

Content Writer

Description

The Company James Berdigans, Founder and Executive Chairman of Printify. Our mission is to build a platform that lets anyone, anywhere unlock their own personal freedom. The freedom to generate income, be your own boss, and set your schedule. So far, we've seen more than 6 million people sign up to start their own eCommerce businesses with Printify. Because every order is made on-demand, there's no risk to getting started, just a reward for putting in the work. Our aim is to put this power to build a business into the hands of every person who wants to create their own business. In 2021, Printify secured \$50m in Series A funding led by Index Ventures, founders of the leading technology companies Wise and Squarespace, with participation from H&M Group, Virgin Group, and Will Smith's Dreamers VC. The Team Join the bustling hive of creativity at Printify, where eCommerce thrives on innovation and words are not just written but woven into the very fabric of our brand's identity! We're a team of passionate marketers, designers, and strategists who believe that every keystroke is a step towards conversion, every sentence a chance to dazzle, and every campaign an opportunity to leave our mark in the digital cosmos. The Role We're on the hunt for a content maestro, an SEO-savvy Content Writer with the storytelling flair of Twain and the strategic insight of Bernays. You are not just crafting content you are a modern-day alchemist turning keywords into engaging blog posts, clicks into conversions, and readers into loyal followers. Your Responsibilities: Develop and craft clear, engaging, and SEO-optimized content for various platforms, including blogs, websites, and social media. Create high-quality, informative blog posts that align with the company's content strategy and target audience. Implement best SEO practices to drive organic traffic and improve search engine rankings. Work with the content marketing team, designers, and other stakeholders to produce cohesive and effective content that supports marketing goals. Translate creative briefs and content strategies into compelling and effective blog and web content. Perform high-quality research to inform and validate content, ensuring accuracy and relevance. Ensure your content meets the company's standards for accuracy, style, and tone. Stay updated on industry trends, SEO updates, and content marketing best practices to refine and adjust the content strategy as needed. Qualifications: At least 3 years of experience in content writing, preferably in the eCommerce industry. A strong portfolio demonstrating your expertise in copywriting across various formats. Bachelor's degree in Marketing, English, Journalism, or related field, or equivalent professional experience. Proficiency with digital marketing tools and platforms. Knowledge of SEO best practices. What we offer: Stock options so you own a part of Printify. Opportunity to work fully remotely. Work from anywhere our Printify Houses in Riga or Tallinn, your remote home office, or a co-working hub. Start your workday anywhere between 7 AM and 11 AM. As long as the job is done and you're happy and healthy, you can adapt your workflow. Apple MacBook laptop as your standard work equipment, covered by Printify. International relocation support for international candidates who want to work in Riga or Tallinn. Access to mentorship, internal meetups, and hackathons both on-site and online. A learning budget for your professional development based on a position level and access to our book library. Health insurance or health insurance budget depending on your location and contract type. Paid health days whenever you need them without a doctor's note, depending on your contract type. Extra paid days off for well-being as well as a celebration day of your choice. Access to the in-house gym or gym allowance, depending on your location and contract type. Joining Printify means joining an international company with an amazing team that has grown to over 500 people. At Printify, people from over 20 nationalities and with many different

Hiring organization

Printify

Job Location

Remote

Base Salary

\$ 50000 - \$ 70000

Date posted

June 5, 2024

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backgrounds work together in our Riga office and worldwide. We play to win together, and we always strive for excellence. We want to achieve great things and make a meaningful change in our customers' lives. Our customers are our most important asset and our compass in showing us the direction to go. We value a strong learning culture and are united by a growth mindset. Words from our investors: Richard Branson, Founder of the Virgin Group: "Entrepreneurial spirit runs through the Virgin Group, which is why I'm proud to support Printify. Both Printify's vision and success story to date embed this special entrepreneurial spirit, which in turn has created a rapidly growing and robust eCommerce platform. Printify's unique proposition helps people market their brands through customizable products with no upfront investment. We're excited to support its growth in the coming years." Elise Fahlen, Investment Manager at H&M CO:LAB: "With the world experiencing rapid growth in on-demand services, H&M Group is thrilled to have invested in Printify and the team behind it. The execution of the founder's vision and their impressive success to date speaks not only to the scalability of the product but also in their ability to be a long-standing industry leader in this space." Dino Becirovic, Principal at Index Ventures: "Printify is the leading marketplace for on-demand manufacturing, offering the largest selection of products and Print Providers. They have removed all the barriers to product creation and enabled over 2 million creators to launch successful merchandise businesses at the push of a button. Over time, as more manufacturers come online and more methods become available, Printify will allow any creator to bring their wildest product ideas to reality." At Printify, we are committed to fostering a diverse, fair, and inclusive workplace. We do not discriminate on the basis of race, color, national origin, religion, sex, gender identity, sexual orientation, marital status, age, disability, or any other grounds. Please mention the word **SENSIBLE** and tag RMzUuMjM1LjEwNy40Mg== when applying to show you read the job post completely (#RMzUuMjM1LjEwNy40Mg==). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

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