



## **Content Writer**

**(Bangalore)**

### **Are You Wired To Fit?**

- Craft creative and persuasive copy for all marketing channels like banners, emails, SMSs, landing pages, FB ads, Google ads, videos, buying guides, rural marketing collaterals, branding collaterals and more.
- Understand the revenue impact of communication and adapt content based on data insights received from other teams.
- Ideate and conceptualize for new promotions - come up with attractive, catchy names and adapt copy to the flow of promotions.
- Work closely with the category, marketing, UX, tech and creative design teams to ensure the copy follows different teams' requirements.
- Take complete ownership and work closely with the Content Manager to complete content requirements for projects.
- Lead multiple projects independently and ensure correctness, creativity and adherence to the brand tone.

### **What'll Push-Up Your Chances?**

- Fresher/ 1 year of marketing copywriting or content writing experience with the ability to work under tight deadlines.
- Strong understanding of different styles of writing for different requirements.
- Ability to grasp concepts quickly.
- Highly responsible and committed.
- Preferably a Mass Communications graduate/post-graduate.