

Sr. Creative Strategist

Key Requirements:

- Work experience - 2 to 4.5 years.
- Skill set - Creative thinking, creative writing, good verbal and visual presentation fluency, advanced knowledge of advertising & marketing principles.

Key Responsibilities:

- Understanding and analysing briefs, and formulating plans to address said briefs with logical & creative problem solving means.
- Working closely and cohesively with junior strategists to work on pitches and projects to meet effective timelines.
- Working, coordinating parallelly with other disciplinary teams like design, art, copy, etc for on going projects, formulating briefs for said teams to align output with current projects & pitches in the pipeline for strategy team.
- Making presentation decks hands on a daily/weekly basis along with the juniors, effectively QC'ing the same before submission and review.
- Attending in-person / virtual client meetings to present, pitch strategies & decks formulated by the team.
- Formulating content & campaign strategies for entertainment categories that translate into diverse execution formats that help in promoting movies, shows, OTT content, etc.
- Observing, identifying & developing insights that form a base for ideas & creative strategies.
- Being on the lookout for cultural trends and subcultures that can be implemented for big-picture thinking, creation & curation of ideas and campaigns.
- Exploring mainstream digital and social platforms for developments in features and staying up to date with newer online platforms that are on the rise.
- Bring forward new topics of conversation: ideas that can help take advantage of new tech, launches, pop-culture trends, current & real-time events.
- Process feedback and implement the same until closure.