



TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE

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Ref. No: TIAS/TP/Campus/Notice/2023-24/116

Date: 11.01.2024

Dear All,

Please find an option for consideration. Interested candidates are required to register on the link latest by 12/01/2024.

Link to Apply: <https://forms.gle/cJg4Xzrepz94r8de9>

Company Name: Addtitans Digital Pvt Ltd.
Eligibility: BAJMC-2023 & 2024 Passing Batch
Profile Details:
Content Writer: 15k per month
Graphic Designer: 15k per month
SEO: 15k-20k per month

Company's short Introduction: We are a leading mobile advertising company that helps to grow the mobile brands to reach their goals. We are an affordable digital marketing agency in India. We enable marketers to run effective, brand-safe mobile branding & user acquisition campaigns. With our own in-house platform publisher monetize their inventories in the most efficient way to demand partners around the globe.

Content Writer

List the qualifications for this role:

- Bachelor's degree in communications, marketing, English, or related field.
- 1 Year Proven content writing or copywriting experience.
- Working knowledge of content management systems.
- A portfolio of published articles.
- Excellent writing and editing skills.
- The ability to handle multiple projects concurrently.
- Effective communication skills

2).Job Description: Graphic Designer (6 Months -1.5 yrs.)

- Plan and illustrates concepts by designing rough layouts of art and copy regarding arrangement, size, type size and styles, and related aesthetics.
- Coordinates with internal teams, in the design concept phase through completion of a task/project.
- Obtain approval of concepts by preparing rough layouts for review and at the final output.
- Prepares final layout by marking and pasting up finished copy and art.
- Obtains final copy and art by operating typesetting, printing, and similar equipment and by making purchases from vendors when required.
- Ensures operation of design equipment and software by completing preventive maintenance requirements; following manufacturer's instructions; troubleshooting malfunctions; calling for repairs; maintaining equipment inventories; and evaluating new equipment.
- Coordinates with outside agencies, art services, printers, etc. to complete projects.
- Maintains technical knowledge by attending design workshops; reviewing professional publications; and participating in professional societies.
- Add must have knowledge about software's like Adobe Photoshop , Adobe Illustrator

Profile - SEO Executive

SEO Executive to take care of all search engine optimization and marketing activities in a Team.

- Carry out keyword research for various business purposes.
- Conduct on page and off page competitor analysis
- Help to execute on page and off page strategies (including link building) for a range of clients in a host of industries
- Complete weekly and monthly performance reports using programs such as Google Analytics
- Conduct on page and off page audits for client sites on a monthly basis
- Help to contribute to the company blog and other external communications
- Guide the content team to produce SEO-friendly content
- Keep up to date with the latest SEM technology, SEO updates and industry changes

Required Candidate profile:

- Minimum 6months to 1 year of experience in SEO.
- Bachelor's Degree/ digital marketing certification
- A good understanding of all aspects of on page and off page

- Hands-on experience with different SEO tools
- Excellent written and verbal communication skills (email, phone, etc.)
- Digital Marketing agency background preferable
- A can-do attitude

All the best

Thanks & Regards,

A handwritten signature in blue ink, appearing to be 'DN' or similar initials, enclosed in a faint rectangular border.

Dr. Nivedita
Head - Training and Placement Cell