

Senior Strategic and Creative Writer

Are you able to transform complex concepts into compelling copy? Can you convert high-level thinking into down-to-earth content—but still make it sing? Does your love for language run deep? And, most importantly, will you appreciate our strong affinity for alliteration?

We're looking for a Senior Strategic and Creative Writer who can create voices for our clients that cut through the noise—and elevate their brands.

Responsibilities

- Work with the DeSantis Breindel strategy team to articulate key findings and insights—and then use those to build exciting brand identities
- Create brand pillars, personalities, and positioning statements that help our clients stand out in the marketplace
- Conduct interviews to learn more about our clients' key audiences and what makes them tick
- Craft messaging documents that serve as the basis for extended brand communications
- Develop verbal brand guidelines that demonstrate how to incorporate brand personality into writing
- Present verbal work to clients as the resident DeSantis Breindel writing expert
- Participate in and/or lead naming brainstorming sessions
- Support the DeSantis Breindel design team by writing concept statements, headlines, and subheads to explain the rationale behind certain visual elements and bring them to life in presentations
- Build activation materials for our clients' brand roll-outs, including teaser campaigns, launch presentations, FAQs, brand videos, brand books, and more
- Write real-world deliverables, including website pages, corporate brochures, fact sheets, ad campaigns, pitch decks, internal communications, and more
- Contribute thought leadership articles to the company blog
- Edit and proofread proposals, pitches, and presentations

Requirements

The Basics

- Bachelor's degree, preferably with a concentration in English, creative writing, advertising, or marketing, or another communications-related field
- 4+ years of professional writing experience; branding experience preferred but not required
- Proficiency in Microsoft Word and PowerPoint

What You Bring to the Table

- Strong critical thinking capabilities that enable you to extract insights and translate them into writing
- Advanced writing and editing skills with experience in producing content for a variety of clients, industries, and touch points; B2B experience a plus
- An impeccable understanding of grammar, spelling, and punctuation
- A team-player mentality and the ability to collaborate seamlessly across different departments
- Top-tier organizational skills that ensure deadlines are met and client requests are handled right
- A positive, can-do attitude

About DeSantis Breindel

We're a leading independent B2B branding and marketing agency, a dynamic team of strategists and designers, filmmakers and programmers, doers and game-changers. We believe that B2B brands should drive transformation, and we work together with our clients to build brands and experiences that engage clients, influence prospects, rally employees, and inspire investors. From our base in New York City, we collaborate with clients around the world to turn critical inflection points into platforms for opportunity.