

# CONCEPTUALIZER

📍 Bangalore | 🧠 Creative Strategy & Storytelling | 📁 5+ Years Experience

## Meet Xarm

At Xarm, we design experiences people remember. From immersive events to emotionally charged brand activations, we craft stories that come alive in the real world. Our creative strategy team is at the center of that vision — and we're looking for a **Conceptualizer** to lead the narrative.

This role is perfect for someone who lives at the intersection of creativity, culture, and innovation.

## Opportunity Overview

As a Conceptualizer at Xarm, your canvas is limitless — stages, screens, spaces, and stories. You'll translate client goals into ideas that captivate and concepts that convert. From cracking the event theme to scripting the show flow, your thinking will power everything from pitch to production.

## What Sets You Apart

Turning brand briefs into big, bold, unforgettable experiences.

- Strategic Ideator
- Trendspotter
- Storytelling Pro
- Visual Thinker
- Tech-Curious
- Experience Designer

## Core Contributions

<b>Concept Development &amp; Event Programming</b>	<ul style="list-style-type: none"><li>• Dissect client briefs and uncover the story beneath the surface.</li><li>• Ideate bold event concepts, immersive themes, and high-engagement formats.</li><li>• Build emotional and interactive event flows that move people and brands.</li><li>• Propose audience participation formats and content mechanics that elevate the experience.</li></ul>
<b>Trend, Tech &amp; Culture Research</b>	<ul style="list-style-type: none"><li>• Stay ahead of global experiential trends, cultural insights, and creative benchmarks.</li><li>• Explore the use of emerging tech (AR/VR, AI, interactive installations) to level-up ideas.</li><li>• Curate entertainment and artist formats that bring uniqueness to every brief.</li></ul>
<b>Copywriting &amp; Creative Storytelling</b>	<ul style="list-style-type: none"><li>• Script event narratives, campaign lines, and audience journeys.</li><li>• Name events, write VO scripts, and create anchor content that sticks.</li><li>• Align storytelling with brand tone, purpose, and audience intent.</li></ul>
<b>Pitch Craft &amp; Presentation</b>	<ul style="list-style-type: none"><li>• Build compelling, well-structured pitch decks that win rooms.</li><li>• Work with designers to translate concepts into visuals and experiential mockups.</li><li>• Communicate the “big idea” clearly and creatively to clients and internal teams.</li></ul>
<b>Cross-Functional Collaboration</b>	<ul style="list-style-type: none"><li>• Partner with client servicing to align ideas with client vision.</li><li>• Collaborate with creative leads, designers, and operations to bring ideas to life.</li><li>• Provide creative support across execution phases to ensure conceptual fidelity.</li></ul>

## Expertise & Tools

- 5+ years in experiential, event, or brand storytelling roles.
- Proficiency in PowerPoint, Keynote, or Canva (Adobe Suite is a plus).
- Strong copywriting chops and a flair for strategic messaging.
- Up-to-date with experiential trends, tech innovations, and cultural shifts.
- Great communicator, great collaborator, great vibes.
- Degree in Marketing, Design, Communication, or related fields.

## Why Join Xarm?

- Create bold experiences for India's most exciting brands.
- Work at the creative frontlines of events, culture, and storytelling.
- Collaborate with passionate teams that push boundaries every day.
- Grow your influence in a team that values ideas, initiative, and impact.

## Ready to Shape the Next Big Experience?

If you're a design leader ready to shape the future of brand experiences, we'd love to meet you.

✉ Email your resume and portfolio to [info@xarmsolutions.com](mailto:info@xarmsolutions.com)

*Subject Line: "Application – Conceptualizer Role"*

*Your next big idea starts here.*

***We're scaling fast. Ready to grow with us? Apply now and ride the wave with Xarm!***