

**Designation:** Content Writer

**Job Reference ID:** WTAHMCW

**Experience:** 0 - 1 year

**Position(s):** 1

**Location:** Ahmedabad, India

**Contact:** jhuma.basak@wishtreetech.com or hr@wishtreetech.com

**Job Description:**

- Identify and write relevant content for all social media channels of the Company
- Research industry-related topics (a combination of online resources, papers, interviews and studies) and write relevant blogs
- Write Press Releases for the company
- Prepare newsletters
- Develop site content including titles, keywords and meta descriptions. This includes the keywords research.
- Write case studies, white papers etc.
- Engage users on social media for Sales
- Create user engagement and interaction on social media, especially on Twitter
- Write, edit and proof-read all content pieces
- Identify relevant stories, articles, resources or other content for marketing

**Skills Required:**

- Excellent command over English language (grammar and vocabulary both)
- Interpersonal skills
- Familiarity with tools like Photoshop or Canva, MailChimp
- General (not necessarily expert) understanding of technology
- Knowledge of Digital Marketing