

Argentina Jobs Expertini®

Content Writer

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Company: Jampp

Location: Argentina

Category: other-general

Content Writer

at Jampp ([View all jobs](#)) Argentina

We are looking for a **Content Writer** to work in tandem with Jampp's and YouAppi's Marketing teams!

About Jampp

Jampp is a programmatic advertising platform used by the most ambitious companies to accelerate their mobile businesses.

Founded in 2013, Jampp leverages machine learning, creative optimization and proprietary advertising solutions to drive incremental growth for its customers, whether that means reaching new users or increasing post-install conversions.

About YouAppi

YouAppi is a leading growth and retention platform for mobile apps, specializing in re-engagement and retargeting. Powered by machine learning and audience targeting, YouAppi's proven proprietary app remarketing technology finds and retains the most profitable users for its clients. YouAppi works with mobile app companies across the globe in gaming, e-commerce, entertainment, lifestyle, and finance among others.

Established in 2011, YouAppi has been a long-term partner to leading mobile advertisers, earning recent awards including top 100 fastest-growing companies in North America on the 2021 Deloitte Technology Fast 500 and 2023 Inc. 5000 Regionals: Pacific list. YouAppi is also ranked a global top 5 remarketing company on the AppsFlyer 2023 performance index in gaming and non-gaming. YouAppi is now part of the Affle Group, a global technology company

with a proprietary consumer intelligence platform that delivers consumer recommendations and conversions through relevant mobile advertising.

ABOUT THE MARKETING TEAM

The Marketing teams are responsible for crafting and scaling our brand, with a top focus on generating quality inbound leads while also being thought leaders in the mobile ad tech space. We do this both through marketing channels and by working closely with our Revenue and Product teams to make sure they have all the assets they need to show prospects and customers how valuable our platforms are as solutions to mobile advertising partners needs.. We are brand ambassadors dedicated to helping potential customers find and fall in love with what we have to offer and encouraging our existing customers to continue to choose us as a preferred partner.

WHAT YOU'LL DO

Support the marketing teams in growing brand awareness globally

Produce fresh and creative content for our marketing channels, website/landing pages, newsletters, and social media

Help explain technical concepts and technology through engaging content

Identify key industry topics and trends

Pitch and develop key content for the blog

Help promote and track the success of each piece of content

QUALIFICATIONS

You are native/bilingual in English

Bachelor's degree in communications, journalism or related field

Knowledge of Marketing Technologies and/or App Marketing.

Outstanding writing and communications skills - and a real passion for content in different formats!

Experience with social media management platforms

Knowledge and understanding of SEO best practices and strategy

NICE TO HAVE

Experience with design programs or video editing

HubSpot and WordPress experience

HOW TO KNOW IF YOU'RE GOOD A FIT

You are a highly organized multi-tasker, who enjoys working on a variety of projects

Able to deliver quality content efficiently and effectively

Can differentiate writing styles, tone and voice aligning with individual brand guidelines

Curiosity and creativity are a must. We are looking for people with high aptitude and learning potential. Previous experience is a bonus, but not a strict requirement. If you are passionate about writing and technology, and like working in a fast-paced environment, you might be the candidate we are looking for

WHAT WE OFFER

Learn a ton about the hottest area of growth in digital advertising - Mobile! In this cross-functional role, you'll learn a lot and will have the chance to try new things on many different channels.

Competitive salary

A great level of responsibility from day one and the chance to develop your potential without limitations.

An entrepreneurial environment.

Office and remote work balance.

A structured remote onboarding process and continuous training with a supportive team.

We win together!

Work with talented global teams that you can constantly learn from! We have jammers and youppi team members from ... our customers are not the only ones from around the globe

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