



Ref. No: TIAS/TP/Campus/Notice/2024-25/45

Date: 17-09.2024

Notice

Dear All,

Please find an option for consideration. Interested candidates are required to register on the link latest by 11-09-2024.

Link to Apply:- <https://forms.gle/dEHDqnwdbyTXCTA8>

Company Name: Den Publication

Eligibility: BBA/MBA-2025 Passing Batch

Den Publication is excited to offer internship opportunities in Marketing, HR, and Business Analytics on our digital platform, where a diverse collection of digital Magazines, Books, Newspapers are available all in one convenient location. We believe in nurturing talent and providing opportunities for growth and development. Join us as an intern and be part of our mission to make reading accessible and enjoyable for everyone. Apply now and embark on a rewarding journey with us!

For Company Overview kindly refer to the document attached below.

1. Marketing Intern Responsibilities:

Assist in creating and implementing marketing campaigns to increase brand awareness and user engagement

Develop engaging content for social media platforms, email newsletters, and digital advertisement

Conduct market research and analyze data to identify opportunities for growth

Identify and research potential leads through various channels such as online research, social media, and networking events

Prepare and deliver compelling sales presentations to showcase the features and benefits of our digital platform, emphasizing how it meets the needs of potential customers

* Assist in negotiating pricing and terms to close deals and achieve sales targets*

* Collaborate with the marketing team to execute promotional initiatives and events.*

2. HR Intern Responsibilities:

* Support the On-boarding process for new hires, including orientation and paperwork completion

* Assist with the recruitment process, including posting job openings, screening resumes, and

scheduling interviews

- * Assist with HR-related inquiries and provide support to employees as needed
- * Contribute to the development and implementation of HR policies and procedures
- * Assist with HR projects and initiatives as assigned
- * Assist in identifying and researching potential leads within the target market to generate the revenue for the organization. Contribute to the business development of strategies for lead generation and customer acquisition.

3. Business Analytics Intern Responsibilities

- * Collect and analyze data from various sources to identify trends and insight
- * Create reports and dashboards to visualize key performance metrics
- * Assist in developing predictive models and conducting statistical analysis
- * Collaborate with cross-functional teams to understand business requirements and provide analytical support
- * Customer Relationship Management (CRM): Use a CRM system to track interactions with leads and customers, and to manage the sales process effectively.

Requirements:

- * Currently pursuing MBA/PGDM/BBA
- * Excellent interpersonal skills and the ability to maintain confidentiality
- * Proficiency in Microsoft Office suit
- * Ability to multitask and prioritize tasks effectively.
- * Students should carry their own laptop.

Perks- INR 10000* depends on a range of factors including intern work Performance i.e upto INR.10000.

*No Compensation will be provided for BA interns. Perks may include: Appreciation Letter, Completion Certificate, Great learning opportunities from experts of Business Analytics & Finance Domain.

Mode of internship: Work from office / Hybrid / virtual

Location for Work from office internship- G-76, Noida Sector 63

All the Best!!!

Thanks & Regards,



Dr. Nivedita

Head - Training and Placement Cell

