

Position Title : **Copy Writer**

Job Location: **Bangalore**

Job Description: You should be able to work across a range of media and formats, interpreting account briefs to compose advertorial content such as slogans, catchphrases, tweets, blogs and scripts.

Typical responsibilities include:

- Liaising with clients and interpreting their briefs;
- Developing creative ideas and concepts, often in partnership with the art director or creative team;
- Presenting ideas to colleagues and clients;
- Familiarizing themselves with their clients' products and services, the target audience and their competitors' activities;
- Writing clear, persuasive, original copy for various marketing collaterals including advertising campaign, brochures, direct mailers, advertisement etc.
- Updating digital media;
- Proofreading copy to check spelling and grammar;
- Amending, revising or redeveloping adverts or campaigns in response to feedback from the creative lead, account team or clients;
- Overseeing campaigns through the production stage to completion;
- Working on several campaigns at once, sometimes under pressure and often to tight deadlines;
- Liaising with production companies, photographers, designers and printers;
- Keeping up to date with popular culture and trends;
- Monitoring the effectiveness of advertising campaigns.
- 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