



## AMITY TECHNICAL PLACEMENT CENTRE

DELHI | GR. NOIDA | GURUGRAM | GWALIOR | JAIPUR | LUCKNOW | NOIDA  
MUMBAI | RAIPUR | RANCHI | KOLKATA | PATNA

### IQUANTI

### Virtual Campus Recruitment – 2022 Passing out Batch

**Only for Students of Amity Education Group**

**Only for Unplaced & Eligible Students**

**Last Date to Register 5<sup>th</sup> OCTOBER 2021 BY 2 PM–**

<b>Company</b>	IQUANTI
<b>Website</b>	<a href="http://www.iquanti.com">www.iquanti.com</a>
<b>Batch</b>	2022
<b>Date of Campus</b>	<b>Will be confirm</b>
<b>Job Title</b>	Digital Marketing Analyst
<b>Eligible Degrees</b>	BBA
<b>Eligible Branches</b>	BBA
<b>Eligibility Criteria</b>	60% and above in class 10 <sup>th</sup> 60% and above in class 12 <sup>th</sup> 60% and above in Graduation
<b>Other Skills Required (If any)</b>	<b>DESIRED SKILLS</b> 1. Good written & verbal communication skills 2. Strong business thinking ability 3. Ability to work in a fast paced environment – should excel with minimal supervision 4. Excellent attention to detail 5. Proficiency in MS Excel 6. Basic understanding of UX and website development
<b>Location</b>	Banglore
<b>Compensation (CTC)</b>	Salary offered – 8 Lakhs Fixed + Variable Pay ( depending on company performance) + Gratuity
<b>Roles &amp; Responsibilities</b>	<ul style="list-style-type: none"><li>• Develop a thorough understanding of client's business and industry and demonstrate the same effectively on the deliverables, internal &amp; external discussions, etc.</li><li>• Analyze data from different digital marketing channels to gather insights on customer web behavior and key business drivers</li><li>• Identify and report trends and turn these into actionable recommendations that would drive key business decisions</li></ul>

	<ul style="list-style-type: none"> <li>• Prepare and execute content marketing plans based on keyword analysis, user intent, content gap analysis and business needs</li> <li>• Produce outputs that are technically thought through and readily usable by internal or external project stake holders.</li> <li>• Acquire proficiency working on web marketing tools such as – Google Search Console, Google ads, Facebook Business Manager, Google Analytics, Adobe Analytics, ALPS etc.</li> <li>• Prepare informative dashboards, reports, KPIs, metrics for both internal users (teams) and external users</li> <li>• Stay abreast of current trends and best practices in digital marketing</li> </ul>
<b>Recruitment Process</b>	Interview Process Aptitude test Written English test Psychometric test Panel Interview
<b>How to Apply?</b>	All Interested students should apply latest by 5 <sup>th</sup> October 2021 by 2 PM  <a href="#">CLICK HERE TO APPLY</a>

*Our Best Wishes are always with you*

**Team ATPC**

**Amity Technical Placement Centre (ATPC)**  
**Centralise Placement Division of Amity Education Group**

**Amity University Campus | Amity Technical Placement Centre (ATPC)**  
E-2 Block, Room No. G-02, Ground Floor, Sector 125, Noida (U.P.) 201313  
[atpc@amity.edu](mailto:atpc@amity.edu) | [amity.edu/placement](http://amity.edu/placement)