



# AMITY TECHNICAL PLACEMENT CENTRE

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

## **MY TEAM 11**

### **Campus Recruitment - 2019 Passing Out Batch**

#### **ONLY FOR UNPLACED STUDENTS**

Company Ref No.	SC19512			
Company	MY TEAM 11			
Batch	2019 Passing Out Batch			
Joining	IMMEDIATE			
Date of Campus	Will be Informed later			
Reporting Time	Will be Informed later			
Venue	Will be Informed later			
Job Title	Profile 1 : Sports Content Writer  Profile 2: Creative Content Writer  Profile 3: Technical Content Writer			
Eligible Degrees	Any Graduate			
Eligible Branches	All			
Eligibility Criteria	10 <sup>th</sup>	-	No % Criteria	
	12 <sup>th</sup>	-	No % Criteria	
	Graduation	-	No % Criteria	
	Post-Graduation	-	No % Criteria	
Location	PAN INDIA			
Compensation (CTC)	INR 1.92 LPA			
Roles & Responsibilities	<p><b>Profile 1 :</b></p> <ul style="list-style-type: none"><li>• Writing original blog articles – covering sports events , pre, post &amp; upcoming match predictions based on skills &amp; analysis , tips for players , etc.</li><li>• Proofreading/Editing existing content</li><li>• Uploading content</li><li>• Performing quality checks</li><li>• Coordinate with marketing and design teams to illustrate articles</li></ul> <p><b>Profile 2:</b></p> <ul style="list-style-type: none"><li>• Research industry-related topics (combining online sources, interviews and studies)</li><li>• Write clear marketing copy to promote our products/services</li><li>• Prepare well-structured drafts using Content Management Systems</li></ul>			

	<ul style="list-style-type: none"> <li>• Proofread and edit blog posts before publication</li> <li>• Submit work to editors for input and approval</li> <li>• Coordinate with marketing and design teams to illustrate articles</li> <li>• Conduct simple keyword research and use SEO guidelines to increase web traffic</li> <li>• Promote content on social media</li> <li>• Identify customers' needs and gaps in our content and recommend new topics</li> <li>• Ensure all-around consistency (style, fonts, images and tone)</li> <li>• Update website content as needed</li> </ul> <p><b>Profile 3 :</b></p> <ul style="list-style-type: none"> <li>• Specializes in writing and designing documentation for latest technologies, gadgets, and applications in an engaging and easy-to-understand manner for general readers</li> <li>• Produce high-quality content and write regular technological blogs that meet applicable standards and which is appropriate for its intended audience</li> <li>• Also must have the ability to quickly grasp complex technical concepts and make them easily understandable in text and pictures</li> <li>• Develop PDF-based documents, Online Help, Knowledge Base, and Frequently Asked Questions for internal and external audiences of the company</li> <li>• Write search engine optimized ( SEO) website content, articles , blogs , press releases , and forum posts to promote the software applications, gadgets , or products of the company and strengthen customer relationship of the company</li> <li>• Regularly write in favor of the organization in Quora and related websites.</li> </ul>
<b>How to Apply?</b>	<p>All interested and Eligible students need to apply on the link below latest by <b>4th April 2019, by 6PM</b></p> <p><a href="#"><u>CLICK HERE</u></a></p> <p>Late entries will automatically get deleted</p>

**My Best Wishes are with you!**

**Prof. Dr. Ajay Rana**  
**Advisor**