



## AMITY TECHNICAL PLACEMENT CENTRE

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

### **SAPIENT** **Internship Opportunity – 2019 Batch**

<b>Company</b>	SAPIENT
<b>Website</b>	<a href="http://www.sapient.com">www.sapient.com</a>
<b>Batch</b>	<b>2019 Passing Out Batch</b>
<b>Joining Date</b>	July 2019
<b>Date of Campus</b>	Online Test on 8 <sup>th</sup> May 2019
<b>Time</b>	11 am
<b>Venue</b>	For Noida Students – Amity University, NOIDA – E2 Block, 5 <sup>th</sup> Floor Labs  For Outside Noida Students – In your respective campus (Contact your CRC)
<b>Job Title</b>	<b>Internship for 3 months</b>
<b>Eligible Degrees</b>	BBA/BJMC/BCA/Btech/Any other relevant graduation degree
<b>Eligible Branches</b>	All Branches
<b>Eligibility Criteria</b>	60% in 10 <sup>th</sup> 12 <sup>th</sup> and Graduate
<b>Location</b>	Gurgaon
<b>Compensation (CTC)</b>	23,000/- PM
<b>Roles &amp; Responsibilities</b>	<p><b>Expectation from the Digital Media INTERN role:</b></p> <p>The Digital Media Intern will fill a key role on the fast-growing Media team at SapientRazorfish. In this role, you will be focused on assisting with analysing and executing digital programs for advertisers. The position will be responsible for supporting the Media experts to help drive new business and optimize media program performance to meet client's expectations.</p> <p>The Digital Media Intern will also be focused on completing one key project to be chosen from media domain options such as Paid Search (PPC) &amp; Programmatic. The key project will result in the culmination of a presentation for the larger Media team. Candidates must have a strong desire to learn and understand digital media (including display, social, search, etc.), and campaign management.</p> <p><b>How You'll Contribute:</b></p> <ul style="list-style-type: none"><li>• Analyse campaign performance and make recommendations</li><li>• Oversee digital program media campaigns for 1-2 accounts</li><li>• Partner with media domain experts to understand customer goals/objectives and provide strategic guidance on our platform</li><li>• Shadow media campaigns to learn campaign execution (PPC &amp; Programmatic)</li></ul>

	<ul style="list-style-type: none"> <li>• Generate analysis of campaign performance and recommend strategies for optimization</li> <li>• Work on reporting of campaigns along with Media leads</li> </ul> <p><b>What You'll Bring:</b></p> <ul style="list-style-type: none"> <li>• High proficiency in Excel and Powerpoint</li> <li>• Desire to learn about the digital space and be engaged in a fast-paced environment</li> <li>• Exceptional written and verbal communication skills. You know your audience and can communicate appropriately.</li> <li>• Strong analytical skills; ability to analyze raw data and develop actionable recommendations</li> <li>• Ability to work cross functionally with other internal teams</li> <li>• Focus/understanding on digital advertising a plus with a prior understanding/experience in search and programmatic</li> </ul>
<b>Other Desired Skills / Competencies</b>	<ul style="list-style-type: none"> <li>• Good Communication and learning skills.</li> <li>• Self-confidence, polite and pro Active.</li> <li>• Good Understanding of Microsoft Office -Word, PowerPoint and Excel).</li> <li>• Should have mix of technical skills &amp; sales flair.</li> <li>• Experience in related fields/Industry will be preferred.</li> </ul>
<b>How to Apply</b>	<p>Interested and eligible students need to apply on the link given below latest by <b>7<sup>th</sup> May 2019 by 6:00 PM</b></p> <p><a href="#">Click here to apply</a></p> <p>Late entries will be automatically deleted.</p>

**My Best Wishes are with you!**

**Prof. Dr. Ajay Rana**

**Advisor**