



## **Job Description**

### **Senior Creative Strategist**

#### **Key Objectives**

- Understanding briefs, concepts and ensuring superb visual representation from scratch.
- Working on brand campaigns, inventing ideas for branding, advertising campaigns, and marketing messages.
- Participating in campaigns for new pitches as well as existing clients.
- Working on multiple projects from conception to completion in accordance with deadlines.

#### **What do we need:**

- Agency Experience: Minimum 2.5+ years. At least 1 year+ of being a Creative Strategist.
- Good creative and copywriting skills. Exposed to managing design and artworks.

#### **Key Responsibilities**

- Understand the business and marketing requirements of existing and new clients and propose digital solutions, led by digital marketing, technology and analytics
- Create and deliver presentations for pitches, proposals and consulting
- Directing copy, layout and design
- Running several projects from start to finish, keeping to deadlines.
- Working with the Copy and Art team, conceptualizing ideas to meet marketing goals for all communications across brands.
- Liaise with Client Servicing, Performance Marketing, Media and Tech teams to develop and enhance creative ideas, while coming up with innovative communication strategies.
- Develop proactive ideas on brands and coming up with breakthrough communication ideas that win awards
- Being responsible for overall quality of creative content delivered by ensuring that web standards are met & adheres to brand guidelines

wrm | white rivers media®



📍 White Rivers Media, Sahney Compound, Above DHL, Next to Vidyavihar Station West, Mumbai.

✉ [contact@whiteriversmedia.com](mailto:contact@whiteriversmedia.com)