

Senior Copywriter (Gurgaon)

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Company: Dentsu Creative

Location: gurgaon

Category: other-general

About Dentsu International India:

Awarded the Oscars of the advertising world, The Cannes Global Agency of the Year 2022 (a first for India!) Dentsu international comprises of six leadership brands - Carat, dentsu X, iProspect, Isobar, dentsuMB and Merkle, each supported by its specialist divisions and scaled services. With best-in-class services and solutions in Media, Customer Experience Management (CXM), and Creative, dentsu international operates in over 145 markets worldwide with more than 66,000 dedicated talented employees working together to reach the never before!

Part of dentsu International, dentsu India helps some of the biggest & most interesting brands who are our clients everyday to win, keep and grow their best customers and achieve meaningful progress for their businesses. With best-in-class services and solutions in Media, CXM (Customer Experience Management) and Creative, Dentsu India is the 2nd biggest Advertising agency network in India while the dentsu international is the 5th largest in the world.

In good times and bad, we partner with brands to achieve meaningful progress as we are a force for good & for meaningful growth. Our teams of optimists, entrepreneurs and first-movers coalesce around the needs of our clients, unlocking unique possibilities for sustainable value and lasting change.

Learn more at:

<https://www.dentsu.com/>

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Role Summary:

Job title: Senior Copywriter (Gurgaon)

Location:Gurgaon

Experience2 to 4 Years

Job Description:

The purpose of this role is to conceptualise and realise ideas through a comprehensive use of language and the written word. They have the ability to think in a holistic way about how an idea comes to life through all creative channels of a consumer experience. Develops language and copy in short form and long form to establish the tonality of ideas. They can act as mentor to junior members of the team and encourage learning.

- Writes narratives, scripts and storyboards, annotations and treatments
- Expresses ideas with clarity; on brand; on message and targeted to audience
- Presents ideas to both the wider internal team and, occasionally, externally to clients with structure and parity
- Comprehends and understands brand continuity, brand guidelines and brand positioning
- Creatively supports the effective use of technology and its applications to solve business problems
- Contributes work to pitches
- Drives, defines and feeds back on: quality of briefs, regular reviews, feedback channels, creative quality and collaboration
- Proactively identifies opportunities for creative work to be performed for clients, with guidance from seniors and directors
- Executes creative concepts together with Art Director at the direction of the creative director

To apply, pls apply here as well as send us your updated cv and Folio mentioning the below

details to Pratiksha.sharma@dentsu.com (so we are able to process your candidature faster):

Email subject:Ref: LinkedIn –Senior Copywriter (Gurgaon)

Name:

Mobile:

Email:

LinkedIn profile link:

Current company:

Designation:

Total years of work experience:

Are you comfortable working from Gurgaon:

Current Annual ctc (in a fixed+variable split if so structured):

Salary expectations:

Notice period:

Pls attach your cv and Folio

We thank you for sending us your profile & details for this role . If your profile gets shortlisted for roles with us, we look forward to a conversation with you to learn about more of what makes you awesome!

Dentsu International is growing exponentially as we help our clients make meaningful progress as champions of good change. Come be a part of this amazing journey, together with some of the best minds in the business that call us home.

Follow us on LinkedIn to stay updated: <https://www.linkedin.com/company/dentsuintl/>

Working with us (Our Culture & Ethos)

Joining dentsu international, you'll join a team of 66,000 driven, talented & gifted individuals who work in functions across Media, Creative, Customer experience management & Shared Services. Here, they collaborate every day to write inspiring stories of growth & learning,

audacious innovation & dreams that they turn into reality..having a lot of fun as they do that! It is a place of incredible spirit, drive & growth!

Inclusion and Diversity

We're proud to be different and that starts with our people. We believe in equal opportunities for everyone. We won't define people by their race, gender, sexual-orientation, age or disability. Individuality is what makes us great, we want everyone to bring their full self to work and create something amazing. That's what we care about.

So, whether you're joining us, or looking to move to a different part of the business, we work hard to make sure we create equal opportunities for everyone.

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