**Job Title:**Junior Content Writer

**Employment Type:**Permanent | Full Time

**Experience:**Fresher – 1 year

**Job Location:** Ahmedabad

**Job Description**:

* Translate technical details of the product into marketable content.
* Write technical blogs for the main website.
* Prepare marketing materials.
* Understanding Google Analytics & review their content performance, bounce rate, etc.
* Conduct simple keyword research and use SEO guidelines to increase web traffic.
* Update product webpage and participate in product positioning activities.
* Write promotional emailers for channel marketing activities.
* Write guest posts for third-party websites.
* Social media posts about events, product features, and industry insight.
* Contribute to lead gen strategies.

**Qualification Criteria:**

* MBA in marketing + computer science background is preferred.
* Any form of technical education in digital marketing is preferred.
* Exposure to SaaS companies is preferred.