



AMITY TECHNICAL PLACEMENT CENTRE

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

Elearnmarkets **Internship Opportunity - 2021 Passing Out Batch**

Last Date to Register – 20th Jan 2021 by 6PM

Company	Elearnmarkets
Website	www.elearnmarkets.com
Batch	2021 Passing Out Batch
Date of Campus	Will be Confirmed through Email
Venue	Virtual (Details will be shared with registered and Shortlisted students)
Eligible Degree	Bachelor/Master degree
Eligible Branches	All Branches
Designation	<p>Profile 1- Intern- Content Writer</p> <p>Profile 2 - Intern- Social Media Marketing</p> <p>Profile 3 Intern – Digital Marketing</p> <p>Profile 4 Intern – Growth Hacker</p> <p>Profile 5 Intern – Inbound Sales</p>
Job Description	<p>Profile 1</p> <ul style="list-style-type: none">• Conducting in-depth research on industry-related topics to develop original content• Developing content for blogs, articles, product descriptions, social media and company website• Creating compelling headlines that will capture the attention of the target audience.• Keep a track of ongoing financial activities and develop content for the same.• Editing and polishing existing content to improve readability• Include and optimize all content for SEO <p>Profile 2</p> <ul style="list-style-type: none">• Manage the company's social media accounts and posts content.• Brainstorms campaign ideas.• Monitor various social media platforms such as Facebook, Instagram,

	<p>Pinterest and Twitter.</p> <ul style="list-style-type: none"> • Understand the overall concept of the company, including the brand, customer, product goals, and all other aspects of service. • Engages with customers or clients and provides service and/or sales. • Provide suggestions to management for improving customer experience on social platforms and internal processes. <p>Profile 3</p> <ul style="list-style-type: none"> • Manage all digital marketing channels. • Regular monitoring of competition and provide suggestions for improvement. • Think creatively about innovative marketing approaches. • Build, plan, and implement the overall digital marketing strategy. • Track the website traffic flow to generate marketing insights <p>Profile 4</p> <ul style="list-style-type: none"> • Identification of KPIs to focus on, thereby bringing creative ideas on how to grow those KPIs. • Analyse data and users feedback. • Prioritizing growth channels. • Exchanging ideas/feedback with other departments to make the products more user-centric. • Scaling and Automating the growth processes. • Evaluation of various platforms that assist in user growth. <p>Profile 5</p> <ul style="list-style-type: none"> • Learn and implement the Inbound Sales Methodology and to increase customer acquisition. • Work closely and collaboratively with sales representatives to develop and execute appropriate prospect communication plans and focus on lead sourcing and enrichment. • Assist and guide customers with all the required knowledge of the products. • Supervise the unresolved complaints and ensure that they are resolved in the given time frame by keeping the needs of the customer in mind. • Analyze the client's requirement after a conversation with them and recommend products, plans or services that will match their needs • Keep a track of the potential customers and their requirements
Skills Required	<p>Profile 1</p> <ul style="list-style-type: none"> • A go-getter with a positive attitude. • The position requires creative thinking and outstanding communication skills, both oral and written. • Should have a strong urge towards research to develop original content. • Should have basic SEO knowledge.

	<p>Profile 2</p> <ul style="list-style-type: none"> • Should have good knowledge and understanding of Social Media platforms. • Excellent written and verbal communication skills. • Should be customer-focused. <p>Profile 3</p> <ul style="list-style-type: none"> • A go-getter with a positive attitude. • The position requires creative thinking and outstanding communication skills, both oral and written. • Internet/social media knowledge and skills are both vital. • Strong interest in Marketing & Advertisement. <p>Profile 4</p> <ul style="list-style-type: none"> • A go-getter with a positive attitude. • The position requires creative thinking and outstanding communication skills, both oral and written. • Should have a keen interest and knowledge about the startup landscape. • Eagerness to expand his/her and our knowledge and experience. <p>Profile 5</p> <ul style="list-style-type: none"> • A go-getter with a positive attitude. • Excellent written and verbal communication skills. • Ability to influence people. • A keenly developed competitive nature. • A highly self-driven sense of motivation
<p>How to Apply</p>	<p>Eligible students need to apply on the link given below latest by 20th Jan 2021(6PM)</p> <p><u>CLICK HERE</u></p>

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
Dean , Amity University
Advisor, Amity Higher Education Group

Director , Amity Institute of Information Technology
Professor, Computer Science & Engineering