



- ❖ Position – Content Writer
- ❖ Experience – 3-5 years
- ❖ Compensation - Best in industry
- ❖ Open Positions - 1
- ❖ Location - Gurugram

Eligibility Requirements

- Bachelor's degree in journalism, marketing, communications, or a related field
- Proven experience as a copywriter or in a comparable position
- Experience with writing short form copy for web/app
- Capability to craft tailored copy for distinct target audiences
- Strong analytical skills to assess content performance and make data-driven recommendations for improvement
- Aptitude for creatively and informatively describing product features
- Familiarity with legal and ethical considerations in content creation, including copyright and plagiarism guidelines
- Commitment to continuous learning, adapting, and evolving with evolving business requirements
- Exceptional writing, editing, and time-management abilities

Job Description & Responsibilities

- Producing written content for multiple platforms such as social media, email campaigns, push notifications, and website content
- Writing, editing and proofreading copy for various products and brands, ensuring accuracy and consistency
- Comprehending project briefs, adhering to deadlines and delivering high-quality content that meets the specified requirements
- Coordinating with designers to complement text with images and graphics
- Engaging with cross-functional teams to gather input and address any concerns
- Conceptualizing and developing compelling content strategies aligned with brand objectives, target audience, and industry best practices
- Conducting thorough research to gather information and insights for content creation
- Collaborating with marketing and design teams to align content with overall brand messaging and visual aesthetics
- Monitoring content performance and utilizing analytics to optimize content effectiveness
- Keeping up-to-date with industry trends, emerging platforms, best practices in content creation, SEO and digital marketing
- Conducting simple keyword research and implementing SEO guidelines to drive web traffic and enhance visibility



ViviRooms

ViviRooms Ecomm Private Limited

- Ensuring consistent branding elements such as style, fonts, images, and tone across all content deliverables.

About us

We are a women-led, e-commerce platform, offering a concept that will revolutionize the online shopping experience. With an estimated launch in 2023, we will provide customers a chance to shop for clothes in a unique never before seen way. Phase one will focus on launch in the Indian market.

ViviRooms is part of London based Euromax Capital (www.euromaxcapital.com) among which includes the most innovative & promising Artificial Intelligence enabled Biometric Software Platform, Products & Solutions designing organizations Biocube Technologies (www.biocube.ai).

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