



Job Description - Creative Copywriter

Tamada Media is one of South India's fastest-growing digital media companies with some of the biggest digital content creators owned by us. While everybody is busy thinking out of the box, we at Tamada Media, tossed the box out. We believe in boundless innovation and encourage young talent to realize their true potential. We are partnered with some of India's leading OTT players and satellite television channels to give them digital-first content. We are also one of the enterprise partners for YouTube with over 1 billion monthly views and one of the top entertainment partners with Facebook. With our existing partnerships with some of the leading production houses down south, we are also able to bring in their production capabilities coupled with our execution prowess to make the best Telugu content out there.

Role Overview:

As a Creative Copywriter at Tamada Media, you will play a pivotal role in conceptualizing and producing persuasive and engaging copy for a wide range of advertising/promotional campaigns. You'll collaborate closely with our multidisciplinary team of designers, strategists, and filmmakers to bring our clients' visions to life through words. This role requires a deep understanding of branding, marketing trends, and the ability to adapt to various industries.

Key Responsibilities:

Conceptualize and Develop Compelling Copy:

- Create persuasive, on-brand copy for advertising campaigns, including but not limited to, digital, social media, video scripts, and more.
- Craft attention-grabbing headlines, taglines, and messaging that resonate with target audiences.

Collaborate and Ideate:

- Work closely with art directors, designers, and other team members to brainstorm and develop innovative campaign concepts.
- Provide valuable insights and feedback during creative meetings

Research and Stay Updated:

- Stay current with industry trends, competitors, and emerging technologies to inform and inspire your creative approach.
- Conduct thorough research to gain a deep understanding of clients' products, services, and target audiences.

Adaptability and Flexibility:

- Demonstrate the ability to adapt tone, style, and messaging to suit different brands, industries, and communication channels.
- Meet deadlines while managing multiple projects and priorities simultaneously.

Proofread and Edit:

- Ensure all copy is error-free, grammatically correct, and aligns with the brand's voice and messaging guidelines.
- Collaborate with the editing team to refine and polish copy as needed.

Qualifications:

- Bachelor's degree in English, Communications, Marketing, or related field.
- Proven experience as a Copywriter, preferably in an advertising agency or creative environment.
- Exceptional writing and editing skills, with a portfolio demonstrating a range of creative and persuasive copy.
- Strong understanding of marketing principles, brand identity, and target audience psychology.
- Proficiency in industry-standard software and tools (e.g., Google Suite, Microsoft Office, Adobe Creative Suite).
- Excellent communication and teamwork skills, with the ability to take direction and give constructive feedback.