

Senior Content Writer

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Company: Krypton Digital Agency

Location: Islamabad

Category: other-general

Senior Content Writer Krypton Digital Agency, Pakistan We are looking for a Creative Content Writer to join our editorial team and enrich our websites with new blog posts, website content, ad copies and marketing copy. Responsibilities

- Research industry-related topics (combining online sources)
- Write clear marketing copy to promote our products/services
- Prepare well-structured drafts using Content Management Systems
- Proofread and edit blog posts before publication
- Submit work to editors for input and approval
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Promotion content for social media and marketing
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-around consistency (style, fonts, images and tone)
- Update website content as needed

Requirements

- Proven work experience as a Content Writer
- Portfolio of published articles
- Experience doing research using multiple sources
- Familiarity with web publications
- Excellent writing and editing skills in English
- Hands-on experience with Content Management Systems (e.g. WordPress)
- Ability to meet deadlines

Job Specification Requirements

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Marketing and Advertising - Islamabad, Pakistan

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