



## AMITY TECHNICAL PLACEMENT CENTRE

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

### EZ Lab Pvt Ltd

### Virtual Campus Recruitment – 2023 Passing Out Batch

**Only for Students of Amity Education Group**

**Only for Unplaced & Eligible Students**

**Last Date to Register – 13<sup>th</sup> September 2023 (5PM)**

<b>Company</b>	EZ Lab Pvt Ltd
<b>Website</b>	<a href="https://ez.works/">https://ez.works/</a>
<b>Batch</b>	2023 Passing out Batch
<b>Joining</b>	Immediate
<b>Job Title</b>	Profile 1: Digital Marketing Profile 2: Content Writer Profile 3: Operations
<b>Eligible Degrees</b>	UG And PG
<b>Eligible Branches</b>	All Branches
<b>Other Skills Required</b>	<ol style="list-style-type: none"><li>1. Bachelor's degree in communications, marketing, English, journalism, or related field.</li><li>2. Proven content writing or copywriting experience.</li><li>3. Working knowledge of content management systems.</li><li>4. Proficient in all Microsoft Office applications.</li><li>5. Excellent writing and editing skills.</li><li>6. The ability to work in a fast-paced environment.</li><li>7. The ability to handle multiple projects concurrently.</li><li>8. Effective communication skills.</li></ol>
<b>Location</b>	EZ Lab Private Limited, Sector 62, Gurugram, Haryana
<b>Compensation (CTC)</b>	<b>15k stipend for 2 months, post CTC: 3 LPA</b>
<b>Roles &amp; Responsibilities</b>	<b>Profile 1:</b> <ol style="list-style-type: none"><li>1. Maintain social media presence across all social media channels like LinkedIn, FB, Instagram, Twitter, etc. and create brand awareness.</li></ol>

	<ol style="list-style-type: none"> <li>2. Strategize and update content guidelines for content writers for websites and blogs, and ensure that the content is consistent and appealing across all the platforms</li> <li>3. Analyzing the efficiency of the approach while including keywords and trend research</li> <li>4. Create interesting and creative visual content with the visual artist for social media</li> <li>5. Collaborate with sales, content, service Teams to understanding target audience and create marketing campaigns</li> <li>6. Develop and execute comprehensive, integrated B2b brand awareness and lead generation campaigns using platforms like LinkedIn, Google Ads</li> <li>7. Execute email marketing campaigns that deliver a consistent pipeline of high-quality leads. Measure and report performance of all the digital marketing campaigns and assess against goals (ROI and KPIs)</li> <li>8. Identify trends and insights, optimize spend &amp; performance based on the insights</li> <li>9. Run day to day social media and search engine optimization audits to ensure best practices are being used.</li> </ol> <p><b>Profile 2:</b></p> <ol style="list-style-type: none"> <li>1. Organize writing schedules and manage deadlines for producing content</li> <li>2. Create and design templates for email marketing campaigns</li> <li>3. Work closely with the digital marketing team to create content that provides value to the reader</li> <li>4. Use SEO strategies to improve readership and align content strategy to better suit the needs of the reader.</li> </ol> <p><b>Profile 3:</b></p> <ol style="list-style-type: none"> <li>1. Communicate with clients to understand their requirements and set delivery expectations (mostly over email, sometimes calls)</li> <li>2. Manage the multistage delivery process by working with our network of 1000+ service experts across the globe, and in-house subject matter experts</li> <li>3. Assure quality of English language deliverables (sometimes including proofreading)</li> <li>4. Enhance documents (in MS Word and PowerPoint)</li> </ol>
<b>Service Agreement</b>	No Bond
<b>Recruitment Process</b>	<ol style="list-style-type: none"> <li>1. Virtual Round</li> <li>2. Shortlisted to be called at the office premises for face-to-face interview</li> </ol>
<b>How to Apply?</b>	<p>Interested and eligible students need to apply on the link given below latest by <b>5:00PM, 13<sup>th</sup> September 2023</b></p> <p><a href="#">Click here to apply</a></p>

**My Best Wishes are with you!**

Anjani Kumar Bhatnagar  
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(Centralized Campus Placement Division of Amity Education Group)

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