

## Summary:

Qord is a communication app exclusively for couples (Only two users), which can help them to communicate efficiently and have long lasting relationships.

### **1. Social Media Executive**

#### **Responsibilities:**

- Writing concise, compelling single-line copy for social media campaigns.
- Collaborating with the design team to find the right visuals complementing the written word
- Conducting necessary research & analysis on required topics
- Leveraging current concepts and social media trends to ideate strategies for Marketing

### **2. Graphic Designer**

#### **Responsibilities:**

- Designing social media posts
- Delivering 5 posts per week
- Participate in strategic brainstorming, campaign development, creative brief development, and creative execution of campaigns
- Interact with project teams to understand business objectives and audience demographics