



Position: Creative Specialist
Department: Marketing
Reports to: Chief Marketing Officer
Revision Date: March 28, 2025
Location: Indore, MP India

About Us:

L Squared is a SaaS company building the next generation of communication solutions for the modern business that harnesses the power of data, analytics, and a simple user interface to organize, distribute and publish content that is dynamic, relevant, and personalized. “The L Squared Hub” is an industry-leading secure cloud content management and distribution platform that supports SMB and Enterprise allowing any business to easily take their critical information and present it to customers, employees, and decision makers either on demand or by scheduling. Featuring an off-the-shelf or customized platform, that creates immediate visibility to core business metrics, communications, or simply information to keep key employees informed by bringing data, analytics, and communications to the forefront that empower employees to be more knowledgeable, productive, and informed.

Our best-in-class user interface combined with our cloud platform turns any existing TV, digital display, dashboard, desktop, or mobile device, anywhere in the world, into a powerful communication medium that is relevant and personalized.

Fit:

We are growing rapidly, supporting high-profile clients in the USA, Canada. We are gearing up for even faster growth and are looking for Self-Motivated & Self-Aware team players who are Obsessed with our Client’s Success.

If you are passionate, S.M.A.R.T individual that loves to work in fast-paced, creative environments, and believe in integrity, mutual respect, quality work, then consider applying today.

What the Company Will Provide to You:

- A fun, fast-paced, open, and friendly work environment
- Competitive average salary
- Training & Development opportunities
- Company events

About the Role

We are seeking self-motivated and self-aware Creative Specialist to join our India Team to support our Marketing Team in North America. As a skilled Creative Specialist, you will play a crucial role in captivating target audiences and boosting brand awareness. You will be producing visually engaging layouts, images, logos and website designs in accordance with company branding guidelines to support L Squared’s Marketing Strategy.



ROLES & RESPONSIBILITIES

- Create visual content: Design eye-catching graphics for posters, banners, social media posts, and ads to grab the audience's attention.
- Develop branding: Craft consistent brand identity through logos, color schemes, and typography that represents the company's vision.
- Collaborate with marketing team: Work closely with marketers, content writers, and other creatives to develop effective marketing and promotional materials.
- Design layouts: Arrange elements like text, images, and shapes in visually appealing ways using design software like Adobe Creative Suite.
- Edit images: Manipulate and enhance photos to improve their quality or make them more relevant to marketing campaigns.
- Provide mockups: Create initial design drafts or mockups that communicate the design concept to the marketing team and clients for feedback.
- Manage deadlines: Ensure that all design projects are completed on schedule, working under tight time constraints when needed.
- Stay updated on trends: Continuously research and follow the latest design trends, ensuring the company's marketing efforts remain competitive and up to date.
- Research industry-related topics (combining online sources, interviews and studies) on L Squared Product.
- Write clear marketing copy to promote our products/services.
- Prepare well-structured drafts using Content Management Systems.
- Conduct simple keyword research and use SEO guidelines to increase web traffic.
- Identify customers' needs and gaps in our content and recommend new topics.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- Pro in use of design tools such as Adobe Creative Suite, color therapy etc.
- Proven 2-3 Years of experience in advertising, Graphic designs, and Marketing.
- Excellent communication, project management, and organizational skills.
- Creative and proactive with a strong attention to detail
- Experience with digital advertising platforms (Google Ads, Facebook Ads, etc.).
- Knowledge of CRM tools (HubSpot, Salesforce, etc.).
- Experience with design tools like Canva, Adobe Creative Suite, or similar.
- Multi-task, organizational skills, maintain confidentiality.
- Bachelor's degree in marketing, English or related field.
- Proven work experience as a Content Writer, **Copywriter** or similar role
- Experience doing research using multiple sources
- Excellent writing and editing skills in English
- Hands-on experience with Content Management Systems (e.g. WordPress)