

## Conversion Copywriter India

### About Aviso

Aviso is a leading end-to-end revenue execution platform. We act as a compass to guide sales teams to maximize growth and minimize risk. Aviso's predictive AI delivers revenue intelligence, drives team-wide actions and course corrections, and gives precise guidance, so sellers and teams don't get lost in the fog of CRM and other point tools.

With demonstrated results across Fortune 500 companies and industry leaders such as Honeywell, Lenovo, Netapp, Wiz, Armis, and RingCentral, Aviso works at the frontier of AI to help teams close more deals and drive more revenue. Aviso AI has generated 350 billion insights, analyzed \$400B in the pipeline, and helped customers win \$1640B in deals. Using Aviso AI, sales teams close, on average 20% more deals with 98%+ accuracy, reduce sales cycles by north of 25%, and reduce spending on non-core CRM licenses by 30%.

Recognized by Gartner, Forrester, and G2 as one of the top revenue intelligence platforms. Featured in HBR, NYSE, and NASDAQ, driving the discussion on the impact of AI on sales. Aviso is backed by Storm Ventures, Scale Venture Partners, Shasta Ventures, and other leading Silicon Valley investors.

### Who You Are

You are a talented content writer with a passion for creating persuasive conversion copy. From crafting compelling ad copies, landing pages, and email campaigns that capture attention and inspire action to transform complex ideas into accessible and engaging content, you take ownership of the entire content creation process—from brainstorming to execution.

You are adept at ensuring the brand's voice is distinctive and resonates with the audience. You enjoy collaborating with various teams to continually elevate your content and strengthen the brand. While SEO writing is an added advantage, your real skill lies in leveraging Generative AI and taking it to the next level with your domain expertise.

As a team player with a collaborative spirit, you report directly to the Director of Marketing and appreciate the flexibility of working remotely from anywhere in India. You are enthusiastic about becoming the go-to expert for engaging content and are eager to contribute to a dynamic team's success.

### Your Future Responsibilities

- Write email campaigns, website pages, and ad copies that captivate audiences and drive conversions.
- Conduct research to write original, engaging copy and refine existing content through editing and proofreading.
- Manage and update web pages via our platform, stepping in to publish when necessary.

- Collaborate closely with the marketing and product team to contribute to content strategies and campaigns that resonate with our target audience.
- Work alongside designers to ensure creatives in the content aligns with brand design guidelines.
- Generate performance reports to evaluate the effectiveness of content initiatives.

Additional responsibilities might include crafting compelling, SEO-friendly content for websites and implementing strategies to optimize content for search engines in improving website's SEO ranking.

### **What You Bring**

- Bachelor's Degree, Masters/MBA preferred
- 2-5 years of business research and/or conversion copy writing experience in a professional setting, preferably within the B2B or SaaS industry
- Strong oral and written communication skills, with particular attention to precision of language
- Write clear, engaging content for ads, emails, and website that reflect Aviso's tone and style
- Ability to gather, analyze, structure, and organize information logically, and intelligently measure and assess results
- Ability to leverage Generative AI to drive content generation velocity
- Ability and willingness to work with multiple teams in a fast-paced environment that constantly changes
- Familiarity with SEO best practices

### **What Aviso Offers**

- Dynamic, diverse, inclusive start-up environment driven by transparency and velocity
- Work-from-home flexibility for a comfortable and productive work-life balance
- Competitive salaries and a comprehensive health insurance coverage policy
- Upskilling and learning support including via paid conferences, online courses, and certifications