



**Guru Gobind Singh Indraprastha University**  
“A State University established by the Govt. Of NCT Delhi”  
Sector 16-C, Dwarka, New Delhi – 110078



F. No.: GGSIPU/CCGPC/2023/ 774

25<sup>th</sup> October 2023

**Sub. Placement opportunity for students of GGSIP University of the batch passing out in year 2024 in the company “DeltaX”.**

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of Placement opportunity for students of GGSIP University of the batch passing out in year 2024 in the company “DeltaX” for your reference and circulation to students to apply on given link by **27<sup>th</sup> October 2023, 4:00 PM.**

**For Registration – This opportunity has been uploaded Pod.ai Platform, you are required to accept the same and share with your students through your Pod.ai account.**

For POD platform related queries please call at +91-11-41179695 or write to [support@pod.ai](mailto:support@pod.ai)

**Name of Company - DeltaX**

**Role and locations hiring for:**

1. Digital Marketing Champion - Pune
2. Business Operations Analyst - Pune/ Bangalore

**CTC offered for:** Digital Marketing Champion & Business Operations Analyst - INR 3.5 lakhs for first year and INR 5.0 lakhs for second year

**Number of open positions: 50**

**Eligibility Criteria:** Undergraduate (Any Stream), No bar for academic score

**Hiring Process:**

1. Online (video) / Offline Campus Drive with pre-placement presentation on the date of the drive
2. Online screening round after the pre-placement presentation
3. Shortlisted students invited for Online/ Offline Interview
4. Selects made an offer to join

JDs attached for more information

LAST DATE FOR REGISTRATION IS **27<sup>th</sup> October 2023, 4:00 PM.**

**(Dr. Nisha Singh)**  
Training and Placement Officer  
CCGPC, GGSIP University

**About DeltaX:**

DeltaX is a Data-Driven Digital Advertising Platform built for Agencies and Advertisers to optimally buy, track, attribute and report ad campaigns across search, social media, display RTB, Mobile, Video and other media channels. Founded in 2012, the platform serves as the pioneer in the Advertising Technology Industry. The cutting edge technology has empowered digital marketing teams across the globe with deep insights, automated ROI based spends optimization, activating award winning technology driven campaigns.

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**Position:** Digital Marketing Champion

**Work Location:** Pune

**Qualification:** Undergraduate (Any Stream)

**About DeltaX**

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**About Digital Marketing Champion**

As a Digital Marketing Champion, you are someone who is committed, disciplined and number driven and with an eagle's eye for catching the tiniest of performance gaps. We are looking for an individual who has sound mathematical ability and interest in digital media, who can think on their feet and can drive insight from data.

Your day to day responsibilities shall encompass:

- Plan and execute digital media campaigns (e.g. pay-per-click, search engine marketing, paid inclusion and other pay-for-performance marketing)
- Maintain and operate day-to-day campaign spend and allocation for client's paid search portfolio
- Identify and execute optimization recommendations to increase campaign ROI
- To partner closely with the product development, sales and technical account management teams and drive platform innovation and capture market opportunity
- Manage DeltaX bid tool for campaign trafficking, optimization and reporting
- Deliver comprehensive campaign analytics including but not always limited to paid search insights (may also include organic search, other paid media formats, website, social, mobile, qualitative, secondary data, etc.)
- To actively build relationships with clients and client partners
- Ability to understand the client's business goals to anticipate future needs and help determine the ideal solutions

**What you'll need to succeed in the role:**

- Bachelors/ Graduate in any stream with keen interest in Digital Marketing
- Must be able to thrive in a fast paced environment and be motivated to take on new challenges
- Demonstrate an ability to take initiatives and work independently as well as in a team environment
- Must be proactive, organized and result oriented with a strong sense of ownership
- Good oral and written communication skills

- Willingness to learn, adapt and grow
- Basic Excel and Presentation skills

**Hiring Process:**

- Assessment Test
- Interview Rounds
- Offer letter

**Position:** Business Operations Analyst

**Work Location:** Bangalore / Pune

**Qualification:** Undergraduate (Any Stream)

### **About DeltaX**

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### **About Business Operations Analyst role:**

DeltaX is looking for an enthusiastic person to join its Business Operations / Account Management team - you will work with different partners and are expected to develop and maintain business relationships by serving as an internal advocate and client liaison. You should possess a strong drive to learn, should be committed, disciplined and open to take challenges.

Someone who is curious, enjoys learning about new technologies and can communicate effectively will be a perfect fit for this role.

Your day to day responsibilities shall encompass:

- Serve as the point of contact for assigned accounts. Build trust and rapport while identifying areas of opportunity, highlighting best practices and documenting them
- Manage day to day requests and take lead on calls with partners to understand requirements. And train partner teams on the platform and drive product adoption
- Review the requirements, identifying how it's supported, taking a consultative approach in helping partners overcome issues and achieve goals
- Own the project end to end and ensure that we're providing the best support
- Coordinate with the internal teams where needed to ensure deliverables are on time
- Support the growth team on any prospect client demo calls and presentations as required

### **What you'll need to succeed in the role**

- Strong verbal and written communication
- Eye for precision and attention to details
- Strong Aptitude and must be good with numbers and logic
- Excellent analytical, organizational, strategic planning and project management skills
- Ability to multi-task and should be self-driven and proactive in nature
- Comfortable working across multiple departments in a deadline-driven environment
- Active team player, self-starter and a multitasker who can quickly adjust prioritize

- Interest/ Experience in digital marketing will be a plus

**Hiring Process:**

- Assessment Test
- Interview Rounds
- Offer letter