



Job Title: Digital Marketing Content Creator

Company Name: TechSpeed Digital Services Private Limited

Location: India, Pune or Kolkata

Work Site: Predominantly remote, but occasionally may be required to perform specific tasks in-office.

About Us:

TechSpeed, a US based IT company, has been providing premium data management services to companies large and small for over 20 years. As we continue to innovate and expand into new service verticals and technologies, we are actively seeking talented and motivated individuals to join our team.

TechSpeed offers an inclusive environment, growth opportunities, competitive compensation, and involvement in cutting-edge projects. With a focus on diversity, innovation, and employee well-being, it's a company that values and empowers its workforce.

Job Description:

TechSpeed is currently looking for **Digital Marketing Content Creator** to support our marketing initiatives.

The **Content Creator** will be responsible for developing high-quality copy for websites, social media, marketing materials, and other platforms.

Job Responsibilities:

Job responsibilities of the **Content Creator** would primarily include but not be limited to the following:

- Write and edit high-quality blog posts, articles, whitepapers, and other marketing content that resonates with our audience
- Collaborate with cross-functional teams to ensure content is consistent with brand voice, style, and messaging
- Conduct keyword research and optimize content for search engines to drive organic traffic and support SEO goals
- Manage and support the creation of backlinks through strategic outreach and partnerships
- Stay up-to-date with industry trends, competitor activities, and emerging content marketing strategies
- Utilize analytics tools to track and analyze content performance, making data-driven decisions to enhance engagement and conversion rates.

Requirements:

- Analytical mindset, with the ability to measure and report on content performance using relevant KPIs
- Ability to work collaboratively in a fast-paced, dynamic environment
- Preferred* - 1 year experience in content marketing, with a focus on creating engaging and high-performing content
- Preferred* - Some experience with SEO, keyword research, and backlink creation