

ARKA JAIN UNIVERSITY
TRAINING & PLACEMENT DEPARTMENT

PLACEMENT OPPORTUNITY @ CRONJ IT TECHNOLOGIES

NOTICE NO.: AJU/T&P/UG/0053/21-22

DATE: 17-02-2022

NAME OF COMPANY: CRONJ IT TECHNOLOGIES PVT. LTD.

PAYROLL COMPANY NAME: CRONJ IT TECHNOLOGIES PVT. LTD.

Registration Deadline - 09:00 am, 18th February 2022

COMPANY PROFILE:

CronJ Technologies is a leading Digital Solution Provider with expertise in AI & Analytics. It is a next-generation global technology company that encourages start-ups to reimagine their industries for the digital age. Their tech-savvy products and services are built on innovation, an influential culture of risk-taking, and a relentlessly focusing on consumer relationships.

With worldwide links they produce quality products and services. CronJ serves leading enterprises across key industries. **They serve an interracial portfolio of products, IT solutions, ML services, and IP through their built around Digital, IoT, Data science, Cyber security, Analytics, and Data Services, amongst others, to improve start-ups reimagine their industries for the digital era. Their passionate group of experts like to accept challenges and toast victories. As they are advancing and evolving in a profound way, their team comes up with bag full of grandiose ideas.**

OFFICIAL WEBSITE: <https://www.cronj.com/about-us.html>

JOB TYPE: FULL TIME

JOB DESIGNATION: Digital Marketing Executive

JOB LOCATION: WORK FROM HOME

ELIGIBLE COURSE & SPECIALIZATION: BBA (Marketing)

ELIGIBLE PASSING YEAR: 2022

ELIGIBLE GENDER: MALE/FEMALE

SALARY PACKAGE OFFERED: CTC - INR 3,20,000/- PER YEAR

TENTATIVE JOINING DATE/PERIOD: AT THE EARLIEST

ANY BOND/SECURITY AMOUNT: 1 Year Service Agreement

SELECTION PROCESS/ROUNDS:

Will be shared before Interview

(Upon selection, Candidates will undergo Pre-joining Courses and will join CRONJ on a full time basis)

JOB ROLE & RESPONSIBILITIES:

- Develop strategies and tactics to get the word out about our company and drive qualified traffic to our website
- Produce valuable and engaging content for our website and blog that attracts and converts our target groups

- Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, publicity, social media, lead generation campaigns, copywriting, performance analysis etc.
- Analyze consumer behavior and adjust email and advertising campaigns accordingly
- SEO & SMO for Website & Social Media Platforms

JOB REQUIREMENTS:

- Demonstrable experience in marketing together with the potential and attitude required to learn
- Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate
- Solid knowledge of website analytics tools (e.g., Google Analytics, Search Console etc.)
- Experience in setting up and optimizing Google Adwords campaigns
- Up-to-date with the latest trends and best practices in online marketing and measurement

PROCESS OF REGISTRATION:

01. Interested students need to click on the below link or copy/paste the link on Google Chrome (or any other Web Browser) to fill all their details in the provided Google form and should submit to register successfully.

<https://forms.gle/b93yqZRFLW5UVfNM7>

02. Students registered with the T&P Department for placements, are only eligible.

03. Already placed & debarred students are not eligible.

04. Updated list of debarred students is available with the respective Faculty Coordinators.

05. Please note that it is mandatory to submit the above form to nominate successfully.

06. The form can be submitted only once, thus please be cautious while filling up the form.

07. The Resume File name must be student's own name.

08. Registration deadline for Nomination is 09:00 am, 18th February 2022.

09. The Registration process will automatically turn off after the provided deadline.

10. One student can Register only once, thus be cautious while registering.

11. You are advised to read & understand the disclaimer below before applying for this opportunity.

12. Coordinating Training & Placement Personnel: Mr. Shashi Kant Sharma (WhatsApp @ 9572832227).

Sd/-



HEAD – TRAINING & PLACEMENTS

Disclaimer: The above Notice is based on the information as shared by the employer. The employer reserves the right to change or modify the afore-mentioned job details without any prior information. The Training & Placement Department and the University will not be responsible for any deviation. Nominating or applying for the vacancy/job profile indicates your agreement to all the Terms & Conditions/Training & Placement Department Placement Policy, in these terms, as modified from time to time. Therefore students are strictly advised to read clearly understand the Placement Policy (Procedural & Behavioural both) laid by the AJU Training & Placement Department, before applying for the above-mentioned profile.