



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/77.....

Dated..May/14/2024

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

Sub: Retrotech Business Solutions Pvt. Ltd. – Joint Campus Placement Drive.

Dear Sir/ Madam

I K Gujral Punjab Technical University invite students of its campuses & affiliated colleges to participate in Retrotech Business Solutions Pvt. Ltd. – Joint Campus Placement Drive as per the below mentioned details:-

Designation : **Profile 1:-** Digital Marketing Analyst
Profile 2:- International Business Development Analyst

Course/ Stream : **Profile 1:-** BCA
Profile 2:- B.Com, BBA & MBA

Salary Package : Rs. 23-25K (Fixed)+ Monthly Incentives **(Based on Performance)**

Job location : Gurugram, DLF Phase - 1

Batch Eligible : 2024 passing out

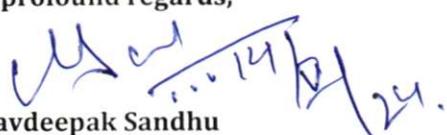
Interested students may register at the below mentioned link:-

<https://docs.google.com/forms/d/1VKvycbNTn17wr2D1wvQBVeMvikJIDru8DEOmxXPExHE/edit>

You are requested to kindly direct the Training & Placement Officer/ Faculty Coordinator of your campus/college to share the information with the concerned students. **Last date of online registration is May 21, 2024 before 1300 hrs.**

Date & Time of the placement drive will be informed later on.

With profound regards,


Er. Navdeepak Sandhu
Deputy Director (T&P)

“Propelling Punjab to a prosperous Knowledge Society”

I.K. Gujral Punjab Technical University
Jalandhar-Kapurthala Highway, Kapurthala -144 603. Phone : 01822-282580, 282549
E-mail : placements@ptu.ac.in **Website** : www.ptu.ac.in



The Company:

Retro Tech Business Solutions (<https://retrotech.in/>) is a leading provider of high-quality Used IT assets that are sold to customers all over the world. Our commitment to sustainability and environmental responsibility is at the heart of everything we do.

Our company was founded on the belief that IT assets should not be discarded when they are no longer needed. Instead, they should be refurbished and sold to new customers who can use them to their full potential. By doing this, we can reduce waste, conserve resources, and support a more sustainable future.

Salary: 23-25K (Fixed)+ Monthly Incentives (Based on Performance)

Shift: UK Shift (12:30 PM IST - 9:30 PM IST)

Opportunity Type: On Site

Placement Type: Full Time

Designation: Digital Marketing Analyst

Responsibilities:

- Having knowledge of Digital marketing, SEO, SMO
 - Utilize consultative marketing skills to assess client needs and educate on the power of digital media marketing and advertising to enhance business opportunities
 - Work directly in the field to research and find leads to build a strong marketing pipeline like brand building, improving organic presence etc
 - Strong focus on continuously meeting and exceeding marketing goals every month
 - Build report by keeping up with the latest trends in Google Analytics, Google search console's insights
 - Processes with Accuracy and attention to detail such as collecting data etc and moving them through the appropriate channels like LinkedIn Page, Quora, Reddit & Medium, profile engagement along with their organic marketing
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Desired Experience:

- 0-2 years of Digital Marketing Experience
- Experience selling SEO is a huge bonus
- A proven track record of achieving and exceeding goals in a digital media marketing role.
- Able to work/learn in fast paced environment. Should be open to Learn New AI tools
- Must be a Team player

Benefits which makes us Unique:

At Retro Tech, we know that great people are what makes a great firm. We value our people and offer employees a comprehensive benefits package. Learn more about what working at Retro Tech can mean for you!

Benefits Highlights:

- International Exposure
- 5 Days working in a Fast-paced work environment
- Reward and Recognition
- Personal development and training programs
- Health Insurance
- We promote work life balance
- Equal Opportunity & Diversity Inclusion
- Lucrative Incentive policy

Potential Growth for you!

We will nurture your talent in an inclusive culture that values diversity. You will be doing regular catchups with your Manager who will act as your career coach and guide you in your career goals and aspirations.

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Experience: Freshers

Salary: Fixed Salary (23K to 25K)+ Additional Monthly Incentives (Performance Based)

Shift: UK Shift (12:30 PM IST - 9:30 PM IST)

Opportunity Type: On Site

Placement Type: Full Time

Designation: International Business Development Analyst

Role and Responsibilities:

- Actively seeking out new International business opportunities through networking and social media.
 - Discovering International Business (Dealing in IT hardware equipment's like Laptops, Desktops, etc.) through Online Web Research, Email marketing, Social Media Marketing and initiate partnerships.
 - Negotiating with International Clients
 - Conducting online market research to identify selling/purchasing possibilities and evaluate customer needs.
 - Analyze market and delivery trends so as to implement change and develop procurement/sales strategies
 - Collaborate with team members to achieve better results.
 - Strong focus on continuously meeting and exceeding business goals
 - Gather feedback from customers or prospects and share with internal team.
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- International Exposure along with USA, UK, UAE, Europe counterparts
- Lucrative Incentive policy along with Reward & Recognition programs
- Medical Insurance
- Personal development and relevant training programs
- We promote work life balance
- Equal Opportunity & Diversity Inclusion

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