

Dr. Ayush Srivastava
Assistant Registrar
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Ref: AKTU/UIIC/2021/470

07th July, 2021

To

The Directors/Principals
Colleges affiliated/associated to Dr. APJ Abdul Kalam Technical University
Lucknow, UttarPradesh

Subject: Regarding “Adzealous Media Pvt Ltd” hiring opportunity for B.Tech/ MBA from 2019/ 2020/2021 pass out / passing out batch.

Dear Sir/Ma’am,

Please to inform you that as part of hiring process for B.Tech / MBA from 2019/2020/2021 pass out /passing out batch. Company “**Adzealous Media Pvt. Ltd.**” Wish to invite the students of AKTU affiliated colleges for this drive. Please find invitation and link for the participation of students as per the details attached herewith in (Annexure- A). You are requested to kindly go through and encourage the students for registration latest by **8th July-2021**.

ERP Link: erp.aktu.ac.in (mandatory)

Link to apply: <https://bit.ly/3yrdiue> (mandatory)

If you have any concern, you are requested to feel free to write at tnp.aktu@aktu.ac.in

With warm regards,

(Dr. Ayush Srivastava)

Assistant Registrar
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Copy to:

1. Registrar, AKTU, Lucknow
2. Finance Officer, AKTU, Lucknow
3. Controller of Examination, AKTU, Lucknow
4. Dean Student Welfare, AKTU, Lucknow
5. Media Prabhari, AKTU, Lucknow
6. Technical Officer, AKTU, Lucknow
7. In-charge Placements, AKTU, Lucknow
8. Staff Officer, Hon’ble Vice Chancellor for kind information

(Dr. Ayush Srivastava)

Annexure- A

Campus Placements 2021	
Job Notification Form	
COMPANY OVERVIEW	
Name of the Company	Adzealous Media Pvt Ltd
Website / Other source of Information	https://www.adzealous.com
Company Type	Sales & Marketing
Brief write-up on the Company (50 to 75 words)	Adzealous Media Pvt Ltd is a marketing and advertising company based in New Delhi, India. We specialise in creating digital marketing solutions for mobile app developers to help them acquire, engage and inspire their audiences. We are still a young company, with a strong portfolio comprised of several high profile brands in India and Abroad. We are a small team of skilled and friendly people, very passionate about our work and committed to constantly delivering top quality service for which we are valued by our clients. This is the perfect opportunity for someone who is excited by the prospect of growing within the company in a friendly environment and having a key role in the process.
JOB PROFILE	
Job Designation	1. Advertising Sales 2. Operation Analyst 3. Business Development
Job Description	<p>1. Advertising Sales</p> <p>Manage relationships with top accounts at multiple levels to build greater partnerships leading to enhanced business</p> <p>Proactively map the market and competition to build a solid sales pipeline</p> <p>Own allocated revenue targets and drive the process to help achieve them</p> <p>Reaching out to the prospective clients / agencies through all modes of communication – cold calling, email, LinkedIn, Facebook etc.</p> <p>Manage the overall relationship with existing clients / agencies</p> <p>Once commercials are closed, working with tech Ops and delivery teams to set up the campaigns.</p> <p>Analyze performance of client’s campaigns to ensure delivery as per agreed KPI’s</p> <p>Ensuring there is constant communication, reports & insights are shared with the advertiser on a timely basis</p> <p>Working on strategies to up-sell and cross –sell to get more revenue from existing advertisers.</p> <p>Requirements</p> <p>Entrepreneurial attitude and experience</p> <p>Minimum bachelor’s degree; post-graduate or professional degrees in management</p> <p>Excellent contacts amongst digital media and marketing industries</p>

Strong track record in developing leads, conducting meetings and translating them into recurring business
High ambition backed with solid work ethic and desire to excel and outperform in a fast-growing company and rapidly evolving industry
Excellent Communications skills – written & verbal
Working knowledge of MS Office, Excel and PowerPoint and aptitude for number crunching

2. Operations Analyst – Engineering Graduates Only

Manage day-to-day campaign metrics and optimizations across platforms
Dive into data to be able to optimize better. Find trends and patterns in large datasets and theorize ways to exploit those trends.
Understand our Client campaigns and what works. Theorize and test why something is working, then find ways to iterate, scale and optimize.
Collaborate with other marketing teams to find ideas and winners from other channels

Expand and nurture our partnerships through account management and placement optimization to maximize revenue while ensuring that the partnerships are generating high-quality and high-intent leads.

Requirements

Bachelor's degree – Engineering Graduates Only

Experience with Excel, ideally advanced formulas and v-lookup
Ability to thrive in a fast-paced, deadline driven environment while handling multiple projects and priorities simultaneously. Flexible and able to pivot quickly when priorities change.

3. Business Development

Have a proven track record of selling digital services to leading brands and corporate brands.

Have a strong network of contacts which you will use to develop new business opportunities and to establish business relationships with top advertising and marketing agencies

Have a great understanding of digital services and how they can benefit clients

Be experienced in all stages of the sales process from lead generation to conversion

Have a minimum of 1.5 to 2 years of experience in winning new business for agencies in the digital sector and dealing with high profile clients

Be a motivated and focused individual with great interpersonal skills

Have completed at least Bachelors Degree

Devise and execute a successful business development strategy in line with the Company's Plans

Win new business and achieve agreed revenue and margin

	<p>targets</p> <p>Generate high quality leads that result in winning new projects and accounts</p> <p>Develop new business relationships with top advertising and marketing agencies in India & Abroad</p> <p>Pitch business proposals to clients, negotiate and close sales</p> <p>Successfully manage the sales process from lead generation to conversion</p> <p>Keep up-to-date and maintain a strong knowledge on all things digital.</p>
Place of Posting	Noida
Key Responsibilities:	Sales & Marketing
Type of Placement	Virtual (till company asked)
SALARY	
Cost to Company (CTC)	<ol style="list-style-type: none"> 1. Advertising Sales - 3 LPA 2. Operations Analyst- Engineering Graduates Only - 4.20 LPA 3. Business Development - 3 LPA
Training Period	Yes
Salary / stipend paid during training	NA
Bond or Service Contract (If Yes, give details)	NA
SELECTION PROCESS	
Shortlist from Resumes	NA
Written Test (Technical / Aptitude)	Yes
Group Discussion	NA
Personal Interview	NA
Minimum Number of Offers You intend to make	50
Eligible Department and Program	B.Tech /MBA (2019/2020/2021)
Specific Eligibility requirement (Please mention)	NA
Date & Time of the Drive	10 th July
Venue	Online
Expected Joining (dd/mm/yyyy)	Immediate
Link to apply	https://bit.ly/3yrdiue