



Crazy Labs

Markademy - internship with a chance for a full time employment

What you'll learn:

The academy walks you through the full world of mobile game marketing, taught by the people who do it every day. You don't need years of experience or a gaming background — we care about potential: curious, analytical, creative people who want to learn.

The business of mobile games

How the industry works, how games make money, how we judge a game's potential and what makes a mobile game business succeed.

User acquisition & growth

How companies reach millions of players through Meta, Google, TikTok and the ad networks — campaign management, performance analysis, KPIs, testing, optimization and scaling.

Creative marketing

How performance ads for mobile games are made, from player psychology and concepts to production, testing and analysis. You'll work alongside creative strategists, designers and video creators, and see how data shapes creative decisions.

AI for marketing

How marketers actually use AI today: ideation, research, analysis, content and creative production, and everyday workflows.

Real projects

This isn't a lecture series. You'll take on assignments, solve real marketing problems and finish with a final project that puts everything you've learned into practice.

Choose your direction:

As the academy progresses you may have the chance to go deeper into one of two areas.

- User acquisition track — for people who love numbers, strategy, experimentation, business thinking and finding ways to grow.
- Creative track — for people who love ideas, advertising, storytelling, visual content, psychology and understanding what makes people stop scrolling.

You do not need to know which one fits you yet. Part of the academy is helping you discover where your strengths are.



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Who we're looking for:

We care much more about your mindset and potential than the title on your CV. A university degree in marketing or previous gaming experience is not required

You might be a great fit if you:

- Are curious and love learning new things
- Are interested in marketing, gaming, technology, advertising or social media
- Enjoy solving problems and figuring out why something works
- Are comfortable working with numbers, ideas — or both
- Are proactive and aren't afraid to ask questions
- Can give and receive feedback
- Enjoy working with other people
- Have strong English communication skills
- Want to build a career rather than simply complete an internship

What we expect from you:

The academy is designed to be fun, but it's also intensive. We expect participants to:

- Show up ready to learn
- Take part actively in sessions and discussions
- Complete assignments and practical exercises
- Work collaboratively with the other participants
- Experiment, make mistakes and learn from them
- Be open to feedback
- Bring energy, curiosity and ideas
- Most importantly, we expect you to take ownership of your own learning.

What you'll get:

- Hands-on training from experienced CrazyLabs marketing professionals
- Exposure to user acquisition, creative, ASO, AI and mobile gaming strategy
- Practical experience working on real marketing challenges
- Direct interaction with leaders and specialists from across CrazyLabs
- Feedback and mentoring throughout the academy
- A chance to discover which area of mobile marketing fits you best
- Experience you can actually talk about in your next job interview
- For outstanding participants, the academy may also become the first step toward joining CrazyLabs.



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About CrazyLabs

CrazyLabs is a global mobile game developer and publisher behind games played by millions of people around the world. Marketing is at the heart of what we do: our teams combine creativity, data, technology and constant experimentation to understand what players want and how to reach them. The Marketing Academy gives you a chance to experience that world from the inside.

Think you have what it takes?

We don't expect you to arrive as a marketer. We expect you to arrive curious. If you're excited by the idea of combining creativity, data, technology, AI and gaming, we'd love to hear from you.

Application & Selection Timeline:

- Applications are open until **14 September 2026**.
- The in-office test will take place between **15 and 21 September 2026**.
- Interviews will be held between **22 and 28 September 2026**.
- The Marketing Academy will officially start on **5 October 2026**.

If this sounds like you, we'd love to hear from you — [apply here](#).