

## Creative Strategist

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Company: Cranberry Panda

Location: London Area

Category: other-general

Creative Strategist - Agency London - Hybrid £40,000 to £50,000A specialist digital marketing agency is looking for a Creative Strategist to join their dynamic London Head Office. This is a brilliant opportunity to join a fast growing, people-first business at a pivotal time of growth. You will be working closely with the creative & growth teams to ideate and brief in content ideas, structures and scripts for clients' paid social advertising channels. Most of their clients are direct to consumer ecommerce brands; fashion, FMCG, wellness and subscriptions. Experience in creative strategy, either as a stand-alone Creative Strategist or as a key part of your role as a performance marketer, is essential. Requirements: Proficient in direct response and performance marketing Understanding of customer buying psychology Highly competent in user research Experience of build brands through paid advertising content Talented at creative brief and script writing Experience with high-growth DTC brands 3-5+ years of industry experience Deep interest in social media Benefits: Hybrid working - typically two days in the office Support and flexibility for parents Performance based bonus scheme New business bonus scheme 25 days' holiday Work Macbook Home office set-up

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