

Copy y Digital Content

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Company: Hitch

Location: Querétaro

Category: other-general

We're looking for a superstar to join our team in Queretaro, Mexico, and work hand in hand with our Head of Marketing & Communication across a variety of projects.

THE ROLE

Skills:

- Copywriting
- Creative writing
- Knowledge of storytelling
- Knowledge in content automation
- Knowledge in Lead nurturing
- Knowledge in Meta & Tik Tok, Youtube
- Graphic design
- Audiovisual design
- Editing skills
- English

ACTIVITIES:

- Content design & copywriting for blog and RSS, SEO & SEM. (Audiovisual content)

- (Development, Research content and consumer trends)
- Content edition (Photos, Images, Copy In, Copy Out, Reels, Tiktok, Video)
- Manage content calendars and ensure content remains consistent across all platforms.
- Respond to messages on different communication channels.
- Create interaction and community through our social networks.
- Apply Leadnurturing strategy
- Contact with Agencies
- Generation of quotes
- Attending internal and external events
- Create report of RSS for the Head of Marketing and Communication
- Activities not limited to
- Report directly to the Head of Marketing and Communication

SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premier
- Adobe After Effects
- Motion Graphics
- Google Ads
- Meta
- Tiktok
- Chat gpt
- Mailchimp

THE CANDIDATE

- Demonstrated interest in technology / startups
- Passionate about sustainability and renewable energy
- Strong initiative, “roll up your sleeves” attitude, self-starter
- Team player
- Demonstrated problem-solving skills

· Fully bilingual English-Spanish;

BD: Marketing, Communication, Advertising , Creative Writing and Literature, Graphic Design, Animation,

Experience 2 to 4 years

We are looking for a dynamic, proactive and eager to learn profile, we want someone who thinks outside the box, working in a startup is a daily challenge, innovation, and constant iteration. Constant updating is very important, teamwork, effective communication and transparency are a non-negotiable for this position.

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