



pineappleconsulting

dikshant bhavan, 2nd floor, ioc petrol pump building,
opp. iit main gate, powai, mumbai – 400 076

HI! THIS IS YOUR
PROFILE

Role: Copy Writer

Responsible to: Principal, Branding & Strategy

Monthly Salary: Commensurate with experience and industry standards

Location: Powai,
Mumbai

Main duties of the post:

- Writing highly effective content that sends the desired message across creatively and in a tasteful manner.
- Writing and developing collateral materials for print, online and other interactive mediums, including business blogging, newsletters and direct mail.
- Writing content as per the key words/brief.
- Develop content ideas, concepts and produce quality content.
- Follow strict deadlines to complete content wording on a daily, weekly, and monthly basis.

Person Specification

A Pineapple person is...

Part of what makes Pineapple as successful as it is are the highly motivated people who work here and their enthusiasm for branding and design. We recruit individuals whose honesty, integrity, initiative and creative approach to problem solving shines through.

Skills, Knowledge and Experience required:

- Self-driven individual with strong point of view.
- A Flair And Passion For Writing
- Ability To Think-Out-Of-The-Box ; think Within-the-box & think without the box too.
- A Creative Thinker
- An effective writing style that is fresh, consistent and customer friendly. A knack for editing and proof reading with good research skills
- Ability to use own initiative and pay close attention to detail
- Ability to cope with competing demands and to prioritize tasks

How to apply:

Please send your detailed resume to info@pineappleconsulting.biz.