

Position: Content Writer

Location: Based in Singapore

Who Are We:

At Quilt AI, we're revolutionizing how organizations understand human behavior by combining advanced AI technology with deep cultural insights. Our platform analyzes billions of digital interactions to uncover the cultural codes that shape decisions, preferences, and social movements across the globe.

We serve as the bridge between raw data and meaningful cultural understanding, transforming complex digital footprints into actionable insights that help organizations make more informed, culturally-relevant decisions.

Roles & Responsibilities

You will be responsible for writing content **across cultural trends, industries, markets**. With **concise writing and clarity of thought**, you will be able to distill complex features and case studies into interesting thought pieces and social content. You are **meticulous with an extreme attention to detail**. You will continuously **monitor and track SEO performance** and develop improvement plans through conceptualising article ideas, writing engaging articles, and executing search engine optimised website content, blog posts, promotional copies and other forms of content.

** Check out our articles on quilt.ai/blog to understand the topics and tone we write in.*

What you will bring:

- 2-5 years of writing experience in SEO content marketing or editorials.
- Knowledge in SEO best practices, such as performing keyword research, with appropriate usage of keywords and hyperlinks in copy.
- An excellent command of English, editing, spelling, and grammar.
- Capable of turning simple data from excel (pivot tables!) into charts and stories.
- Able to adapt writing tone and style according to industry and market needs.
- Comfortable with working with LLMs and using automations to speed up content work.
- Strong independent work ethic, with the ability to take initiative, manage tasks efficiently.

You'll Thrive Here If

- You're fascinated by the "why" behind online human behavior and cultural phenomena
- You enjoy translating complex cultural concepts into insightful solutions
- You're comfortable working in a fast-paced, evolving environment
- You appreciate the balance between qualitative insight and technological application

If you're curious about people, fluent in culture, and eager to work at the intersection of AI and insight to shape the future of brands, we'd love to hear from you.

** Only shortlisted candidates will be notified.

If this interests you, please send your CV and 3-4 samples of your previous work to kris@quilt.ai and cc michelle@quilt.ai and firqin.sumartono@quilt.ai.