**Content/Copy Test**

Candidate’s Name:

Email ID:

Contact Number:

Date of Submission:

**TEST FOR CONTENT/COPYWRITER ROLE**

*(Attempt all tasks. Please share the completed test in an MS Word document.)*

**Task 01**

Write a research driven blog of [Max 700 words] on the topic: Mental Health at Work – What Organizations Don’t Talk About. Please include sources.

**Task 02**

Come up with a meme-driven social media campaign talking about how to deal with difficult colleagues. Think of a central hashtag, pick images, and come up with meme copy + caption copy. Add trending/relevant hashtags for 3-4 posts to build a single campaign. Platforms are LinkedIn, Twitter, and Instagram.

**Task 03**

Create a fun, quirky invite that can be sent out to employees asking them to participate in an initiative/contest being run within the organization. You have the freedom to make up an event of your choice!

**Task 04**

Create a video script [Max 60 seconds] for the Netflix hiring team to attract new talent in the 40-50 years age-bracket. This will be a branded video that will go up on the company website and social platforms.

**Task 05**

1. Proof the below Job Description and edit it wherever needed. Please use track-change mode for all edits!
2. Create a social media post with a quirky, engaging one-liner creative copy to attract potential talent to apply for the below job role. Imagine you were the person applying to this job and write what YOU would want to read.

The Head of Advertising Technology will drive the business's product strategy and innovation leeding to immens growth in sales and and overall business growth. The Head of Advertising Technology is a passion for developing innovative ad products and got ability to thrive within fast spaced and rapidly changing business environment.The Head of Advertising Technology enjoys working closely with internal cross functional departments assist them to understanding technical ad campaigns for effective execute of advertising initiatives.

The role of the Head of Advertising Technology is extremely demanding and he must therefore be able to establish priorities, meet tight deadlines, and work under minimal supervision.Leadership supervisory Role The most prominent role of the Head of Advertising Technology is his leadership position over the ad technology department. In his leadership position, the Head of Advertising Technology takes owner of the more complex ad technology campaign initiatives.The Head of Advertising Technology also plays a mentor role to key ad technology personal, ensuring the continuous growth in their professional skills, and assisting in the execution of their duties. Strategy The Head of Advertising Technology plays a lead strategic role where he leads the develop and approval of ad tools, platforms, and process strategize behind the senior sales management. In his strategic role, the Head of Advertising Technology, manages and sets the standardization of ad technology guidelines and strategies. He is also charged up with the creation of detailed strategic briefing detailing the scoping of technologically related ad campaigns, which are relayed to junior personnel and collaborating personnel for order to align ad efforts that will lead to the achievement of sales goals and targets as well as overall business.Analytics The Head of Advertising Technology plays an analytical role where he levers data and metrics in order to establish and manage aggressive ad technology campaigns for the business. The Head of Advertising Technology evaluates new advertising technologies, market trends, business environments, and the performance of the existent campaigns.The Head of Advertising Technology has to have an ability to trouble and analyze the business's campaign issues, determine the route cause and avail actionable solutions. He is responsible for driving product development and the achievement of advertising department sales targets through data analysis.

Collaboration The role of the Head of Advertising Technology, as mentioned, is a collab role where he works with senior sales management and key stakeholders in establishing departmental strategies and processess. He also partners with the marketing department and sales personnel, assisting with technical ad technology campaigns in order to ensure smoothening execution of advertising initiatives and campaigns as well as to align efforts for the achievement of overall business objectives.

She also works with the IT department in ensuring that site design and reporting tools are enhancing user experience, hence, attracting consumers, and enabling achievement of sales targets.Knowledge and Opportunity The Head of Advertising Technology keeps up with current industry trends and events and is proactive in ensuring effective ad campaign performance through the implementation of the latest best practices. This in turn gives the business a competitive edge and ensures that it stays ahead of its competition in the market. The Head of Advertising Technology conducts regular and consistent research and maintains sound technical knowledge of ad and web operations, and the digital online and broadcast advertising environment.In this capacity, the Head of Advertising Technology also takes initiative and educates junior advertising technology personnel on ad technology tools and platform best practices in order to ensure optimal performance at all levels of the department