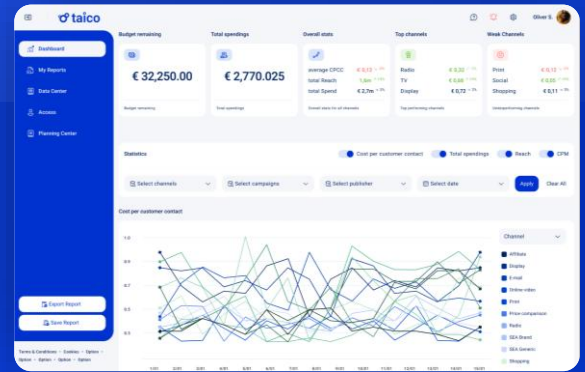




IDP at taico



Interdisciplinary Project at taico

This project offers TUM students the opportunity to contribute to cutting-edge media technology solutions. Students will work on real-world challenges in media analytics, developing features that directly impact how enterprises manage their multi-million euro media investments.

What we do

taico is revolutionizing media investment management through our comprehensive platform that provides transparency, automation, and intelligent optimization for media spending across all channels. Our modular suite includes MediaCore (transparency), MediaProphet (AI-powered planning), MediaAviator (automated sourcing), and MediaQuest (multi-agentic AI assistant).

Scope & Tasks

1. Full-Stack Development

- Build interactive React dashboards for real-time campaign monitoring
- Build dynamic UI components for AI chatting interfaces based on agentic textual outputs
- Develop RESTful APIs in Python/Flask for media data aggregation
- Expand API features for Agentic systems
- Implement responsive UI components using JavaScript and Material UI
- Create data visualization tools for cross-channel media performance
- Deploy solutions using Docker and modern CI/CD practices

2. Data Pipeline & Analytics Engineering

- Design ETL pipelines using Airflow and dbt for media data transformation
- Implement data connectors for BigQuery and Postgres databases
- Build data orchestration workflows for multi-channel media sources
- Develop automated data quality monitoring and alerting systems
- Create scalable data models for media attribution and ROI analysis

3. AI-Powered Media Intelligence

- Implement machine learning models for media spend optimization
- Develop predictive analytics for campaign performance forecasting
- Build recommendation engines for budget allocation across channels
- Build agentic systems built to optimize media and marketing workflows

Your Background

- Strong web development skills with **React/TypeScript** and **Python/Flask**
- Experience with databases (**BigQuery, Postgres**) and data modeling
- Interest in **machine learning** and **predictive analytics**
- Familiarity with **containerization (Docker)** and **cloud infrastructure**
- **Good experience** in **Natural Language Processing**
- Motivation for **agile development** and **Scrum** methodology
- **English fluency** and **collaborative mindset**

If you don't meet every requirement but are eager to learn, we still encourage you to apply.

Our Team



Alexander, Managing Director

Top-level marketer for multinational companies, MarTech & Analytics enthusiast.



Matthias, Strategy & Partnerships

Serial Entrepreneur, Industry Leader and extensive Network in Media, Serial Board Member

If you are looking for exciting tasks in direct collaboration with an ambitious and motivated team, good vibes and challenging practical experiences, taico is your way to go!

Send us your **CV** and a **short motivation statement** to ldp@taico.io.

You can apply as a team or individual (and we will assemble the team)

Looking forward to getting to know you!