

# Brand Scale-Up Inc

Brand Strategist / Business Development  
Executive / Brand Strategist



## Job Profile Details

Placement Cycle	<b>ARKA JAIN University - Placements 2024-25</b>
Job Location	Bangalore
Date of Visit	NA
Position Type	Internship
Expected Hires	NA
Sector	Design / Art
CTC	INR 15000
Category	Level 2 - General
Description	<p>Current Location: HRBR Layout, Kalyan Nagar, North Bengaluru</p> <p><b>Internship Stipend: Rs. 15,000</b></p> <p><b>Duration: 3 months</b></p> <p><b>Full-time Fresher position - upto 3.5 to 4LPA</b></p> <p>Business Development Executive</p> <p>Hiring for: Brand Scale-Up Inc.</p> <p>Location: HRBR Layout, Kalyan Nagar, North Bengaluru</p> <p>Designation: Business Development Executive</p> <p>Experience: 0-1 years</p>

### Job Summary:

We are seeking a dynamic and results-driven Business Development Executive with 0-1 years of experience, from an agency environment, to join our growing team. The ideal candidate will be responsible for driving new business opportunities. This is an exciting opportunity for someone who thrives in a fast-paced, client-focused setting and is eager to develop and implement strategies for business growth.

### Key Responsibilities:

- Lead Generation & Prospecting: Identify, research, and qualify new business opportunities within the target market. Actively generate leads and nurture relationships through outreach efforts, including cold calling, networking, and digital channels.
- Pitching & Presentations: Develop and deliver compelling sales pitches and presentations to

prospective clients, showcasing the agency's services, value propositions, and solutions.

- Market Research & Analysis: Stay up-to-date with industry trends, competitor activities, and market demands to inform sales strategies and business development initiatives.
- Reporting & Analysis: Track progress on leads, sales activities, and goals. Provide regular reports on performance and business development metrics.

#### Requirements:

- Strong understanding of agency services and the competitive landscape, including trends in marketing, branding, digital strategy, and advertising.
- Excellent written and verbal communication skills with the ability to create persuasive presentations and proposals.
- Proven track record of driving new business, managing client relationships, and meeting/exceeding sales targets.
- Strong time management, attention to detail, and the ability to manage multiple projects simultaneously.
- Experience with proposal creation and lead generation platforms is necessary.
- A degree in Business, Marketing, Communications, or a related field is preferred.
- Ability to work under pressure and meet tight deadlines
- Results-driven and able to multi-task in a fast-paced environment
- Candidates should have their own laptop.

#### Copywriter

##### Position Overview:

As a Junior Copywriter, you will work closely with our senior copywriters and creative team to produce compelling, clear, and engaging copy for various platforms. This is an entry-level position, perfect for recent graduates or individuals with limited professional writing experience, offering a chance to grow within the industry and enhance your writing skills.

##### Key Responsibilities:

- Write clear, concise, and persuasive copy for websites, social media, blogs, advertisements, emails, and other marketing materials.
- Assist in brainstorming and developing creative concepts and ideas.
- Conduct research on industry-related topics to ensure content is accurate, relevant, and engaging.
- Edit and proofread copy to ensure it is error-free and

aligns with brand tone and guidelines.

- Collaborate with the design and marketing teams to create content that complements visual elements.
- Adapt writing style and tone according to the target audience and brand voice.
- Stay up-to-date with industry trends and best practices in content writing and marketing.

Qualifications:

- Bachelor's degree in English, Journalism, Communications, or a related field (freshers are encouraged to apply).
- Strong writing, editing, and proofreading skills.
- Creative thinking with the ability to adapt writing style to different formats and audiences.
- Attention to detail and ability to meet deadlines.
- Familiarity with social media platforms and digital marketing trends.
- Proactive attitude, eager to learn and grow in the field of copywriting.
- Basic knowledge of SEO principles is a plus but not required.

Brand Strategist :

Hiring for: Brand Scale-Up Inc.

Location: HRBR Layout, Kalyan Nagar, North Bengaluru

Designation: Brand Strategist Associate

Experience: 0-1 years

Overview:

We are looking for an experienced and detail-oriented Brand Strategist Associate to join our dynamic team. In this role, you will act as the primary point of contact for clients, managing day-to-day communication and ensuring seamless project execution. You will work closely with internal teams, including creative, strategy, and production, to deliver high-quality results on time and within budget.

Key Responsibilities:

- Serve as the main point of contact for assigned clients, handling all day-to-day communications and requests
- Coordinate with internal teams (creative, media, production) to manage project timelines, deliverables, and budgets
- Provide proactive updates and problem-solve client issues to maintain satisfaction
- Collaborate with clients to understand their objectives and ensure that all services align with their goals
- Ensure client expectations are clearly communicated and met, managing scope and timelines effectively

- Contribute to project briefs, presentations, and status reports for clients
- Build and nurture long-term relationships with clients to encourage repeat business

Qualifications:

- Excellent communication and relationship-building skills
- Strong organizational and multitasking abilities, with the capacity to manage multiple projects simultaneously.
- Ability to work in a fast-paced, deadline-driven environment
- Detail-oriented with a proactive approach to problem-solving
- Knowledge of agency workflows, project management tools, and client communication best practices

## Open for Courses

### - Jain - Arka Jain University Jharkhand

#### *BBA*

1. Marketing
2. Human Resources
3. Business Administration & Management
4. Commerce
5. Entrepreneurship
6. Finance & Financial Management
7. Accounting
8. Banking
9. Digital Marketing
10. Finance
11. Marketing
12. Human Resource

#### *B.Com (Hons.)*

1. Accounting
2. Finance & Financial Management
3. Marketing
4. Human Resources
5. Commerce
6. Data Science
7. Finance
8. Marketing
9. Human Resource
10. Finance

#### *B.Sc*

1. Biotechnology

#### *MBA (Semester)*

1. Business Administration & Management
2. Finance
3. Human Resources
4. Commerce
5. Finance & Financial Management
6. Marketing
7. Marketing & Sales
8. Marketing & Finance
9. Marketing & Human Resource

## Eligibility Criteria

BBA	<i>All students are eligible</i>
B.Sc	<i>All students are eligible</i>
MBA (Semester)	<i>All students are eligible</i>
B.Com (Hons.)	<i>All students are eligible</i>
Work Experience Criteria	No work experience based criteria defined yet!
Allowed Genders	[Y] Male students [Y] Female students [Y] Other Genders
Backlogs	Students with backlog(s) not allowed

## Hiring Workflow

### Resume shortlisting

*No Venue/Time specified*

## Additional Info

No additional information