widely popular game, Subway Surfers - the most downloaded mobile game in the world, with over four billion downloads. Located in the heart of Copenhagen, we aim to create playful moments that inspire our fans to care.

We are looking for a skilled Performance Marketing Intern to join our marketing team for 3 months. You will learn from the small yet effective Performance Marketing team at SYBO, working on paid acquisition campaigns, and learning the ins and outs of being part of a Marketing team.

This internship is unpaid and full-time running for the fall semester in 2025.

Your start at SYBO

In your ramp-up month, you will get an understanding of SYBO and what our performance marketing team does and how we interact with our different marketing and product teams.

In your contributor months, you will spread your wings and learn how we manage specific processes within user acquisition (UA) campaigns & activities. You will also assist our team who will also conduct more complex UA projects & experiments.

Responsibilities

- *You will learn about campaign management*
- *You will gain skills to be able to do creative analysis*
- *You gain knowledge on creative ideation*
- *You will learn how we go about competitor research*
- *You will learn how we manage reporting and interpret our data*

Requirements

- *Innovative thinking and solid business understanding*
- *Experience creating reports and solid Excel/Sheets skills*
- *A creative mindset who aims to solve problems before they occur*

Bonus points

- *Being into mobile games is nice, but not a must.*
- *Understanding of data querying / processing languages like SQL, Python, etc.*
- *initial experience with paid advertising*

It is a requirement to be enrolled in a university program that supports a full-time internship as part of the education - and you need to be able to commute to our Copenhagen office on a daily basis.

We do not offer relocation, VISA, or house search assistance for internships.

About SYBO

We're SYBO, the mobile games studio behind the legendary Subway Surfers, with over 4 billion downloads worldwide! Join our team in the heart of Copenhagen, where creativity flourishes in our new, innovative studio.

If you join us, you'll have the opportunity to dive into engaging and creative projects alongside a diverse group of collaborative colleagues from over 40 countries across the globe.

We truly believe you perform your best, when you have the equipment you need - and our IT team is always there to ensure you have access to the latest tools and the right gear, enabling you to be at your best.

We also pride ourselves in taking care of your well-being, offering a delicious lunch buffet, a variety of healthy snacks, and regular social events to keep the energy flowing.

SYBO is committed to providing equal opportunities to all applicants, regardless of race, religion, sex, national origin, age, disability, genetic information, marital status, sexual orientation, gender identity or expression, or any other characteristic protected by applicable law.