

Freelance Digital Content Producer (Text and Video)

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Company: Sirius Partners

Location: hong kong

Category: other-general

Responsibilities: Content Creation: Write, develop, edit, and publish engaging content across various digital platforms, including websites, blogs, social media, email marketing campaigns, and advertising materials. Multimedia Production: Create compelling videos, combining visual and auditory elements to convey brand messages effectively. Bilingual Proficiency: Read and write in Chinese fluently to produce content that resonates with Chinese-speaking audiences. Video Production Skills: Conceptualize, script, shoot, and edit videos for promotional, educational, or storytelling purposes. AI Tools Integration: Leverage AI-driven tools for content optimization, sentiment analysis, and personalized recommendations. Cross-Channel Experience: Adapt content for different digital channels, such as social media, podcasts, webinars, and newsletters. SEO Optimization: Optimize content for search engines, ensuring high visibility and organic traffic. Research and Trends: Stay updated on industry trends, user behavior, and emerging digital content formats. Collaboration: Work closely with designers, videographers, and other team members to align content with brand guidelines. Quality Assurance: Review and proofread content to maintain consistency, accuracy, and brand voice. Analytics and Insights: Monitor content performance metrics, analyze user engagement, and adjust strategies accordingly. Project Management: Handle multiple assignments simultaneously, meet deadlines, and manage content calendars. Adaptability: Be flexible in adapting content for different platforms and target audiences. Cultural Sensitivity: Understand cultural nuances and tailor content appropriately for diverse audiences.

Requirements Qualifications: Language Skills: Proficient in both English and Chinese (reading and writing). Experience: Previous work as a content producer, writer, or video creator.

Creativity: Ability to think outside the box and generate fresh ideas. **Tech-Savvy:** Familiarity with content management systems, video editing tools, and social media platforms.

Attention to Detail: Strong editing and proofreading skills. **Self-Motivated:** Thrive in a remote work environment and manage time effectively. **Portfolio:** Showcase relevant samples of your work, including written articles and video content. **Note:** As a freelance digital content producer, you'll have the flexibility to work remotely and collaborate with clients across different industries. Your creativity, language skills, multimedia expertise, and familiarity with AI tools will play a crucial role in shaping compelling narratives that resonate with global audiences.

5+ years

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