

## **Job Title: Brand Solutions & Strategist**

**Location:** Mumbai

**About ITW Influence:** At ITW Influence, we're not just in the business of influencer and celebrity marketing, we're the architects of creating unforgettable campaigns and shaping brand narratives that resonate with audiences worldwide. As a dynamic division of ITW Consulting Pvt. Ltd., we partner with leading brands to craft innovative campaigns that push boundaries and captivate hearts.

**Role Overview:** Are you a creative genius with a knack for strategic thinking? We're on the lookout for a Senior Creative Strategist to join our tribe of visionaries. In this role, you'll be the brain behind our most ingenious campaigns.

### **Key Responsibilities:**

- Lead the development of creative strategies that align with client objectives and target audience insights.
- Develop innovative campaign strategies that leave competitors in the dust.
- Collaborate with the business development team to pitch innovative campaign ideas that wow clients.
- Stay ahead of industry trends and emerging technologies, weaving them into campaign strategies that dazzle.
- Work closely with the account management team to ensure the successful execution of campaigns, from concept to completion.

### **Qualifications:**

- Bachelor's degree in Marketing, Communications, or related field.
- 5+ years of experience in creative strategy development, preferably in the influencer or celebrity marketing industry.
- A portfolio that showcases your ability to turn wild ideas into successful campaigns.
- Excellent communication and presentation skills, with a flair for storytelling.
- A passion for innovation and a drive to challenge the status quo.

### **Why Join Us:**

- Opportunity to work with industry-leading brands and influencers on groundbreaking campaigns.
- Creative freedom to explore new ideas and push boundaries.
- Dynamic and collaborative work environment that celebrates creativity and innovation.

**How to Apply:** Do you have what it takes to be our Senior Creative Strategist? Send us your resume and a quirky cover letter that showcases your personality and creative flair to [hr@itwconsulting.in](mailto:hr@itwconsulting.in) / *[Email ID]*. Show us why you're the master of ideas we've been looking for!