



CENTRALISED CAREER GUIDANCE & PLACEMENT CELL Guru

Gobind Singh Indraprastha University
Sector 16-C, Dwarka, New Delhi – 110078
Room No. E-409, E-Block
Ph. No.011-25302739, Email Id: cpc@ipu.ac.in

F. No. GGSIPU/CCGPC/2022/382

Dated: 28th April 2022

Sub. Placement opportunity for BBA, B.Com and MBA students of batch passing out in year 2022 in the company “Zone Media”

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of Placement opportunity for BBA, B.Com and MBA students of batch passing out in year 2022 in the company “Zone Media” for your reference and circulation to students to apply on given link by **30th April 2022:**

Registration Link – <https://forms.gle/iKMSubm1nFJg821R9>

Company Name – Zone Media Pvt. Ltd

Role – Brand Acquisition Executive, JD attached

Remuneration – INR 4.0 – 6.0 LPA

Job Location – Gurgaon

Degree – BBA, B.Com, MBA

Eligibility Criteria – Graduates & Post graduates with no backlogs.

Batch – 2022

Joining Date - June 1st week

Training Period - 6 Months

Training Period Remuneration - Rs 15,000 per month

Interview Process:

1. Telephonic round
2. Face to face interview :
 - a) Sales round by different sales head (can be 2 or 3)
 - b) HR round

Important Note: The work mode will be work from the office. **Also, students will have to go to the company office for their final personal interview round.**

Zone Media Pvt. Ltd. has partnered with Calyxpod for Campus recruitments.

Disclaimer: Any student who has a JOB OFFER in a Company which was brought by Calyxpod to your campus, can strictly only apply if the previous calyxpod company offer is Rs. 2.00 LPA or below. For any special cases, please connect with the Calyxpod Team.

ONLY UNPLACED ELIGIBLE AND INTERESTED CANDIDATES ARE ADVISED TO APPLY.

LAST DATE OF REGISTRATION IS 30th April 2022.




























(Ms. Nisha Singh)
Placement Officer, CCGPC

Compensation Model



Position	Brand Acquisition Executive
No. of Positions	5
Experience	Fresher
Location	Gurgaon
Duration	Full time
Minimum Qualification	Bachelor's degree
CTC	Best in the industry
Job Profile	Brand Acquisition Executive
	<ul style="list-style-type: none"> ➤ Understanding the various aspects of Digital Advertising including Google, Facebook, DSP, Affiliates, Email, SMS, WhatsApp etc. ➤ Providing recommendations on suitable Ad formats & advertising mediums as per the client's marketing objectives ➤ Building and sustaining long-lasting relationships with existing and potential clients ➤ Conducting thorough research on potential clients' products or services before pitching them for Digital Advertising services. ➤ Setting up meetings with potential clients to present advertising proposals and address their concerns ➤ Assisting the marketing team in the preparation of media kits and promotional plans ➤ Attending sales meetings, trade shows, and training workshops as required ➤ Stay Up to date with the latest digital marketing Trends. ➤ Effectively manage client campaigns, ensuring they're delivered on time, to a high standard & communicating with internal teams wherever necessary
Requirements	<ul style="list-style-type: none"> ➤ Strong presentation and speaking skills; ability to build and maintain relationships easily; ability to effectively communicate information and ideas in written and verbal format and build and maintain relationships; organized (you'll work on multiple projects at once), with high attention to detail; a proactive, can-do attitude ➤ You are passionate and curious about all aspects of the business - especially when bridging the gap between our content and our brand - and have an entrepreneurial mind-set. ➤ Analytical mind-set and creative thinker to strategize and execute on A/B tests within campaigns. ➤ Has a hunger to learn new areas of marketing and social network, in this ever- evolving digital landscape. ➤ Knowledge of working on Social, Search, Native advertising platforms is a plus.

About the Company	<p><u>Zone Media</u></p> <p>Zone Media is an AdTech firm that specializes in delivering 360-degree digital marketing solutions with expertise in search, social media, native, programmatic ads, content & video marketing campaigns.</p> <p>Established in 2018, with a team of over 75+ employees situated in Gurgaon, we have clients across eCommerce, travel, media, FMCG, BFSI & Telecom domain & cumulatively we own &/or operate more than 100+ websites/properties delivering more than 200 Mn impressions to various clients every month.</p> <p>We use technology solutions to optimize advertising spends for our advertisers and our inhouse Demand Side Platform, WhatsApp automation solutions (Whizard API) & Influencer marketing platform (Viral Pitch) helps us to create & achieve ROI driven solutions for our clients.</p> <p><u>Whizard API</u></p> <p>Whizard API is the next generation platform that can convert your WhatsApp into a business fetching tool like no other. Whizard offers innovative solutions with cutting edge technology and a smart and intuitive Chatbot integration.</p> <p>Our AI powered smart customer engagement and automation solutions ensure faster responses from your targeted customers. Acquiring and engaging with users will never be that seamless unless you experience Whizard API and its advanced features. Automate your leads generation strategy by linking the same with your CRMs and advertising software that are powerful enough to revolutionize the company & customer interactions in the most effective and efficient way one can ever imagine.</p> <p>Explore our website to know more about us — https://whizardapi.com/</p> <p><u>Viral Pitch</u></p> <p>At ViralPitch, we are building a holistic Influencer Marketing, research & analysis platform that has the right blend of technology and creativity to generate stellar influencer marketing campaigns for brands. Ours is a first ever AI driven hybrid platform currently using the perfect mix of technology & Creativity while maintaining and ensuring the support of the creator ecosystem.</p> <p>So far, we have had 20,000+ influencers onboard with us, and have catered to more than 25+ brands such as Kwaliti Walls, Kaya Skin Clinic, Park Avenue, Winzo, Alt Balaji, WOW Skin Science and others. Our culture is settled on the beacon of creativity, technical brilliance and insightful approach while having a lot of fun doing that. We make our team do more of such things that they naturally are inclined towards and enjoy doing.</p> <p>Explore our website to know more about us — https://viralpitch.co/</p>
--------------------------	--

Recent Media Coverages	<div>Viral Pitch</div> <div></div> <div></div> <div></div> <div>Whizard API</div> <div></div> <div></div> <div></div>
-------------------------------	--

Hi there,

Tired of the kich kich
from your parents for sitting idle?

Get a job instead.

Wait a sec, how about working with
Zone Media?



What we do at Zone Media?

We are a digital marketing agency aiming to provide customized solutions for various marketing needs.

We are experts in



Social Media



Programmatic Ads



Content and



Video marketing

About Us

Our Verticals

Our Culture

Openings

Media

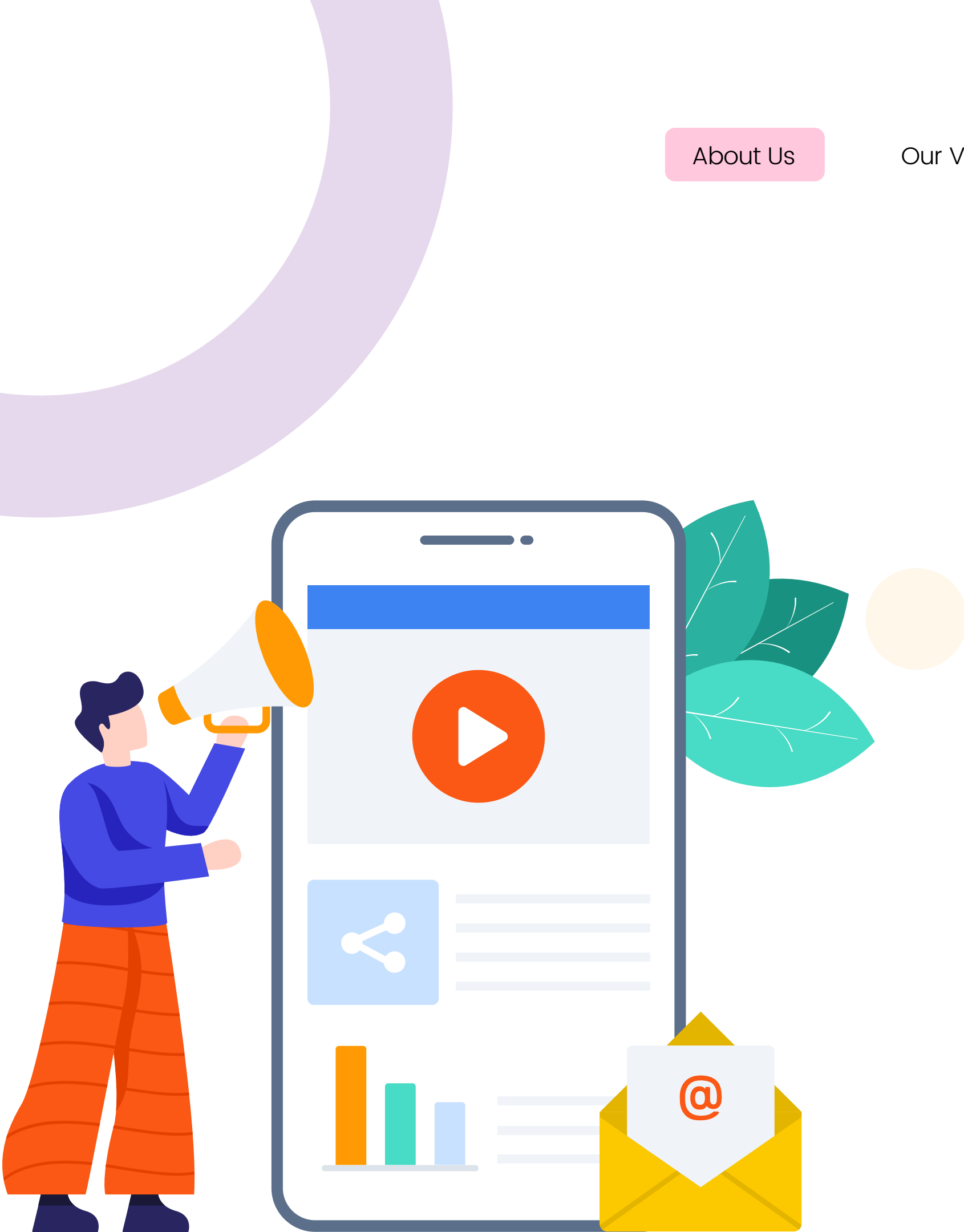
Contact

At Zone Media, we always thrive to serve something distinct. We, at Zone Media, only believe in delivering innovative campaigns that drive traffic, leads and sale. We work towards driving excellence in everything we do be it work, communication or party.

We also have two verticals

Whizard API

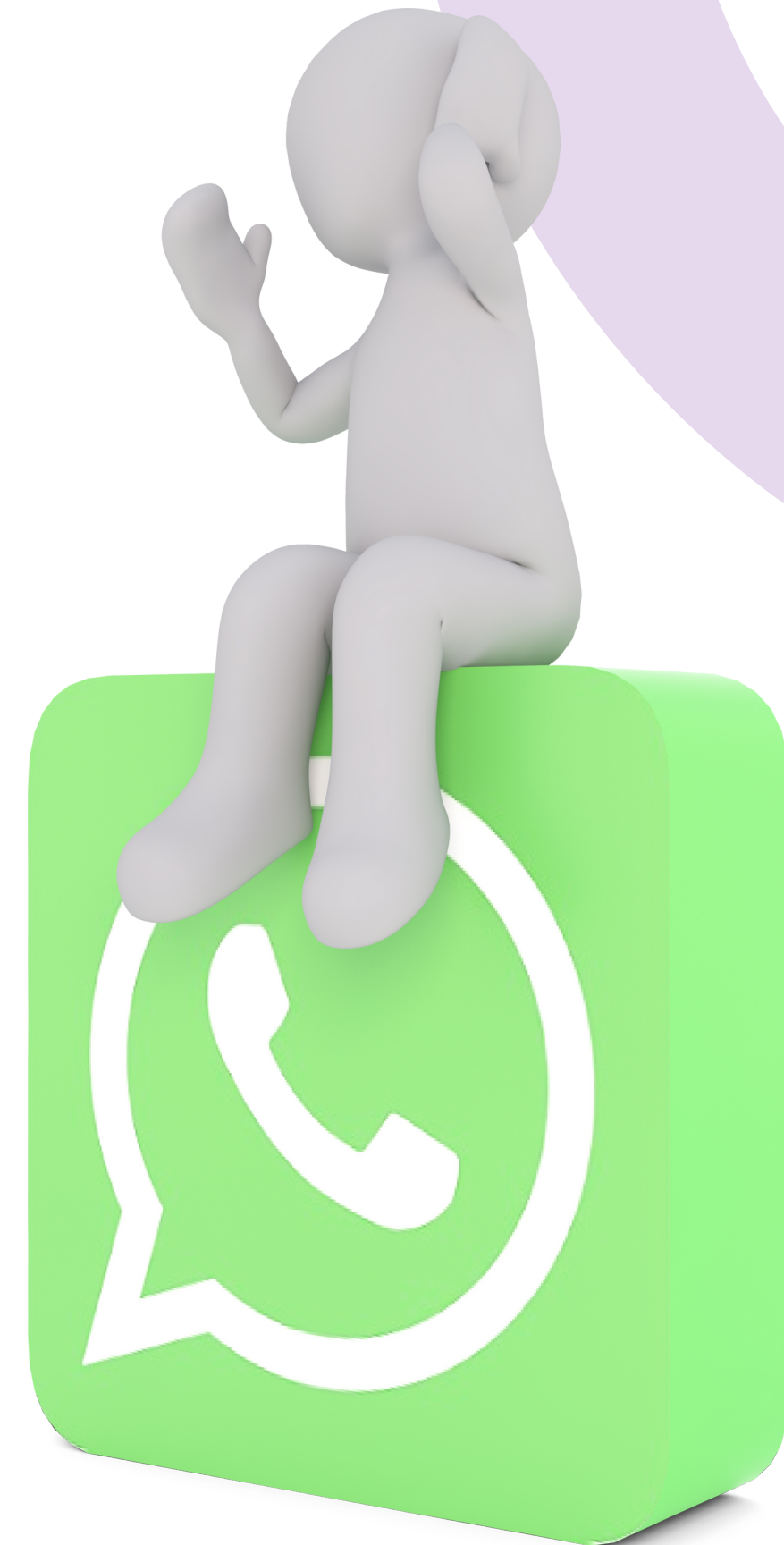
Viral Pitch



Whizard API

Whizard Whatsapp Solution is a Whatsapp Automation Tool developed to allow firms the ease of doing business through the most famous cross-platform messaging app, Whatsapp.

We are here to revolutionize company-customer interactions, making contact easier, more efficient, and more accessible than ever before.



Viral Pitch

Viral Pitch is an AI-Powered Influencer Marketing, research & analysis platform.

Viral Pitch makes influencer's knowledge from their social media platforms easily accessible and intelligible for the general audience.

We ensure successful collaborations between brands and influencers.



[About Us](#)[Our Verticals](#)[Our Culture](#)[Openings](#)[Media](#)[Contact](#)

What drives us

We believe in continuous learning and development. Open communication and team work greatly help us in this pursuit.

We value honesty, trust, promptness, curiosity and fun.

We believe in raising the bar through iteration and feedback which is why we are allergic to average!

3 things we expect from our team



Will

The drive to take up new initiatives and seek help when stuck



Skill

Using clever (and legal) tactics to get the work done quickly and picking up new skills to enable that



Drill

The vigour to keep at the given task until it gets done, as simple as that



About Us

Our Verticals

Our Culture

Openings

Media

Contact

What you can expect from us

Right mentorship

Get the right guidance and direction to help you be the best version of yourself.

In-depth Industry Knowledge

Get a holistic knowledge of Digital Marketing from highly skilled industry experts.

Community of experienced peers

Become a part of a driven and proactive community of marketing professionals.



[About Us](#)

[Our Verticals](#)

[Our Culture](#)

[Openings](#)

[Media](#)

[Contact](#)

We've some openings for you

**Digital
Ad Sales**

For Zone Media & Whizard API

**Influencer
Acquisition**

For Viral Pitch

**Brand
Acquisition**

For Viral Pitch

*Click on the job profile to know more

[About Us](#)

[Our Verticals](#)

[Our Culture](#)

[Openings](#)

[Media](#)

[Contact](#)

Some interest shown by the media

q4m

BW DiSRUPT
ENTREPRENEURS' DISRUPT

**BUSINESS
INSIDER**

**social
samosa**

iTVoice[®]

ADGULLY[®]

[About Us](#)

[Our Verticals](#)

[Our Culture](#)

[Openings](#)

[Media](#)

[Contact](#)

Get in touch

We'd love to make you a part of us!

Get ready to create the right impact and also earn some money alongside. We mean, why not?



career@zonemedia.co



[+91 72918 68378](tel:+917291868378)



www.zonemedia.co