



AMITY TECHNICAL PLACEMENT CENTRE

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

KOMPANIONS **Internship Opportunity - 2020 Passing Out Batch**

Company Ref No.	SC19656		
Company	KOMPANIONS		
Batch	2020 Passing Out Batch		
Joining	IMMEDIATE		
Job Title	Profile 1 : Content Writer Profile 2 : Research Analyst		
Eligible Degrees	MBA		
Eligible Branches	ALL		
Eligibility Criteria	10 th	-	60 % Criteria
	12 th	-	60 % Criteria
	Graduation	-	60 % Criteria
	Post-Graduation	-	60 % Criteria
Location	Gurgaon		
Compensation (CTC)	Profile 1 : Rs. 10,000/ Profile 2 : Rs. 10,000/- (For Internship Programme) Rs. 5000/- (Local Travel Allowance) Rs. 5000/- (Outstation Travel Allowance)		
Roles & Responsibilities	Profile 1 : <ul style="list-style-type: none">• Generate inquiries through various marketing activities Content Writer Intern responsibilities include: Conducting thorough research on industry-related topics, generating ideas for new content types and proofreading. Familiar with producing online content and have an eye for detail. Candidate will deliver quality writing pieces that appeal to our audiences, attract customers and boost brand awareness.		

	<p>Target Industries-</p> <ul style="list-style-type: none"> • Education • Infrastructure • Manufacturing <p>Industry based research-related topics.</p> <ul style="list-style-type: none"> • Write creative, unique, and relevant online content for articles, websites, blogs, Social media pages and other emerging formats. • Comfortable working under timelines and a goal-based approach. • Researching and gathering useful information and writing relevant content as per the style, tone, and requirements. • Should filter information into clear and concise text and have ability to present content in the most engaging manner. • Creative thinker with the ability to transform technical and digital information and processes into compelling stories. • Develop grammatically correct and quality content across different verticals. • Coordinate with marketing and design teams to illustrate articles • Conduct simple keyword research and use SEO guidelines to increase web traffic • Identify customers' needs and gaps in our content and recommend new topics • Ensure all-around consistency (style, fonts, images and tone) <p>Profile 2 :</p> <p>We are looking for a methodical Market Research analyst to survey customer preferences and statistical data in order to support customers during their decision-making process regarding product designs, prices and promotions. The successful market researcher will be able to analyze autonomously qualitative data, trends, strategies and competition aiming at increasing competitiveness.</p> <p>IOT Target Industries-</p> <ul style="list-style-type: none"> - Retail - Research Industries <p>OR</p> <p>AR/VR Target Industries-</p> <ul style="list-style-type: none"> - Education - Infrastructure - Manufacturing <p>Industry based research-related topics.</p> <ul style="list-style-type: none"> • Research consumers, competitors, market place and consolidate information into actionable items, reports and presentations • Understand business objectives and design surveys to discover prospective customers' preferences • Compile and analyze statistical data using modern and traditional methods to collect it • Use online market research and catalogue findings to databases • Provide competitive analysis on various companies' market offerings, identify market trends, pricing/business models, sales and methods of operation • Evaluate program methodology and key data to ensure that data on the releases are accurate and the angle of the release is correct
<p>How to Apply?</p>	<p>Interested and eligible students need to apply on the link given below latest by 5th May 2019 by 6:00 PM</p> <p>Click here to apply</p>

	Late entries will be automatically deleted.
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My Best Wishes are with you!

Prof. Dr. Ajay Rana
Advisor