



## AMITY TECHNICAL PLACEMENT CENTRE

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

### GenY Medium

### Virtual Campus Recruitment – 2022 Passing Out Batch

**Only for Students of Amity Education Group**

**Only for Unplaced & Eligible Students**

**Last Date to Register – 25<sup>th</sup> November 2021, 4 PM**

Company	GenY Medium Inc		
Website	<a href="https://genymedium.com/">https://genymedium.com/</a>		
Batch	2022		
Date of Campus	Will Be Informed Later		
Job Title	Profile 1 : Copywriter Profile 2 : Digital Marketing Analyst- Account Management Profile 3 : Digital Marketing Analyst – Performance Marketing Profile 4 : Graphic & UI Designer Profile 5 : Motion Graphic Designer		
Eligible Degrees	B.Tech / BCA / MCA / BBA		
Eligible Branches	All		
Eligibility Criteria	10 <sup>th</sup>	-	60 % Criteria
	12 <sup>th</sup>	-	60 % Criteria
	Graduation	-	60 % Criteria
	Post-Graduation	-	60 % Criteria
Location	Hyderabad		
Compensation (CTC)	Profile 1&2 : Stipend – 12,000 Per Month CTC – 3.60 LPA  Profile 3 : Stipend – 12,000 Per Month CTC – 4.00 LPA  Profile 4 &5 : Stipend – 12,000 Per Month CTC – 3.00 LPA		
Job Description	Profile 1 : <ul style="list-style-type: none"><li>• Create daily content for multiple social media platform, Ads, Infographics, Emailers, Blogs for the allotted clients</li><li>• Research about the client to understand their consumers, competition and strategize content accordingly</li><li>• Ideate on Social Media campaigns &amp; create content for the execution of such campaigns</li></ul>		

- Use Social Media Analytics tools to understand the impact of content marketing in Customer engagement and change plans accordingly.
- Communicate with clients on the service expectations and work on their feedback on content delivery

**Profile 2 :**

- Client Engagement & Relationship Management: Communicate with clients regularly to understand their business goals and required services
- Content Marketing: Social Media, Blogs, Infographic, etc
- Social Media Branding Campaigns
- Email Marketing & Online Reputation Management
- Coordinating within the internal teams for effective service delivery

**Profile 3 :**

- Achieve higher ROI on Advertising Spend through data driven Ads Optimization (Google SEM/ Facebook Advertising/ Display/ Affiliate/ etc)
- Stay up to date with new tools in the industry in all domains (advertising/SEO/email marketing etc) & train the internal team to adopt the latest best practices
- Engage with clients in coordination with the Account Management team to explain the technical aspects
- Implement a data driven & analytical approach for delivering business goals for clients
- Set up processes for reducing errors in the execution of ad campaigns and other processes
- Build a culture of innovation and learning in the team

**Profile 4 :**

- Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts
- Use rough sketches/ layout for discussion and coordination with the Content Team
- Use Adobe Creative Suite to prepare aesthetic designs for clients.
- Develop an understanding of different types of Design Collaterals like Social Media Posts, Landing Pages, Ads, Microsite, Emailers, etc.
- Translate concepts into wireframes and mock-ups that lead to intuitive user experiences.
- Facilitate the client's product visions by researching, conceiving, wire framing, sketching, prototyping, and mocking up user experiences for digital products.
- Design and deliver wireframes, user stories, user journeys, and mock-ups optimized for a wide range of devices and interfaces.
- Take a user-centred design approach and rapidly test and iterate your design

**Profile 5 :**

	<ul style="list-style-type: none"> <li>• Create visual concepts and storyboards which are then executed through effective storytelling.</li> <li>• Design/animate motion graphics for various projects - from onboarding videos and case studies to full-scale campaign videos.</li> <li>• Edit and organize shoot/stock footage to create final videos.</li> <li>• Collaborate with internal teams for internal &amp; external projects</li> </ul>
<b>Skills Required</b>	<p><b>Profile 1 :</b></p> <ul style="list-style-type: none"> <li>• Outstanding written and verbal communication skills</li> <li>• Creativity and ability to think of new ideas</li> <li>• Understanding of Social Media Platforms – Facebook, Twitter, Youtube, Pinterest, LinkedIn, etc</li> </ul> <p><b>Profile 2 :</b></p> <ul style="list-style-type: none"> <li>• Experience in marketing, branding is preferred. Understanding of marketing principles is a must.</li> <li>• In-depth knowledge and understanding of social media platforms, online advertising, content marketing, etc.</li> <li>• Communication Skills: Good communication skills, both written and verbal is a must.</li> <li>• Being able to articulate campaign ideas to clients and internal stakeholders is essential.</li> <li>• Analytical Skills: A command on numbers, marketing effectiveness measurement is essential Strong project management or organizational skills</li> </ul> <p><b>Profile 3 :</b></p> <ul style="list-style-type: none"> <li>• Excellent Communication Skills</li> <li>• Analytical approach to Problem Solving</li> <li>• A constant drive towards learning new techniques &amp; tools</li> </ul> <p><b>Profile 4 :</b></p> <ul style="list-style-type: none"> <li>• Proficiency in designing, connect sketching, and animation.</li> <li>• Hands-on experience in the skills below: <ol style="list-style-type: none"> <li>1. Adobe Photoshop, Adobe Illustrator, and Premiere will be preferred.</li> <li>2. Experience in Wire framing, UI Designing.</li> <li>3. Layout Skills</li> </ol> </li> <li>• Strong in communications skills both written &amp; verbal.</li> <li>• Possess Bachelor of Fine Arts or Bachelor of Design</li> </ul> <p><b>Profile 5 :</b></p> <ul style="list-style-type: none"> <li>• Proficiency in carrying projects from concept to execution/final delivery.</li> </ul>

	<ul style="list-style-type: none"> <li>• Proficiency in effectively communicating with multiple stakeholders on timelines to ensure project completion.</li> <li>• Ability to work effectively solo and in teams.</li> <li>• Ability to organize and translate abstract concepts into compelling content</li> <li>• Must be deadline-driven, organized and detail-oriented.</li> <li>• Must have top-notch interpersonal and communication skills</li> <li>• Software Efficiency – <ol style="list-style-type: none"> <li>1. Video Editing: Adobe Premiere.</li> <li>2. Motion Graphics: Adobe After Effects.</li> <li>3. Proficiency in Cinema4D is not mandatory but is a plus.</li> <li>4. Graphic Design: Adobe Photoshop and Adobe Illustrator.</li> </ol> </li> </ul>
<b>How to Apply?</b>	<p>All interested and eligible students need to apply on the Link Below -</p> <p><a href="#"><u>CLICK HERE TO APPLY</u></a></p>

*Our Best Wishes are always with you*

**Team ATPC**

**Amity Technical Placement Centre (ATPC)**  
**Centralised Placement Division of Amity Education Group**

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