



## AMITY TECHNICAL PLACEMENT CENTRE

DELHI | GR. NOIDA | GURUGRAM | GWALIOR | JAIPUR | LUCKNOW | NOIDA  
MUMBAI | RAIPUR | RANCHI | KOLKATA | PATNA

### XY-ADS

### Virtual Campus Recruitment – 2021 Passing Out Batch

**Only for Students of Amity Education Group**

**Only for Unplaced & Eligible Students**

**Last Date to Register – 23<sup>rd</sup> March 2021 (3 PM)**

<b>Company</b>	XY-ADS
<b>Website</b>	<a href="https://www.xy-ads.com/">https://www.xy-ads.com/</a>
<b>Batch</b>	2021 Passing out Batch
<b>Joining</b>	Immediate
<b>Job Title</b>	Profile 1 - Affiliate Acquisition Executive Profile 2 - Business Development Executive Profile 3 - Operations Executive
<b>Eligible Degrees</b>	MBA
<b>Eligible Branches</b>	Profile 1,2 - MBA- Sales & Marketing Profile 3 – MBA – Operations
<b>Other Skills Required</b>	Young, Energetic, Relationship building skills, Good Convincing Skills, Good communication skills, should be presentable
<b>Location</b>	Phase V, Gurugram, Haryana
<b>Compensation (CTC)</b>	3.5 LPA
<b>Roles &amp; Responsibilities</b>	Profile 1: <ul style="list-style-type: none"><li>• Identify potential advertising partners globally and responsible for mutual partnership with them for affiliate and performance marketing activities.</li><li>• Achieve growth and hit sales targets by successfully managing dedicated regions</li><li>• Design and implement a strategic business plan that expands company's customer base and ensure it's strong presence</li><li>• Build and promote strong, long-lasting customer relationships by partnering with them and understanding their needs</li><li>• Present sales, revenue and expenses reports and realistic forecasts to the management team</li></ul>

	<ul style="list-style-type: none"> <li>• Identify emerging markets and market shifts while being fully aware of new products and competition status</li> <li>• Collaborate across functions – marketing, product, customer success – to deliver the best experience to our prospects and customers</li> </ul> <p>Profile 2:</p> <ul style="list-style-type: none"> <li>• Identify potential publishing partner globally and responsible for mutual partnership with them for affiliate and performance marketing activities.</li> <li>• Onboarding process of these publishers and ensuring their smooth function inside the system</li> <li>• Daily monitor and update performance report for each publisher and optimization request</li> <li>• Manage delivery part of performance marketing by recruiting new affiliates/direct publishers globally and increasing performance from existing affiliates &amp; direct partners.</li> <li>• Responsible for lead generation, new publisher acquisition, building new relationships and increasing depth in existing relationships with High net worth publishers.</li> <li>• Excellent communication &amp; presentation skills.</li> <li>• Work with the internal ad ops and sales team to best utilize our demand sources across all our inventory.</li> </ul> <p>Profile 3:</p> <ul style="list-style-type: none"> <li>• Day to day management of campaigns across various platforms (onboarding, creation, optimization, Reporting and insights etc)</li> <li>• Complete ownership of revenue (plus margin) management for a portfolio of advertiser clients - Work on the account growth strategy with the Sales and Account Management team.</li> <li>• Close Monitoring of campaign behavior and ability to act instantly on important issues affecting the performance of the campaign.</li> <li>• Meet and exceed campaign goals through campaign strategy and optimization.</li> <li>• Work with huge volumes of data to arrive at meaningful insights and strategies about the campaigns.</li> <li>• Ability to work with various stakeholders like Account management, Product and Tech team to identify and maximize revenue opportunities.</li> <li>• Ability to take ownership and getting things done in the stipulated time.</li> </ul>
<b>Service Agreement</b>	2 year bond, the amount would be 40% of the CTC offered. The candidate would not be required submit any security amount.
<b>Recruitment Process</b>	Interviews ( Company Office)
<b>How to Apply?</b>	<p>Interested and eligible students need to apply on the link given below latest by <b>3:00PM, 23<sup>rd</sup> March, 2021</b></p> <p><a href="#">Click here to apply</a></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 – Industry & Academia Alliance**  
**Advisor – Amity Education Group**