

E-Commerce Content Writer & Direct-Response Copywriter

REMOTE (UNITED STATES) · COMMERCIAL COPYWRITING & TECHNICAL STORYTELLING

Company & Storefront	SuperBox for Sale (superboxforsale.com)
Employment Status	Full-Time (W-2 or Independent Contractor 1099 options available)
Available Openings	1 Dedicated Position (Commercial Copywriting & Technical Storytelling)
Physical Work Location	Remote — United States (Candidates must legally reside within the continental US)
Target Compensation	\$55,000 – \$70,000 annual equivalent (\$26.50 – \$33.50 per hour), plus bonuses & lab kit

01 About SuperBox for Sale

SuperBox for Sale is an established authorized North American distributor of premium Android media hubs, supplying authentic SuperBox hardware—including the S6, S7, and flagship S8 series—directly to cord-cutters, home theater enthusiasts, and everyday families across the United States and Canada.

Because our media hubs represent a substantial consumer investment (\$300 to \$400+ per unit), online shoppers rarely buy on impulse. They read carefully, compare technical specifications across models, scrutinize warranty terms, and seek absolute confirmation that our storefront provides authentic hardware rather than unauthorized grey-market clones. Words carry immense commercial weight in our business. The Content Writer & Direct-Response Copywriter serves as our chief voice architect, transforming sophisticated Android hardware features into persuasive, transparent, and high-converting written narratives that build lasting consumer confidence.

02 Strategic Purpose of the Role

We are searching for an articulate, commercially sharp, and versatile Content Writer & Direct-Response Copywriter to take ownership of our brand's written communication ecosystem. In this role, you will bridge the gap between technical consumer electronics specifications and the emotional relief of escaping high cable bills.

You will not write generic corporate filler or detached blog posts. Working collaboratively with our Digital Media Buyer, SEO Strategist, Webmaster, and Video Creator, you will craft high-converting storefront landing pages, architect revenue-generating email lifecycle flows, write sharp paid advertising copy, and draft lucid onboarding documentation that empowers non-technical buyers to master their new devices effortlessly.

03 Weekly Workflow & Working Schedule**Operating Hours**

EST / PST

9:00 AM – 5:30 PM EST

(6:00 AM – 2:30 PM PST)

Monday through Friday operational core.

Production Cadence

SPRINTS

Mon: Metrics & briefs; Mid-week: Long-form copy, landing pages, email flows; Fri: Proofreading & staging.

Campaign Windows

PEAK

Focused promotional sprints prior to retail peaks: Cyber Week, major sporting championships, and hardware upgrade launches.

04 Key Operational Responsibilities**1. High-Converting Product Pages & Storefront Merchandising Copy**

Write and optimize the narrative architecture for all product pages across our e-commerce catalog. Translate technical RAM, ROM, and chipset specifications into clear lifestyle benefits for homeowners seeking dependable entertainment. Design compelling comparison charts contrasting the S6, S7, and S8 generations, craft prominent warranty trust blocks, and systematically address buyer objections directly within the product scroll experience.

2. Lifecycle Email Marketing & Retention Automation (Klaviyo)

Conceptualize and draft full-funnel email and SMS flows designed to nurture prospects and reassure buyers post-purchase. Optimize high-intent abandoned cart sequences with objection-handling copy, craft automated onboarding emails guiding customers through setup and Wi-Fi connection, and write educational newsletters introducing firmware updates and accessory guides with genuine brand advocacy.

3. Direct-Response Paid Ad Copywriting & Video Creative Scripting

Partner with performance media buyers and video editors to produce punchy, conversion-driven copy for Meta, Google, and YouTube ads. Conceptualize attention-grabbing headlines, primary text variations, and structured 3-second opening video hooks that halt social scrolling. Author tailored copy addressing different demographics, from suburban homeowners saving on cable to tech-savvy media enthusiasts.

4. Search-Optimized Educational Content & Consumer Buying Guides

Collaborate with the SEO Specialist to write authoritative buying guides, setup walkthroughs, and hardware comparison articles. Explore topics like home Wi-Fi optimization for 4K streaming, voice remote programming, and vetting authorized dealers versus counterfeit resellers, answering real customer search intent and guiding readers directly toward checkout.

5. Technical Documentation, Knowledge Base & Support Scripting

Collaborate with Tier-2 Helpdesk specialists to translate complex Android procedures and network configurations into friendly, step-by-step knowledge base articles and printed quick-start insert cards. Refine customer support email macros, ensuring frontline specialists communicate with brand warmth, precision, and reassuring clarity when helping non-technical or older buyers.

05 Candidate Profile & Qualifications

- **Proven E-Commerce & Tech Copywriting Experience:** At least three years of professional direct-response copywriting or content marketing experience, with a proven track record creating conversion copy for consumer electronics, hardware, or D2C e-commerce brands. Demonstrates versatility across commercial landing pages, email campaigns, and consumer tech buying guides. Experience writing for higher-ticket consideration products (\$300+) is strongly favored.
- **Audience Empathy & Nuanced Voice Control:** A substantial portion of our customer base consists of older adults, suburban families, and cord-cutters seeking simple, reliable technology. Native English fluency with a natural talent for stripping away confusing engineering jargon, replacing it with warm, conversational, and authoritative explanations without resorting to tacky hype or misleading claims.
- **Analytical Mindset & Commercial Instinct:** Writes to generate measurable commercial outcomes, understanding e-commerce metrics such as CTR, CVR, email open rates, and revenue per recipient (RPR). Welcomes constructive data feedback from A/B split-tests, analyzing winning variants and applying insights to future creative sprints.

06 Home Office & Workspace Requirements

Computing Setup

Dependable desktop workstation or laptop running macOS or Windows, capable of handling multi-tab research, databases, and document editors smoothly.

Broadband Connectivity

Reliable broadband internet with at least 30 Mbps download and 10 Mbps upload speeds for smooth video team syncs and real-time cloud collaboration.

Productivity Tools

Familiarity with collaborative platforms: Google Workspace, Slack, project management dashboards (Asana, Trello, ClickUp), and ESPs (specifically Klaviyo).

07 Compensation, Growth & Perks

- **Base Compensation:** \$55,000 to \$70,000 per year (or \$26.50 – \$33.50 per hour), calibrated to your copywriting portfolio, technical writing versatility, and e-commerce track record.
- **Performance Bonuses:** Quarterly financial incentives linked to storefront conversion rate gains, email channel revenue growth, and core content publication milestones.
- **Complimentary Hardware Testing Suite:** A brand-new SuperBox flagship unit sent directly to your home office, allowing you to unbox, test interface features, and experience the user journey firsthand.
- **Creative Autonomy:** Freedom to spearhead storytelling angles, propose fresh content formats, and influence our overall brand voice within an agile, supportive team culture.

08 Application Instructions

To apply for this position, send an email directly to careers@superboxforsale.com with the exact subject line formatted as:

Application: Content Writer & Copywriter – [Your Full Name]

Please include the following three elements in your application email:

1. **Writing Portfolio (Mandatory):** Direct links or PDF attachments featuring 3 to 5 relevant writing samples, including at least one e-commerce product landing page, one email campaign, and one consumer tech guide.
2. **Updated Resume:** Highlighting past copywriting roles, direct-to-consumer brands worked with, and verifiable commercial results.
3. **Creative Writing Challenge (250 words max):**

Prompt: Many older customers are hesitant to buy an Android TV box because they fear the setup will be too complicated compared to standard cable. Write a compelling, benefit-focused introductory section (headline + 2 short paragraphs) for our website that acknowledges this fear, eases their anxiety, and presents the SuperBox S8 as an effortless, plug-and-play solution.

09 Equal Opportunity Employer

SuperBox for Sale is an Equal Opportunity Employer. We evaluate all applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or other legally protected characteristics. We celebrate clear communication, empathetic customer storytelling, and an uncompromising focus on authentic value across all our remote operations.

10 Official Business Identification & Dealer Verification

SuperBox for Sale is a leading authorized dealer of SuperBox, specializing in the supply of genuine SuperBox TV boxes Series S6, S7, and S8 across the United States and Canada.

Recruiting Desk: careers@superboxforsale.com
Editorial & Brand: support@superboxforsale.com

Sales Hotline (WhatsApp): [+1 \(945\) 254 6147](tel:+19452546147)
24/7 Tech Desk (WhatsApp): [+852 9674 3876](tel:+85296743876)

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