



AMITY TECHNICAL PLACEMENT CENTRE

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

Campus Recruitment - 2018 Passing Out Batch

(ONLY FOR UNPLACED STUDENTS)

Company	18086 (Company Name & Ranking will be disclosed during PPT)		
Drive Date	16 th May 2018		
Reporting Time	9 AM		
Venue	C Block Auditorium, Amity University, NOIDA		
Eligible Degrees	B.Tech		
Eligible Branches	All Branches		
Eligibility Criteria	10th	- 70% & Above	
	12th	- 70% & Above	
	Graduation	- 70% & Above	
Location	Chennai		
Job Title, CTC & Roles & Responsibilities	PROFILE 1. Job Role - Digital Marketing Writer CTC - 6.00 LPA Description - Very strong English Language Writing in various modes - journalistic, persuasive, informational, promotional, technical writing. Strong sense of marketing strategy and authentic communication to market. Proficiency in proofreading and making error-free content. Abilities in Data Analysis, Content Research, Online Events, Presentations, Video Script Making, Storytelling, Blogging will be an added asset. Abilities in language editing, proofreading and prior experience in content writing will be of special importance. PROFILE 2 Job Role - Digital Marketing Engineer CTC - 6.00 LPA Description - Strong Marketing Fundamentals with knowledge of online media and their dynamics. Ability to use various media like email, SMS, FB, Whatsapp, Website and other online tools to create consistent communication with customers and market. Ability to perform daily account management of pay per click accounts on Google AdWords ,		

	<p>Facebook adverts and other search & display platforms. Ability to manage keyword lists, ad copy, remarketing and graphical ad templates. Ability to provide SEO analysis and recommendations in coordination with elements and structure of website. Ability to draw insights to develop new concepts for communication and marketing. Abilities in web design, database technologies and programming skills related to online marketing will be of special importance.</p> <p>PROFILE 3 Job Role – Design Specialist/ Video Specialist Digital Marketing CTC - 6.00 LPA Description - Strong Visual Design and visualization abilities, high familiarity and near-professional skill level in Photoshop, Illustrator, After effects, etc. Working knowledge about Typography, Infographics and Color Theory, Video shooting and editing capabilities targeted at YouTube and similar internet channels. Strong marketing sense in creating and developing social media campaigns, viral posts, infographics, digital media ads, presentations and miscellaneous collaterals. *Inclusive of Performance Driven Variable Pay. All job roles are based in Chennai. No Travel is required</p>																																
Documents Required	<table><tr><td>1</td><td>Campus ID Card</td><td>:</td><td>Mandatory</td></tr><tr><td>2</td><td>College ID Card</td><td>:</td><td>Original as well as Photocopy</td></tr><tr><td>3</td><td>Passport Size colour Photos</td><td>:</td><td>Five in Numbers</td></tr><tr><td>4</td><td>Photocopies of all Mark sheets</td><td>:</td><td>X, XII, UG (All Semesters)</td></tr><tr><td>5</td><td>Updated Resume</td><td>:</td><td>Two in Numbers</td></tr><tr><td>6</td><td>A4 sheets for rough work</td><td>:</td><td>Five in Numbers</td></tr><tr><td>7</td><td>Stationery items</td><td>:</td><td>Stapler, Glue Stick, Pen, Pencil, Eraser etc</td></tr><tr><td>8</td><td>1 Government photo ID Proof</td><td>:</td><td>Original as well as Photocopy</td></tr></table>	1	Campus ID Card	:	Mandatory	2	College ID Card	:	Original as well as Photocopy	3	Passport Size colour Photos	:	Five in Numbers	4	Photocopies of all Mark sheets	:	X, XII, UG (All Semesters)	5	Updated Resume	:	Two in Numbers	6	A4 sheets for rough work	:	Five in Numbers	7	Stationery items	:	Stapler, Glue Stick, Pen, Pencil, Eraser etc	8	1 Government photo ID Proof	:	Original as well as Photocopy
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My Best Wishes are with you!

Prof. Dr. Ajay Rana

Advisor

