

Position Title: **Content Writer**

Job Location: **Bangalore**

Job Description: Content writer with a flair - who has a knack to elicit desired actions from customers, with an insightful content.

Typical responsibilities include:

- Development of fresh content.
- Draft compelling headline messages and advertising copies that convey the objectives of the campaigns succinctly.
- Writing clear, persuasive, original copy for various marketing collaterals including advertising campaign, brochures, direct mailers, advertisement etc.
- Carry out the creative content writing and curation. You will work closely with other stakeholders to drive maximum qualified traffic and engagement to the website and other Brand assets.
- Writing for digital marketing campaigns that include Social Media Campaign, Blogs, Website, emailer, landing pages etc. for clients and their products/ services.
- Writing for digital marketing campaigns for Skepper Creative Agency that include Social Media Campaign, Blogs, Website, emailer, landing pages etc. to improve our lead generation.
- Liaising with clients and interpreting their briefs.
- Work closely to boost SEO efforts and should have an ability to curate meaningful content around keywords.
- Overseeing campaigns through the production stage to completion.
- Have a good understanding of email marketing campaigns and social media strategies.
- Candidate will be writing content independently with minimal supervision.
- Suggest new topics for articles and pages.
- Write and edit website content as per the SEO standards.
- Proofreading copy to check spelling and grammar.