



ViviRooms

ViviRooms Ecomm Private Limited

- ❖ Position – Content Creator
- ❖ Experience – 4-6 years
- ❖ Compensation – Best in Industry
- ❖ Open Positions - 1
- ❖ Location - Gurugram

Vivirooms is on a mission to redefine the online fashion experience. We're looking for a creative and passionate Content Creator to join our team and help us tell our story through compelling content. As a Content Creator, you'll play a pivotal role in shaping our brand narrative. You'll be responsible for producing engaging and captivating content that resonates with our audience across various platforms.

Eligibility Requirements

- 4+ years of experience in content creation, preferably in the fashion or e-commerce industry.
- Experience with a content management system (e.g., WordPress)
- Sound knowledge of SEO and keyword research
- Strong understanding of current social media trends and possess previous experience in creating content specifically tailored for social media platforms
- Ability to fact-check long content pieces
- Strong copywriting skills and knowledge of platform best practices Strong writing skills with the ability to create clear, concise, and engaging content.
- Meticulous attention to detail with ability to manage multiple projects
- A creative mindset with an eye for visual aesthetics.
- Expert level skills shooting and editing dynamic video and images
- Experience working with MS Office and design software.
- Passion for fashion and the ability to convey this passion through content.
- Tech-savvy with a good understanding of content management systems and social media platforms.
- Strong organizational skills to manage multiple projects and deadlines.
- Ability to adapt to feedback and continuously improve content quality.
- Exceptional time-management and organizational skills

Job Description & Responsibilities

- Conceptualize and create a wide range of multimedia content, including videos, images, graphics, and written content for our website, social media, email campaigns, and more.
- Craft compelling stories that highlight our products, mission, and values, connecting with our audience on a personal level.
- Collaborate with other team members, including designers and managers, to ensure content aligns with our overall strategy.
- Researching industry-related engaging topics
- Preparing well-structured and comprehensive drafts by using digital platforms
- Creating, designing and distributing marketing copy for advertising our company's products and services
- Measuring web traffic (e.g., bounce rates and conversion rates)
- Stay updated with industry trends and insights, leveraging this knowledge to create fresh and relevant content.
- Identifying the needs of customers and also recommending new topics
- Coordinating with design and marketing teams for illustrating articles
- Using keyword research and SEO guidelines for the purpose of optimizing content
- Manage and grow our social media presence by consistently creating and sharing valuable



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content that drives engagement and brand loyalty.

- Write informative and entertaining blog posts that showcase our expertise in the fashion industry and provide value to our readers.
- Editing and proofreading content before publication
- Ensure that all content maintains our brand's visual identity and style guidelines.
- Employ strategies aimed at increasing audience engagement and conversions
- Track performance analytics and optimize content accordingly
- Stay on top of social media algorithm changes and adapt content accordingly
- Collaborate with influencers on branded or affiliate content

About us

We are a women-led, e-commerce platform, offering a concept that will revolutionize the online shopping experience. With an estimated launch in 2024, we will provide customers a chance to shop for clothes in a unique never before seen way. Phase one will focus on launch in the Indian market.

ViviRooms is part of London based Euromax Capital (www.euromaxcapital.com) among which includes the most innovative & promising Artificial Intelligence enabled Biometric Software Platform, Products & Solutions designing organizations Biocube Technologies (www.biocube.ai).

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