

Creative Executive

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Company: IODIGITAL

Location: , , Pakistan

Category: other-general

Deliver valuable, insightful, and relevant creative copies for digital and social content. Write compelling, purposeful, branded copies for targeted personas, promotions, and any writing context. Develop, refine, edit, and proofread content for varied formats. Assess long-term content strategies and recommend ways to integrate and streamline copy across multiple touchpoints for brands. Edit, revise and proofreading all internal and external content tone/style/length/subject to drive engagement whenever required. Collaborate with social media and digital teams to drive content idea generation that drives engagement and builds brand awareness. Meeting with account management and strategy teams to discuss the client's requirements and core messages, familiarizing yourself with the product, target audience and competitor activities in the market. Brainstorming ideas and concepts for the visual and words with other members of the creative team. Presenting initial ideas to the Creative Group Head/Creative Manager, some of which may be rejected or developed into workable concepts/copies. Writing various copy options, which may be presented to the client as a story board. Modifying copy until the client is agreed and approved the work. Undertaking the copy/ written content work within the agency in any form like social media posts, articles, website blog, website content, film/video content or translation of Urdu content into English whenever it is required. Qualification: Bachelor's degree or higher in English, marketing, communications, or related field. Minimum experience of 1-2 years in advertising industry.

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