

## Marketing Content Writer

### Description

We are a fast-growing Enterprise Software company headquartered in Scottsdale, AZ, and are having offices in Norwalk, Connecticut, and Bangalore, India. We deliver cutting-edge AI solutions to some of the top universities and enterprises in India and the USA. We built outstanding products to simplify site search and enable active conversations. As a member of our team, you shall collaborate closely with the Marketing and Branding team and stakeholders to create best-in-class content.

We are looking for passionate content writers to create content for email marketing, social media, product descriptions, videos, blogs, one-pagers, collaterals, articles, ads, and the company website. Write SEO-friendly content and contribute to the development of strategies that will increase reader engagement.

### Responsibilities

- Conducting in-depth research on industry-related topics to develop original content.
- Developing content for blogs, articles, product descriptions, case studies, how-to-documents, video collaterals social media, and the company website.
- Actively manage and promote our blog, and pitch articles to relevant third-party platforms
- Assisting the marketing team in developing content for advertising campaigns, Social media campaigns, video scripts, and email marketing to drive leads and subscribers.
- Assisting the Branding team in developing content for collaterals, PR, and one-pagers.
- Proofreading content for errors and inconsistencies.
- Editing and polishing existing content to improve readability.
- Edit content produced by other members of the team
- Conducting keyword research and using SEO best practices to increase traffic to the company website.
- Creating compelling headlines and body copy that will capture the attention of the target audience.
- Identifying customers' needs and recommending new content to address gaps in the company's current content.

### Qualifications

- Any Bachelor's degree.
- At least 2 years of proven content writing experience.
- Excellent writing and editing skills.
- The ability to work in a fast-paced environment.
- The ability to handle multiple projects concurrently.
- Effective communication skills.

The fun part – Enjoy the benefits of Paytm food wallet, Cult fitness, Uber, Metro commuting benefits, Movie pass, Vacation time off, and much more. Never miss an exciting Hackathon which has been conducted annually for creative minds to showcase their talent and innovate solutions for worldwide problems through technology.

### Employment Type

Full-time

### Department

Marketing

### Job Location

221, 5th Cross, Hampinagar, Vijayanagar, 560040, Bangalore, KA, India

### Skills

- Knowledge of digital marketing tactics, including SEO, email marketing, and web analytics.
- The ability to consistently meet tight deadlines
- Proficiency with online documentation tools like Google Docs

### Date posted

April 27, 2021