



TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE

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Ref. No: TIAS/TP/Campus/Notice/2023-24/161

Date:01.02.2024

Dear All,

Please find an option for consideration. Interested candidates are required to register on the link latest by 02/02/2024.

Link To Apply:- <https://forms.gle/stgiQ1FJnycagfoU6>

Company Name:-DIGEESELL MEDIA SOLUTION PVT LTD

Eligibility:- BBA/BAJMC/BCA-2023 Passed out & 2024 Passing Batch

Profile:

1. **Graphic Designer**- Salary Based on the Interview
2. **Full Stack Web Developer**- Salary Based on the Interview
3. **Social Media Executive**- Salary Based on the Interview
4. **PPC Specialist**- Salary Based on the Interview

About DIGEESELL MEDIA SOLUTION PVT LTD:-

Digeesell is a one-stop solution provider for your web development and digital marketing needs. We are based in Delhi (India). We work with a team of certified professionals, who have expertise in planning, strategizing, development, and execution of the project as per our client's requirements. Know More -

<https://digeesell.com/about-us/>

Glassdoor:- https://www.glassdoor.co.in/Overview/Working-at-Digeesell-EI_IE2_908454.11,20.htm

LinkedIn - <https://www.linkedin.com/company/digeesell/>

GoogleBusiness:-

<https://www.google.com/maps/place/Digeesell/@28.4910192,77.0784492,15z/data=!4m5!3m4!1s0x0:0x6c34a2364eacf257!8m2!3d28.4910192!4d77.0784492>

1)Profile: Graphic Designer

Dept – Graphic Designer

Position :- Junior/Senior/Manager (Based on the interview)

Role - Full Time

Location :- Gurgaon Udyog Vihar (Near to MG Road Metro Station)

Employment Type - Full-time

Joining type - Immediate

Compensation:- (Based on the interview)

DIGEESELL MEDIA SOLUTION PVT LTD.

We are looking for a graphic designer to create engaging and on-brand graphics for a variety of media. The ideal candidate will have strong creative skills and a portfolio of work that demonstrates their passion for illustrative design and typography. The candidate should be willing to make the best out of their creativity and skills.

Your responsibilities at digeesell

- Study design briefs and determine requirements
- Schedule projects and define budget constraints
- Conceptualize visuals based on requirements
- Prepare rough drafts and present ideas
- Develop illustrations, logos and other designs using software or by hand
- Use the appropriate colors and layouts for each graphic

- Work with copywriters and creative director to produce final design
- Test graphics across various media
- Amend designs after feedback
- Ensure final graphics and layouts are visually appealing and on-brand

Requirements and skills

- Proven graphic designing 1-2 year of experience
- A strong portfolio of illustrations or other graphics
- Familiarity with design software and technologies (such as InDesign, Illustrator, Dreamweaver, Photoshop)
- A keen eye for aesthetics and details
- Excellent communication skills
- Ability to work methodically and meet deadlines
- Degree in Design, Fine Arts or related field is a plus

2). Profile:- Full Stack Web Developer

Role Description: Full Stack Web Developer

This is a full-time on-site role for a Full Stack Web Developer. The Full Stack Web Developer will be responsible for developing and maintaining both the front-end and back-end of our website and other web applications. The Full Stack Web Developer will be working on a wide range of projects including web development, programming, and web design.

Qualifications

- Back-End Web Development and Front-End Development Skills
- Knowledge of Web Development and Programming Languages (HTML, CSS, JavaScript, PHP, Python, etc.)
- Web Design and User Experience Skills
- Experience with Frameworks (Angular, Vue.js, Laravel, CodeIgniter, etc.)
- Database Management and SQL Skills
- Experience in Agile Development and Continuous Integration
- Excellent problem-solving and debugging skills
- Bachelor's degree in Computer Science or related field
- experience 6months- 1year

Relevant skills and qualifications that would be beneficial include experience in DevOps, cloud computing, containerization, and API development.

3). **Profile: Social Media Executive**

Position: Social Media Executive

Location: Gurgaon

Overview:

We are seeking a dynamic and creative Social Media Executive with 6 months to 1 year of experience to join our team. The ideal candidate should be passionate about social media, possess strong communication skills, and have a solid understanding of various social media platforms and their best practices. This role will involve executing social media strategies, content creation, community engagement, and analytics to enhance our brand's online presence.

Responsibilities:

- Develop and implement social media strategies to increase brand awareness and engagement.
- Create engaging content (text, image, video) for various social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.).
- Manage day-to-day activities on social media channels including scheduling posts, responding to comments/messages, and engaging with the audience.
- Monitor social media trends, tools, and applications to implement best practices.
- Collaborate with the marketing team to align social media campaigns with overall marketing goals.
- Track and analyze social media performance metrics using analytical tools and provide reports with insights and recommendations for improvement.
- Stay updated with industry trends, changes in social media algorithms, and emerging platforms to suggest new strategies.

Requirements:

- Bachelor's degree in Marketing, Communications, or related field.
- 6 months to 1 year of experience in social media management.
- Proficient in using social media management and analytics tools (e.g., Hoot suite, Buffer, Google Analytics, etc.).
- Excellent written and verbal communication skills.
- Creative mindset with the ability to generate innovative ideas for content.
- Strong understanding of social media platforms, their respective audiences, and best practices.
- Flexibility to adapt to changing trends and technologies in social media.

4). Profile:- - PPC Specialist

Position: - Executive/Sr.Executive/Manager (Based on the interview)Role - Full Time

Location: - Gurgaon Udyog Vihar (Near to MG Road Metro Station)Employment Type - Full-time

Compensation :- (Based on the interview)

We are looking for a PPC Specialist to run PPC campaigns and monitor paid search budgets. In this role, you should be well-

versed in principles of search engine marketing (SEM) including search engine optimization (SEO.) You should also be analytical and good with numbers.

Your responsibilities at Digeesell

- Responsible for managing multiple PPC advertising campaigns, which run on platforms including Google, and Facebook.
- Generating maximum leads/conversions within the designated budget.
- Improve Quality Score & lower CPC for all the projects.
- Optimizing & planning PPC strategy.
- Creating PPC Campaigns on Google Ad Words.
- Perform keyword research and write effective PPC ads to match client goals.
- Data analysis & weekly/monthly reporting.
- 3-5 years of relevant experience in content development, writing, and publishing.
- Strong English writing skills & familiarity with internet & search engines.
- Concise, clear & confident communication.
- The ability to ideate and execute a campaign or strategy successfully within the stipulated timeline.
- A creative mindset with strong analytical skills.
- Strong understanding of how content works on a social web.
- Knowledge of Analytics and Google Ad Words would be a plus.

Desired Candidate profile

- Strong PPC experience 2+ years.
- Previous experience and a proven track record of managing pay per click campaigns.
- Excellent written and verbal communication skills.
- Experienced in using Google Ad Words and other PPC platforms.
- Must be a graduate.
- A relevant certification would be an advantage.

All the best

Thanks & Regards,



Dr. Nivedita
Head - Training and Placement Cell

