

FireGroup

<https://firegroup.io/careers/oc-22-035-mkt01-senior-content-marketing-executive>

Description

Senior Content Marketing Executive

Date posted

21/11/2022

- – Established in 2016, FireGroup Technology JSC is a tech company that specializes in web-app solutions for running the business on e-commerce platforms. FireGroup has now become the leading web-app provider, especially on both Shopify and AliExpress platforms.
- – Our mission is to solve challenges & problems in the global E-commerce market by using technologies. We are looking for new members who dare to think and grow bigger.

Responsibilities

- – We are Flowio, a leading email marketing solution for eCommerce. Our Product team is looking for an email content writer to contribute new email content to our template library. You will work closely with Product Marketing personnel to create email content that not only is a pleasure to read, but also can drive engagement and sales for our merchant users.
- – Main responsibility: Copywrite and oversee the creation of emails, sms and popups for multiple eCommerce niches (apparel, home & garden, beauty & fitness, etc.)
- – Produce informative content (ebook, checklist, infographic, blog posts...) on the topic of email marketing, as an integral part of our inbound marketing activities

Qualifications

- – Minimum of 3 years' experience in Content Marketing
- – Proficiency in English and copywriting skills
- – Knowledge of email best practices to drive deliverability, open, and engagement rates
- – Experience with eCommerce, Shopify or other eCommerce platforms
- – Experience with email marketing platforms (such as Klaviyo, Mailchimp, Omnisend) is a plus
- – A can-do attitude, plus a pure willingness to learn from the best and surpass them

Contacts

- – Please send us your wonderful resume to **careers@firegroup.io**
- – Should you need any further information, kindly please contact us via **(+84)28 2229 9989**
- – Visit FireGroup's website to know more about our life, culture: **<https://firegroup.io/>**