



AMITY TECHNICAL PLACEMENT CENTRE

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

Placement Policy: Amity strictly follows 'One Students One Job Policy'.

But Students **from Core branches** will be given one additional job opportunity in their core domain. (For Eg. If any Mechanical student is placed in an IT company he / she will also be allowed to appear in his / her core companies till he gets one final job offer from Core Company. Similar rule is applicable for EC, ET, EEE, EI, IC, MAE, Civil, Biotech & Aerospace students etc.

Dream Offer: Dream offer is only applicable when student is getting package which is (Current Package x 2 – 1 Lakh)

Click below mentioned link to read placement Policy in Detail.

[Placement Guidelines](#)

WHITE PANDA **Campus Placement - 2020 Passing Out Batch**

Company	WHITE PANDA
Batch	2020 Passing Out Batch
Joining	June / July / August 2020
Date of Hiring	Will Be Informed Later
Reporting Time	Will be Informed Later
Venue	Will be Informed Later
Job Title	Profile 1 : Digital Marketing Associate Profile 2 : UI / UX Designer
Eligible Degrees	Profile 1 : BCA / BBA Profile 2: B.Tech / BCA/ MCA / M.Tech
Eligible Branches	Profile 1: All Profile 2 : CS/IT
Location	Bengaluru / Remote
CTC	Profile 1&2 : 4 - 6 LPA(Probation – 20,000 per month)
Roles & Responsibilities	Profile 1: <ul style="list-style-type: none">Overseeing the effective operation of the company' s online marketing campaignsAssisting with digital projects; digital marketing management, search engine optimization, Internet marketing, and sales activities

	<ul style="list-style-type: none"> • Building and implementing viable digital marketing strategies for the company • Analyzing the effectiveness of the company's search engine optimization activities, and making the necessary modifications when such is required • Assessing the various online campaigns of the company to understand how to improve such and therefore improve the company's profitability • Utilizing various online tools to promote the company's online image and brand <p>Profile 2 :</p> <ul style="list-style-type: none"> • Visualizing the complete White Panda brand identity. Copywriting skill (Bonus) • Designing a service that curious minds and Brands will happily pay for • Designing a sustainable model for writers, thinkers, and storytellers to share their work, and an experience that keeps them engaged every day • Executing all visual design stages from concept to final hand-off • Conceptualizing original ideas that bring simplicity and user-friendliness to complex design roadblocks • Collaborating with product management and engineering to define and implement innovative solutions for the product direction, visuals, and experience • Playing an important role in elevating the White Panda brand and making sure we are consistent in how we tell our story and get our points across the audience. • Translating information-dense outlines into beautiful and effective pieces of communication
Skills Required	<p>Profile 1 :</p> <ul style="list-style-type: none"> • Conscientious, detail-oriented, and efficient • An understanding of various tools and channels, such as web analytics, search engine optimization, e-mail marketing, and social media, to promote products and services offered by the company • Must have a good understanding of digital sales and marketing. • Strong understanding of funnels and content • Conscientious, detail-oriented, and efficient • Fast, accurate and the ability to prioritize • Can work in a very fast-paced digital environment • Ability to work under pressure and deliver top quality jobs consistently • Possesses a positive attitude, sound judgment, and top-level professionalism.
Interview Process	<ul style="list-style-type: none"> • Google Form Submission > Written / Editing Task > Telephonic Interview > Video Interview -- The Whole process is carried out remotely. • Students have to be logged into their GMAIL account to make the form submission

Dress Code	Strictly Formals Only and Only White shirt and Black Trouser, Tie, Full Length Socks, Black Shoes for Boys Similar related Outfit for female candidates. Students in any other combination or colour of formal will be sent back
How to Apply?	All interested and Eligible students need to apply on the link below latest by 29 th May 2020(1 PM) Profile 1: Apply Now Profile 2 : Apply Now

My Best Wishes are with you!

Prof (Dr.) Ajay Rana

Ph.D (CSE) & M.Tech (CSE) - Two Time Gold Medalist
 SMIAENG, SMIACSIT, LMISTE, LMPF, LMCSI & MIET (UK)

Senior Vice President – Amity Education Group

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