



AMITY TECHNICAL PLACEMENT CENTRE

DELHI | GR. NOIDA | GURUGRAM | GWALIOR | JAIPUR | LUCKNOW | NOIDA

Campus Recruitment - 2018 Passing Out Batch

(ONLY FOR UNPLACED STUDENTS)

Company	18086 (Company Name & Ranking will be disclosed during PPT)						
Eligible Degrees	B.Tech						
Eligible Branches	All Branches						
Eligibility Criteria	<table border="1"> <tr> <td data-bbox="624 730 879 775">10th</td> <td data-bbox="879 730 1147 775">- 50% & Above</td> </tr> <tr> <td data-bbox="624 775 879 819">12th</td> <td data-bbox="879 775 1147 819">- 50% & Above</td> </tr> <tr> <td data-bbox="624 819 879 857">Graduation</td> <td data-bbox="879 819 1147 857">- 50% & Above</td> </tr> </table>	10th	- 50% & Above	12th	- 50% & Above	Graduation	- 50% & Above
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12th	- 50% & Above						
Graduation	- 50% & Above						
Location	Chennai						
Job Title, CTC & Roles & Responsibilities	<p>PROFILE 1. Job Role - Digital Marketing Writer CTC - 6.00 LPA Description - Very strong English Language Writing in various modes - journalistic, persuasive, informational, promotional, technical writing. Strong sense of marketing strategy and authentic communication to market. Proficiency in proofreading and making error-free content. Abilities in Data Analysis, Content Research, Online Events, Presentations, Video Script Making, Storytelling, Blogging will be an added asset. Abilities in language editing, proofreading and prior experience in content writing will be of special importance.</p> <p>PROFILE 2 Job Role - Digital Marketing Engineer CTC - 6.00 LPA Description - Strong Marketing Fundamentals with knowledge of online media and their dynamics. Ability to use various media like email, SMS, FB, Whatsapp, Website and other online tools to create consistent communication with customers and market. Ability to perform daily account management of pay per click accounts on Google AdWords, Facebook adverts and other search & display platforms. Ability to manage keyword lists, ad copy, remarketing and graphical ad templates. Ability to provide SEO</p>						

	<p>analysis and recommendations in coordination with elements and structure of website. Ability to draw insights to develop new concepts for communication and marketing. Abilities in web design, database technologies and programming skills related to online marketing will be of special importance.</p> <p>PROFILE 3 Job Role – Design Specialist/ Video Specialist Digital Marketing CTC - 6.00 LPA Description - Strong Visual Design and visualization abilities, high familiarity and near-professional skill level in Photoshop, Illustrator, After effects, etc. Working knowledge about Typography, Infographics and Color Theory, Video shooting and editing capabilities targeted at YouTube and similar internet channels. Strong marketing sense in creating and developing social media campaigns, viral posts, infographics, digital media ads, presentations and miscellaneous collaterals. *Inclusive of Performance Driven Variable Pay. All job roles are based in Chennai. No Travel is required</p>
<p>How to Apply?</p>	<p>CLICK HERE</p> <p>All interested and Eligible students should apply latest by Dt. 11th April 2018, 10 am.</p>

My Best Wishes are with you!

Prof. Dr. Ajay Rana
Advisor