



ਆਈ. ਕੇ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ, ਕਪੂਰਥਲਾ
I. K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA
Office of Corporate Relations & Alumni

Ref. No. IKGPTU/CRA/ 150

Dated May/02/2022

Directors/ Principals
All the University Campuses/ Colleges & Institutions
Affiliated with IKG PTU

Sub: DeltaX – Joint Campus Online Placement Drive.

Dear Sir/ Madam

I K Gujral Punjab Technical University is going to organize DeltaX – Joint Campus Online Placement Drive as per the below mentioned details:-

Sr.N	Designation	Course/ Stream	Job Location	Salary Package	Link for registration
1	Digital Marketing Campaign Analyst	UG/PG (any stream)	Kolkata & Hyderabad	8.00 LPA spread over 2 years	https://d.adx.io/go/dxhiringcampaignanalystopenroles22
2	Digital Marketing Operations Analyst	UG/PG (any stream)	Kolkata	2.30 LPA	https://d.adx.io/go/dxhiringoperationsanalystopenroles22
3	Digital Marketing Account Management	UG/PG (any stream)	Mumbai / Bangalore/ Hyderabad and Kolkata.	8.00 LPA	https://d.adx.io/go/dxhiringaceopenroles2022
4	Growth and Sales	UG/PG (any stream)	PAN India	2.30 – 3.30 LPA	https://d.adx.io/go/Opensalesroles
5	Fresher Software Engineer	Engg any Stream / BCA /BSc IT	Bangalore and Hyderabad	6.00 LPA	https://forms.gle/SGXwf1fpCghUAJqHA
6	HR Administration	UG/PG (any stream)	Bangalore / Hyderabad / Mumbai and Udaipur	2.10 LPA	https://forms.gle/ojKRW8rekLCHkBeM8
7	Social Media Marketing	B.Tech (Any stream)	Kolkata and Mumbai	2.30 LPA	https://forms.gle/1eYxBCehhefwY4iY6
8	Content Writer	B.Tech (Any stream)	Kolkata	2.30 LPA	https://forms.gle/1eYxBCehhefwY4iY6

Batch eligible : 2021 passed out & 2022 passing out

“Propelling Punjab to a Prosperous Knowledge Society”

I.K. Gujral Punjab Technical University

Jalandhar-Kapurthala Highway, Kapurthala-144 603 Ph : 01822-282506

Email : placements.ptu@gmail.com Website : www.ptu.ac.in



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Dated May/02/2022

You are requested to kindly direct the Training & Placement Officer of your college/institute to share the information to the concerned students. Last date of online registration will be June 06, 2022.

Date & time of the Placement Drive will be informed later on.

For any further queries, you may please call the undersigned @ +91-9478098076.

With profound regards,

MS Bede
2/6/2022
Assistant Director (CR&A)

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Jalandhar-Kapurthala Highway, Kapurthala-144 603 **Ph** : 01822-282506

Email : placements.ptu@gmail.com **Website** : www.ptu.ac.in



Position: Digital Marketing Campaign Analyst

Work Location: Kolkata / Hyderabad

Salary: 8 lakhs spread over 2yrs.

Qualification: UG / PG (any stream)

Job Description

DeltaX is looking for a Digital Marketing Campaign Analyst to join its Account Management team. You will be contributing to all facets of client utilization of the DeltaX cross channel media platform. You will ultimately be accountable for clients' satisfaction and ability to leverage DeltaX to drive ROI for digital marketing initiatives.

A person who is committed, disciplined and number driven and with an eagle's eye for catching the tiniest of performance gaps will be a perfect candidate for the role. We're seeking an individual who has sound mathematical ability and interest in digital media who can think on their feet and can drive insight from data.

Skills & Requirements:

- Plan and execute digital media campaigns (e.g., pay-per-click search engine marketing, paid inclusion, and other pay-for-performance marketing)
- Maintain and operate day-to-day campaign spend and allocation for client's paid search portfolio
- To actively build relationships with client partners (Agencies)
- Ability to understand a client's business goals, to anticipate future needs and help determine the ideal solution. Identify and execute optimization recommendations to increase campaign ROI
- To partner closely with the product development, sales and technical account management to drive platform innovation and capture market opportunity
- Manage DeltaX bid tool for campaign trafficking, optimization and reporting. Deliver comprehensive campaign analytics including, but not always limited to, paid search insights (may also include organic search, other paid media formats, website, social, mobile, qualitative, secondary data, etc.)

- Ability to understand the client's business goals, to anticipate future needs and help determine the ideal solution

Desired Skills:

- Eye for precision
- Good with numbers and logic
- Excellent analytical, organizational skills and project management skills
- Interest in Digital Marketing is a plus

Application Process:

- Apply to this position here: <https://d.adx.io/go/dxhiringcampaignanalystopenroles22>
- You will receive an email confirmation with the next steps.
- Our hiring process is a 3 steps assessment process we evaluate seriously. You need to qualify all 3 round to get shortlisted for the Interviews



Position: Digital Marketing Operations Analyst

Work Location: Kolkata

Salary: 2.3 lpa

Qualification: UG/ PG (any stream)

Job Description

We are looking for an Operations Associate to join our Digital Marketing Operations team.

You will be working on a process focused on specific aspects of advertising campaigns. You shall be accountable for developing subject matter expertise on the process and timely delivery of tasks with highest standards.

You are meticulous, intrinsically motivated to excel, have strong analytical ability, good command over English and are a quick learner.

Job Profile:

Specifics of the job profile will largely depend on the process and team you are aligned with and will evolve over time. This may include Keyword Research, Ad Copy writing, Creative Design, Data Analysis, Campaign Management, Performance Optimization, Insights and Analysis, Campaign Reporting.

Skills & Requirements:

- Graduate or equivalent degree in any stream
- Excellent analytical skills
- Good communication skills (English)
- Demonstrates integrity, maturity and a constructive approach to challenges

Application Process:

- Apply to this position here: <https://d.adx.io/go/dxhiringoperationsanalystopenroles22>
- You will receive an email confirmation with the next steps.
- Our hiring process is a 3 steps assessment process we evaluate seriously. You need to qualify all 3 rounds to get shortlisted for the interviews.



Position: Digital Marketing Account Management / Client Success

Work Location: Mumbai / Bangalore / Hyderabad and Kolkata.

Qualification: UG / PG (Any Stream)

Salary: 8lpa spread over 2 years

About DeltaX

DeltaX is a Data-Driven Digital Advertising Platform built for Agencies and Advertisers to optimally buy, track, attribute and report media across search, social media, display RTB, Mobile, Video and other media channels. (www.deltax.com)

Roles and Responsibility

DeltaX is looking for an enthusiastic person to join its Account Management team - you will work with different partners and are expected to develop and maintain business relationships by serving as an internal advocate and client liaison.

We are looking for a client success manager who possesses a strong drive to learn, is committed, disciplined and loves challenges. Someone who is curious, enjoys learning about new technologies and is able to communicate clearly and effectively.

- Serve as the point of contact for assigned accounts, building trust and rapport while identifying areas of opportunity, highlighting best practices, and documenting them
- Manage day to day requests and take lead on calls with partners to understand requirements. And train partner teams on the platform and drive product adoption
- Review the requirements, identifying how it's supported, taking a consultative approach in helping partners overcome issues and achieve goals
- Own the project end to end and ensure that we're providing the best support. Coordinate with the internal teams where needed to ensure deliverables are on time
- Support the growth team on any prospect client demo calls and presentations as required

Desired Skills

- Strong verbal and written communication, strategic planning, and project management skills
- Ability to multi-task and is self-driven and proactive in nature
- Comfortable working across multiple departments in a deadline-driven environment
- Active team player, self-starter, and multitasker who can quickly adjust priorities

Preferred Qualifications

- Eye for precision and attention to detail
- Strong Aptitude and must be good with numbers and logic
- Excellent analytical, organizational skills and project management skills
- Interest in Digital Marketing is good to have

Application Process:

- Apply to this position here: <https://d.adx.io/go/dxhiringaceopenroles2022>
- You will receive an email confirmation with the next steps.
- Our hiring process is a 3 steps assessment process which we evaluate seriously. You need to qualify all 3 rounds to get shortlisted for the Interviews.



Role: Growth and Sales Fresher

Work Location: PAN India

Salary: 2.3 - 3.3 lpa

Qualification: UG / PG (any stream)

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Job Description

- Understand the product offering, Sales Narrative and identify the target customer company profile
- Research, build a list and reach out to relevant decision makers at the target companies via phone call, emails, etc.
- Respond to inbound enquiries from assigned market(s) and vertical
- Identify opportunities, introduce the product to prospects, setup demos along with relevant internal experts as required
- Follow through on the opportunity to deal closure and client onboarding

Desired Skills

- Proactive, Organized and Results Oriented
- Communication, Persistence and Persuasion
- Culture sensitivities as you will likely be interacting with prospects in different market(s)
- Ability to multitask, prioritize, and manage time effectively
- Experience in Inside Sales or Direct Sales is an advantage for the role

Application Process:

- Apply to this position here: <https://d.adx.io/go/Opensalesroles>
- You will receive a call from our Hiring Team if your profile is shortlisted for the Interview Rounds

**Position: Fresher Software Engineer**

Location: Bengaluru

Experience Level: 0-1 year

CTC: 6L pa

Qualification: Engg any Stream / BCA / BSc IT

Job Description

DeltaX is looking for a talented product engineer who is a problem solver at heart and is passionate about working on the .NET platform. Our core platform is based on .NET Core, ASP.NET MVC 4, Vue.js, REST APIs, Windows Services, and MS SQL Server. We follow a modular development approach (think SPA / APIs / Microservices) and follow best practices.

Know more about us <https://deltax.com/campus/>

You will undergo a training bootcamp for 2 months which covers C# .NET, SQL and Vue.js to transform into a Full-Stack developer. You will have the opportunity to work at web-scale on a wide array of challenges.

Responsibilities

- Write and test code according to engineering standards and practices.
- Ownership for the entire lifecycle of their code: development, test, production, and subsequent fixes and improvements.
- Debug and fix issues in development, test, and production.
- Implement code that is clear, concise, tested, and easily understood by others.
- Effectively communicate progress and issues with the team.

Your Skills

- Familiar with web technologies like HTTP, REST and JSON and comfortable with any modern programming language.
- Strong analytical & logical thinking
- Basic understanding of relational databases and SQL.
- A self-starter: you have started something on your own before - hobby projects, freelance work, a startup, an open-source project, something else.
- Previous experience of working with web applications (REST APIs / .Net MVC / Nodejs / Spring MVC / React / Vue.js etc) is a definite plus point

Engineering Culture & Practices

- Our product development follows SCRUM principles.
- We take BDD seriously and follow a test-first approach. Gherkin, SpecFlow and Jest are our daily drivers.
- REST is our de-facto standard for APIs and we are constantly evolving our code patterns. Our APIs are built using ASP.NET Core Web API.
- Data is at the core of everything we do. We operate hundreds of multi-tenant databases using MS SQL Server.
- On the front-end, we think in a component-first approach to web UIs. We build with Vue.js and its ecosystem including Vue-strap, iView and Vuex.
- We use Continuous Integration and Continuous Delivery practices to take our code live. Bitbucket, Feature branch-based development, Containers (Docker) and Jenkins help us collaborate on a growing codebase.
- Centralized monitoring across our entire stack using ELK Stack (Elasticsearch, Logstash, Kibana)

We also write on our engineering blog - <https://engineering.deltax.com>

Perks

- High on engineering happiness!
- Work environment which fosters learning and growth
- Working alongside like-minded engineers who are passionate about their work

About Us

DeltaX is a Data-Driven Digital Advertising Platform built for Agencies, Advertisers and Small Businesses to optimally buy, track, attribute and report media across digital marketing ecosystem including search, social media, display RTB, Mobile, Video, and other media channels. (www.deltax.com).

We are an engineering-focused company and take pride in our culture. You will work alongside like-minded engineers who are passionate about their job.

Application Process

- Apply to this position here: <https://forms.gle/SGXwf1fpCghUAJqHA>
- You will receive an email confirmation with the next steps.
- Our hiring process is a hands-on code assignment that we evaluate seriously. Your submission will be reviewed by our Engineering team.
- If our team likes your submission, we will schedule a technical interview with you.



Position: Human resources and administration

Work Location: Mumbai, Bangalore, Hyderabad and Udaipur

Salary: 2.1 LPA

Qualification: UG/ PG (any stream)

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Job Description

HR and Administration role is a broad and important role where you will be involved in:

1. Campus engagement and recruitment drives
2. Lateral hiring - job posting, application screening, interview scheduling
3. Maintaining personnel records
4. New employee induction, training co-ordination
5. Obtaining consultants, freelancers and temporary staff if and when needed
6. Co-ordinate key team meetings
7. Ensure day-to-day smooth functioning of office and taking care of ad-hoc tasks such as travel arrangements, bill-payment etc

Apart from the job functions of an HR, you will be required to ensure that the office functions efficiently on daily basis. You will be required to ensuring wellbeing of the office, reporting, making purchases for the office, and organize, execute, and assist with team activities and logistics (meetings, on-sites/off-sites, and team social events). etc.

Application Process:

- Apply to this position here: <https://forms.gle/ojkRW8rekLCHkBeM8>
- You will receive a call from our Hiring Team if your profile is shortlisted for the Interview Rounds



Position: Social Media Marketing

Location: Kolkata/Mumbai

CTC Offered: 2.3 Lpa

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Job Description

DeltaX is looking for a candidate who is highly driven, creative and enthusiastic when it comes to learning about new brands, industries and technology. We are looking for someone who has a strong drive to learn, is committed, disciplined and loves challenges.

Responsibilities

- Understand the business / industry and trends within the industry
- Develop a custom social media marketing plan for the brand
- Work on content calendars along with creative concepts
- Generate, edit, publish and share content that builds meaningful connections and encourages engagement with the brand followers
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Work with cross functional teams - creative, content teams

Skills & Requirements

- Awareness of latest trends on social media
- Handy with social media tools (canva, hubspot, ig, fb) and understanding of basic analytics
- Positive attitude, detail and customer oriented with good multitasking ability
- Creative mindset to churn out best deliverables for the client
- Ability to meet deadlines
- Attention to detail and ensuring that the content is fully customized to each brand following required guidelines
- Proven working experience in social media marketing or as a Digital Media Specialist
- Having your own channel / blog is a plus

Application Process:

- Apply to this position here: <https://forms.gle/1eYxBCehhefwY4iY6>
- You will receive an email confirmation with the next steps.
- Our hiring process is a 2 steps assessment process we evaluate seriously. You need to qualify all 2 round to get shortlisted for the Interviews



Position: Content Writer (B2C)

Location: Kolkata

CTC Offered: 2.3 Lpa

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Job Description

DeltaX is looking for a creative candidate who has command over the language, enjoys working with different teams and is highly motivated. We are looking for someone who has a strong drive to learn, is committed, disciplined and loves challenges. Someone who is curious, enjoys learning about new technologies and brands and is able to communicate clearly and effectively.

Responsibilities

- Develop a strategy and a content plan based on the industry / brand
- Build out custom content calendar to promote the brand
- Collaborate with cross functional teams - creative, client success, sales
- Proof-read and edit content
- Maintain consistency for content built (tone, images, style)
- Utilize best practices to inspire ideas and content
- Write and edit an array of content types from blog posts to ad copy to long form content

Skills & Requirements:

- Experience in research - to be able to build content strategy
- Conscious of content to capture the voice and style of our clients
- Command over the language - writing and editing skills
- Ability to meet deadlines and work on multiple projects
- Attention to detail and ensuring that the content is fully customized to each brand following required guidelines
- Ability to work independently with little or no daily supervision

- Proficiency with computers, especially writing programs, such as Google Docs and Microsoft Word, Excel, Outlook, and PowerPoint
- Prior experience in a digital marketing industry is a plus

Application Process:

- Apply to this position here: <https://forms.gle/1eYxBCehhfwY4iY6>
- You will receive an email confirmation with the next steps.
- Our hiring process is a 2 steps assessment process we evaluate seriously. You need to qualify all 2 round to get shortlisted for the Interviews

Position: Content Writer (B2B)

Location: Kolkata

About DeltaX

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Job Description

DeltaX is looking for a candidate who has experience in digital and B2B content writing. He/she should have exceptional communication skills, good command over language, and take extreme care of content to capture the voice and style of our organization. We want someone who enjoys working with different teams and is highly motivated. We are looking for someone who has a strong drive to learn, is committed, disciplined and loves challenges.

Responsibilities

- Write and edit an array of content types from blog posts to sales copy, presentations to case studies, etc..
- Independently be able to tackle assignments
- Collaborate with cross functional teams - creative, client success, sales
- Proof-read and edit content
- Maintain consistency for content built (tone, images, style)
- Utilize best practices to inspire ideas and content

Skills & Requirements:

- Experience in research - to be able to build content strategy
- Command over the language - writing and editing skills
- Ability to meet deadlines and work on multiple projects
- Attention to detail
- Proficiency with computers, especially writing programs, such as Google Docs and Microsoft Word, Excel, Outlook, and PowerPoint
- Prior experience in a digital marketing industry is a plus