

Marketing Copywriter

Independent Contractor to be responsible for creating and writing engaging conversion-focused copy for multiple digital distributions, including landing pages, social media ads and posts, blog posts, video scripts, and product descriptions.

Primary Responsibilities

- Creating marketing materials, product landing page copy, and email campaign copy.
- Generate engaging web copy for a variety of properties and products.
- Maintain consistent 'in-house' style, voice, and layout.
- Edit and adjust copy as necessary, proofread for grammar and spelling.
- Render conceptual strategy notes into persuasive copy.
- Work with creative director to understand project goals.
- Balance multiple projects simultaneously.

Required Skills

- Previous experience as a copywriter or related role.
- Excellent writing, editing and proofreading skills.
- Ability to work remotely and meet deadlines.
- Knowledge of SEO best practices.
- Microsoft Office / Apache Open Office.
- Familiarity with project management tools Dropbox, slack, zoom, etc..
- Process and detailed oriented.

Preferred (Not Required)

- Previous experience managing social media ad campaigns.
- Experience with Google Analytics
- Photoshop experience.
- Basic knowledge of HTML, or web design layout.

About 2:17 Studios LLC

2:17 Studios LLC specializes in cloud-based operations & business management software. The core of what we do is build user experiences that allow teams to get their jobs done better without getting in their way. Clients range from existing businesses interested in digitizing operations with cloud based back office systems to new ventures looking to leverage technology to reduce operations costs.