



AMITY TECHNICAL PLACEMENT CENTRE

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

LIMETRAY Campus Recruitment - 2020 Passing Out Batch

ONLY FOR UNPLACED STUDENTS

Company	LIMETRAY		
Batch	2020 Passing Out Batch		
Joining	Jan 2020		
Date of Campus	Will Be Informed Later		
Job Title	Profile 1 : Sales Development Associate Profile 2 : Inside Account Manger Profile 3 : Marketing Associate Profile 4 : Content Marketing specialist Profile 5 : Graphic Designer Profile 6 : Web Developer		
Eligible Degrees	Any Graduate / Post Graduate		
Eligible Branches	All		
Eligibility Criteria	10 th	-	No % Criteria
	12 th	-	No % Criteria
	Graduation	-	No % Criteria
	Post-Graduation	-	No % Criteria
Location	Gurgaon		
Compensation (CTC)	INR 3.00 LPA		
Roles & Responsibilities	Profile 1 : <ul style="list-style-type: none">• Undertake in-depth research to gather key information with respect to the F&B Industry and interact with leaders and operators of F&B• Research and build "cold accounts" (i.e.: adding contacts, sending emails, cold calling) to develop a database of qualified leads through referrals, telephonic canvassing, email and networking specialize in research to be able to generate leads• Qualify leads from cold to warm to develop targeted lists, call strategies, and messaging to drive opportunities for new business• Work with the sales and sales support teams to develop and grow the sales pipeline to consistently meet targets		

- Ensure follow-up by passing 'sales qualified' leads to Sales Managers with complete nurturing data and expected actions and dates
- Learn and maintain in-depth knowledge of products and technologies, competitors, industry trend

Profile 2 :

- You will play a key role in engaging the assigned portfolio of restaurants to use LimeTray's products and help merchants derive maximum value from it
- Act as a consultant to key accounts, take an overall interest in their business and solve for their needs through LimeTray's products and services
- Nurture and develop existing clients, and generate incremental revenues within these accounts by selling additional products and services
- Key point of contact for large accounts to drive a culture of excellence and establish trust amongst the merchant community
- Be responsible for the health of the portfolio assigned and monitor same by closely tracking the key metrics - revenue, penetration, product adoption and churn
- Actively develop local client success stories for helping the acquisition team acquire similar clients.
- Work closely with Central Product Team to chart out strategies to increase product penetration in the region

Profile 3 :

- Engage with the client/ restaurant owners and internal stakeholders on a weekly basis to drive CRM & Loyalty adoption
- Basis the client's marketing requirements and their past data study, strategize the CRM and Loyalty plan for the client and get the client's consensus on the same
- Execute the CRM campaigns based on the customer's ordering patterns, behavior & loyalty with the end-objective to increase the client's sales through repeat purchases
- Monitor the impact of the marketing campaigns on the client's business on a weekly basis and communicate the same to the clients with actionable insights

Profile 4 :

- Responsible for all marketing communication activities - ad campaigns, emails, videos, collaterals, e-books, newsletters, etc.
- Design & own brand marketing strategy for the company
- Develop & manage content calendar for every quarter
- Create kick-ass out-of-the-box campaigns never seen in the B2B industry
- Analyze web metrics & optimize web-content for improved search rankings
- Carve & deliver a unique positioning for the brand - incredible design + quirky content

	<ul style="list-style-type: none"> • Coordinate with internal teams & clients to understand industry problems & address it through bomb content. <p>Profile 5 :</p> <ul style="list-style-type: none"> • Be a self-starter and manage the design pipeline. Work with the marketing and content team to come up with ideas of repurposing content into a variety of snackable formats that is relevant in today's context. Then execute them quickly. Note: There are no separate managers to help the designer manage their workflow. We expect our design lead to communicate and set expectations with teams. • In real life this looks like: Infographics, data visualization & blog creatives., Case studies (Text and video), E-books & reports, Website UI, Social media creatives (Graphics, motion and video), Display ads, Corporate identity and branding. • Create a design language that is instantly recognizable and unique to LimeTray. • Constantly be on top of global design trends that can inform our aesthetic. • Work on company website, design conversion-centric landing pages for products and marketing campaigns. <p>Profile 6 :</p> <ul style="list-style-type: none"> • Working as a website designer, you will be held responsible for creating responsive and userfriendly website layouts and to understand the design and content requirements in the website. • The person should have a strong aesthetic sense and designing skills to work on the LimeTray CMS. • The ideal candidate should have an eye for clean and artful web design.
<p>How to Apply?</p>	<p>All interested and Eligible students need to apply on the link below latest by 27th Nov 2019, 6 PM</p> <p>CLICK HERE</p>

My Best Wishes are with you!

Prof (Dr.) Ajay Rana

Ph.D (CSE) & M.Tech (CSE) - Two Time Gold Medalist
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