



Finz Games (Pvt) Limited.

About Finz Games

At Finz Games, we're all about crafting unforgettable gaming experiences that players can't get enough of! We're a team of passionate game-makers, boundary-pushers, and fun-lovers working together in a creative, supportive environment. Every idea counts, and every voice is heard — especially yours.

Role Overview: Marketing Analyst Intern

Are you a marketing enthusiast who's eager to break into the gaming industry? We're on the lookout for a creative and curious team player to join our Marketing team! This is the perfect launchpad for someone with basic digital marketing know-how and a strong interest in mobile games. You'll learn the ropes of performance marketing, campaign analysis, and branding while contributing to exciting projects that connect our games with players around the globe.

Job Location: Johar Town, Lahore

Job Mode: Office-based

Employment Type: Full-Time/ Part-Time (Depends upon candidate's availability)

Working Days: Monday to Friday

Working Hours: 09:00 AM to 06:00 PM (Depends upon candidate's availability)

Eligibility Criteria:

- A Bachelor's degree in Marketing, Advertising, PR, Communication, or a related field (graduates preferred; final-year students in their 7th or 8th semester may also be considered).
- Internship or academic exposure to digital marketing concepts (bonus if related to mobile games)
- Familiarity with tools like Google Ads, Meta Ads, or any digital ad platform is a plus.
- Passion for mobile games and digital marketing trends.
- A data-savvy mindset and willingness to learn campaign metrics and performance tracking

Responsibilities

- **Campaign Assistant:** Support in planning and executing digital ad campaigns (Google Ads, Meta Ads) to drive game installs and user engagement.

- **Reporting Support:** Assist in monitoring key performance indicators (KPIs) and compiling campaign performance reports.
- **Trend Tracker:** Stay updated on mobile gaming and digital marketing trends, player behavior, and competitor activities
- **Creative Contributor:** Work with the design and product teams to brainstorm ad creatives, promotional content, and campaign ideas
- **Team Collaborator:** Participate in cross-functional meetings and contribute fresh ideas to ongoing marketing efforts

Interested candidates could share their resume at careers@finz.io