Company Name: Infinity Spark

Role: Content Writer

Experience: 2 Years

Job Location: Hyderabad

Job Description:

We are seeking an experienced and talented Content Writer to join our team. As a Content Writer, you will be responsible for creating engaging and high-quality content for various digital platforms. This position requires a strong command of the English language, excellent writing skills, and a creative mindset.

Responsibilities:

* Create compelling and well-researched content for blogs, articles, website pages, social media posts, and other digital platforms.
* Conduct thorough research on industry-related topics to ensure accuracy and relevance of content.
* Develop and maintain a consistent brand voice and tone across all written content.
* Collaborate with cross-functional teams to gather information and understand the target audience.
* Optimize content for search engine optimization (SEO) to improve organic visibility and drive traffic.
* Proofread and edit content for grammar, style, and clarity.
* Stay updated with industry trends and incorporate them into content development strategies.
* Ensure all content is in line with brand guidelines and adheres to copyright and plagiarism regulations.
* Meet deadlines and manage multiple writing projects simultaneously.

Requirements:

* Bachelor's degree in English, Journalism, Communications, or a related field.
* Proven work experience as a Content Writer with at least 2 years of professional experience.
* Exceptional writing and editing skills with a keen eye for detail.
* Strong research skills and the ability to gather information from various sources.
* Proficiency in using content management systems (CMS) and SEO tools.
* Familiarity with keyword research and optimization techniques.
* Excellent time management and organizational skills.
* Ability to work both independently and collaboratively in a team environment.
* Knowledge of social media platforms and their content requirements.
* A portfolio showcasing your writing samples and previous work is required.