

Senior Content Creator

Key Responsibilities:

- Develop and produce artworks that reflect the brand's identity. Embed the brand into all aspects of our businesses and ensure our narrative resonates in every customer interaction.
- Cross-Collaboration: Work closely with marketing, sales, and product teams to ensure brand consistency.
- Work closely with the marketing team to understand the requirements of each project. Be actively involved in the ideation, innovative brand & growth campaigns.
- Must be a conceptual thinker with experience in Art direction and creative campaigns.
- Develop creative concepts that sync with brand guidelines with a "customer first" mindset.
- Study design briefs and conceptualise visuals based on requirements & accordingly present design ideas & experiments (A/B tests).
- Designing, producing, and managing interactive online content, including email templates, social media posts, reels, gigs, and performance marketing digital ads, including all static GIFs & videos along with branding projects, flyers, brochures etc.
- Collaborate with content writers to create cohesive designs to amplify the verbal message.
- Understand and apply branding guidelines to ensure visual consistency and a unified tone of voice across brand touchpoints.
- Collaborate with marketing team in generating BTL creative content and play active role in company activities.
- Manage and prioritize multiple projects with different deadlines.
- Stay up-to-date with industry design trends to keep the brand competitive.
- Design intuitive, visually stunning, and user-centric web and mobile app interfaces.
- Collaborate closely with clients, product managers, and developers to understand user needs and deliver tailor-made solutions.
- Create, edit, publish, and share engaging content daily (e.g., original text, photos, videos, and news) to build meaningful connections with our community.
- Set up and optimize company pages within each platform to increase the visibility of the company's social content.

Qualifications and Requirements:

Education:

- Graduate, with UI/UX diploma will be preferred. Must have a diploma in graphic design and animations or media related fields.

Experience

- 2 to 4 years' experience in Graphic designing, with the additional knowledge of animation and video development plus website development.

Skills:

- Conceptualize and design digital content social media campaigns, web designing, print material, videos, proposals and presentations development as required.
- Think creatively to produce new ideas/concepts and develop interactive designs.
- Must be aware of handling and using of modern software for Graphic designing and animation.