



AMITY TECHNICAL PLACEMENT CENTRE

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

Campus Recruitment - 2018 Passing Out Batch **(Only For Unplaced Students)**

Company	18083 (Company Name will be disclosed during PPT.)
Batch	2018 Batch
Joining Date	Immediately
Date of Campus	Will be informed later
Time	Will be informed later
Venue	Will be informed later
Job Title	Marketing Associate
Eligible Degrees	Btech and MBA with Digital Marketing Knowledge
Location	Noida
Compensation (CTC)	3 LPA – 4 LPA
Roles & Responsibilities	<ul style="list-style-type: none">• Creating and executing E-mail based marketing campaigns.• Using and researching the internet and new media to reach new customers, generate leads and retain existing customers.• Possess digital marketing skills (email, social, paid media, search) and understanding of an end - to - end marketing process.• Marketing of product or services using digital Media.• Brainstorm new and creative growth strategies with our marketing team.• Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.• Conceptualize and manage all digital Campaigns.• Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns-Design, build and maintain our social media presence.
Skills Desired	Good Communication Skills
Recruitment Process	Will be Informed later
How to Apply?	<p><u>CLICK HERE</u></p> <p>(Last Date to apply for this placement drive is 7th April 2018 by 2:00 PM.)</p>

My Best Wishes are with you!

Prof. Dr. Ajay Rana

Advisor