



Er. Navdeepak Sandhu
Placement Officer

ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ

PTU PUNJAB
TECHNICAL
UNIVERSITY

Ref. No. PTU/CO/PO/206

Date Oct 06, 2015

Joint Campus Placement Drive

I K Gujral Punjab Technical University invites your institute to participate in Joint Campus Placement Drive of ZenithOptimedia. Company will be hiring for its digital organization Performics.

Following are the details:

Company Name	:	ZenithOptimedia (www.zenithoptimediaindia.com)
Date & Time	:	Oct 12, 2015 & 0900 hrs
Venue	:	IGCE, Abhipur, Mohali
Designation	:	Management Trainee
Job Location	:	Gurgaon & Mumbai
Job Responsibility	:	<ul style="list-style-type: none">• Work on projects of SEM, Display, SMO on different clients.• Learn line functions, operations, management viewpoints and company policies and practices that affect each phase of business.• Setting performance goals and objectives with mentor & MT program lead.• Assistance to domain seniors in studying & forecasting market needs, planning & executing product launches and campaigns.• Learning & taking up the preparation of the Monthly, Quarterly & yearly digital performance with various Media & Brand team• Reviewing the new technologies and keeping updated at the forefront for developments in Digital marketing• Become proficient in bidding strategy and track bids in line with marketing objectives and budgets to maintain desired ranking on select search engines• Study competition and recommend /implement changes to gain edge above competition• Become proficient in running Online Marketing campaigns, specializing in Pay Per Click (PPC), Product Marketing, Keyword Marketing, Display Marketing, Search Engine Optimization, Social Media Marketing, Social Media Marketing.

"Propelling Punjab to a prosperous Knowledge Society"

Punjab Technical University Jalandhar

Jalandhar-Kapurthala Highway, Near Science City, Kapurthala-144601. Ph. 01822-662580 Fax : 01822-662573

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Salary Package	:	4.50 LPA
Course/Stream	:	B.Tech (CSE, IT & ECE)
Batch Eligible	:	2016 passing out
Eligible Criteria	:	60 % throughout
Selection Process	:	GD, HR & Technical Interview. Shortlisted students will undergo 6 months rigorous training in their third party at the same package. Post 6 months, on the basis of their performance evaluation, students will be permanently absorbed in the company.

Placement Officers are requested to forward the student data as per the above mentioned eligibility criteria (Excel format attached) through Email at placements.ptu@gmail.com. Last date of data submission will be Oct 09, 2015 before 1100 hrs. **Any data directly forwarded by students will not be considered.**

Students must bring their CV, photocopy of relevant certificates, mark sheets and 1 passport size photograph.

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