



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
**GRADE "A" INSTITUTE**

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**Ref. No: TIAS/TP/Campus/Notice/2023-24/122**

**Date:12.01.2024**

Dear All,

Please find an option for consideration. Interested candidates are required to register on the link latest by 14/01/2024.

**Link to Apply:- <https://forms.gle/QPk9g9BKdNqkDkTh9>**

**Company Name:** Brand Mechanic Communications

**Eligibility:** BBA/BAJMC- 2024 & 2025

**Position:- SEO-20k to 35K , Intern-10K-15K**

**Graphic Designer :** Job - 15k to 30k, Intern - 10k - 15k

**Marketing Intern:** Intern - 10k - 15k

1. SEO : Job - 20k to 35k, Intern - 10k - 15k

- Develop SEO strategies to improve the visibility of client's websites and increase organic traffic
- Assist in developing and implementing PPC campaigns using Google AdWords to maximize ROI
- Perform in-depth analysis of the competitors' SEO
- Utilize Google Analytics, AdWords, and other digital tools.
- Should have experience in on-page and off-page SEO
- Should know Google ad words and should have experience in lead generation ads
- Google ad words and keyword planning
- Should be able to plan the budget of Google ads and budget relocating strategy
- Monitor the recent SEM development and stay up to date with algorithmic changes and updates
- Develop successful link-building strategies
- Create monthly performance reports using Google Analytics and Google Data Studio
- Collaborate with our marketing team to make sure our clients' SEO, marketing, and other business goals are met.
- Perform keyword research, competitor analysis, and on/off-page SEO.
- Manage Google Webmaster Tool and Google Analytics.
- Develop an effective lead generation strategy.
- Recommend and implement content strategies aligned with SEO goals.
- Stay updated on SEO trends and algorithms.
- Build quality backlinks using the latest techniques.
- Creating and successfully running Google lead generation ads.
- Creating and running successful PPC campaigns.

2. Graphic Designer: Job - 15k to 30k, Intern - 10k - 15k

- Creating concept-based creatives for social media, hoarding, and print ads.
- Good knowledge of **Photoshop, in-design, Adobe Illustrator and coral-draw**
- Should be able to edit and create videos, gifs, and small videos
- Excellent IT skills, especially with design and photo-editing software
- Excellent time management and organizational skills
- Accuracy and attention to detail
- An understanding of the latest trends and their role within a commercial environment
- Professional approach to time, costs, and deadlines

3. Marketing Intern: Intern - 10k - 15k

- Work on proposing new ideas about the client's work.
- Work on promoting the existing brands (social media, emails, etc.)
- Follow up and work on the client servicing for the client.
- Handle lead generation
- Work on collaborating with stakeholders
- Handle client presentation
- Handling current jobs and coordinating with the design team
- Content Writing and creation

All the best

Thanks & Regards,



Dr. Nivedita  
Head - Training and Placement Cell