

**PRINT OCTOPUS**  
**CAMPUS RECRUITMENT- 2016 PASSOUT BATCH**  
**(ONLY FOR UNPLACED STUDENTS)**

<b>Company website</b>	<b>:</b>	<a href="http://www.printoctopus.com">www.printoctopus.com</a>
<b>Job Title</b>	<b>:</b>	BUSINESS DEVELOPMENT ASSOCIATE / DIGITAL MARKETING EXECUTIVE / GRAPHIC DESIGNERS
<b>Criteria</b>	<b>:</b>	<b>BTECH (ALL), MCA, BCA</b>
<b>Salary</b>	<b>:</b>	2.5 LPA
<b>Job Description</b>	<b>:</b>	<b>Business Development Associate</b>

- Each rotation will focus on a different product or product offering. Associates build their selling skills and competencies, which include:
- Customized training curriculum
- Participate in the creating of sales messaging and behind the scenes product sales support
- Building critical analytical skills needed to appropriately utilize product specific selling tool
- Field based sales experiences with each product line and a variety of sales professionals to gain a broad understand of selling techniques
- Access to targeted training classes designed to build specific selling skills such as presentation skills, negotiating skills and basic business practice

**Job Description** **:** **Digital Marketing**

- End to End execution of marketing projects and campaigns, including ideation, creation of collaterals, distribution of collaterals in various media and measurement and analysis of impact.
- Execution of Search Engine Optimization on a continuous basis
- Execution of Social Media Marketing efforts
- Creation and execution of SMS and Email based marketing campaigns
- Continuous review and active management of website and other online assets

**Job Description****: Graphic Designer**

- Prepares work to be accomplished by gathering information and materials.
- Plans concept by studying information and materials.
- Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Obtains approval of concept by submitting rough layout for approval.
- Prepares finished copy and art by operating typesetting, printing, and similar equipment; purchasing from vendors.

**How to Apply?**

If you are eligible & interested for the above mentioned job profile, please send the CV's on the email Id [schawla94@amity.edu](mailto:schawla94@amity.edu) latest by 12 Feb 2016 4:00 pm. In the subject line please mention the profile you are applying for.

Best Wishes,

Prof. (Dr.) Ajay S Rana

Director - ATPC