

Candidate profile: Senior Copy Writer

Designation	Senior Copy Writer
Qualification	BA/MA – English Lit or PG Diploma in Communication Management from reputed institute like MICA, SIMC, XIC, ACJ etc.
Work experience	5-7 years’ experience of content writing, Copy writing & overall content management. Preference will be given to the candidate from Digital Ad agencies.
Desired Competencies	Digital Media content management, Content strategy, Copy writing.
Location	Ahmedabad, Gujarat
Remuneration	Best in industry

Role Description –

- Meeting with account executives/managers to discuss the client's requirements and core messages.
- To coordinate with account executives/managers, content writers and creative designers to define content strategy, communication strategy and social media planning based on client’s brief and budget.
- Familiarizing himself/herself with the services, product, target audience and competitor activities in the market.
- Brainstorming ideas and concepts for the visual creatives and words with team.
- Generating original copy ideas that grab the attention of the target audience. This can include creating straplines, slogans, body copy and scripts.
- To write copy/content for client’s social media platforms as well as overseeing the content development phase and coordinating with designers.
- Presentation of the campaign ideas to the client.
- To Present creative work to clients for approval or modification.

Soft Skills -

- Highly creative and imaginative
- Confident, self-motivated and believe in collaborative approach.
- Self-disciplined and believe in team spirit.
- Pleasant in communication and presentation.
- Good in human relations.
- Have an interest in new media trends and techniques.

Company Profile –

Nascent Info Technologies, an Ahmedabad based CMMI Dev Level 3 certified IT / ITeS company which delivers intelligent software solutions to its reputed Government and Enterprise/Corporate clients.

We specialize in the business of providing services like Software design and development, product planning and development, mobile apps development, datacentre management, datacentre consultancy and technical support, GIS application development and deployment as well as Digital/New Media marketing campaign management.

We mainly develop our solutions on PHP, Java, Liferay, Android, iOS, GIS and other Open source technologies. As of now, Nascent has developed wide ranges of Web and Mobile applications for travellers, book readers, city traffic, comprehensive apps for conducting Survey and integrated apps for ERP as well as decision making mobile apps for tourism. We are also developing GIS based web applications for urban development authorities and municipal corporations.

At Nascent 'Everything we do, we believe there is always a new way of looking at something, beyond the rules'. We nurture 'Creativity and Innovation' in whatever we do which ultimately simplifies our solutions that has potential to make difference in people's lives.

Website –

www.nascentinfo.com

Contact –

Mrugesh Raval

mrugesh.raval@nascentinfo.com

+91- 79- 40 32 12 00