



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/ 674

28th July 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 **30th July 2022**.

Registration Link - **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

Name of Company – Deltax

Roles and Locations – Please find attached JD for more information.

1. Growth and Sales Specialist - Bangalore, Mumbai and Delhi
2. Marketing Specialist - Bangalore
3. Product Specialist - Bangalore

Eligibility Criteria:

1. Undergraduate, B.Com, BBA with/ without honors, BA (JMC), batch of 2024
2. No bar for academic score

CTC offered-

1. Growth Specialist - INR 12 Lakhs over 2 years
2. Marketing Specialist - INR 12 Lakhs over 2 years
3. Product Specialist - INR 12 Lakhs over 2 years

Number of open positions: 55

Hiring Process: will be conducted virtually on **29th August 2023**.

1. **Online pre-placement presentation:** 10am - 10:30am
All students are expected to join this as they will talk about the company and the role and answer any queries they may have about the role. The weblink for the presentation is: [meet.google.com/jgb-wpip-
sgn](https://meet.google.com/jgb-wpip-sgn) Please ensure students are ready and join by 9:45 am on the meet link
2. **From 10:30 AM to 4:00 PM**
 - i. Online MCQ Test.
 - ii. Shortlisted students from the MCQ Test will have Online Coding Test
3. Shortlisted students from the Online Coding Test will have Interview rounds

By 4pm, shortlisted students will be informed and invited for an Online Interview either on the same day or next day

4. Selects made an offer to join.

LAST DATE FOR REGISTRATION – 30th July 2023.



(Ms. 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.

Position: Growth Specialist

About DeltaX:

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About Growth Specialist role:

Our products are global by design catering to various industry verticals. As a Growth Specialist, you are responsible for building and growing the (B2B) client base in our target markets in accordance with the company's strategy and vision. This is a consultative sales role where you play an important role fostering companies growth initiatives focussing on our Product(/s), Market(/s) (Region/ Country) and Industry vertical(/s) assigned to you.

Your day to day responsibilities shall encompass:

- Understanding the product offering, sales narrative and the target customer/ company profile
- Action leads, identify opportunities, introduce the product to prospects, ascertain client needs and build commercial proposals
- Setup solutions discovery meetings/ demos along with internal experts as required
- Research and reach out to relevant decision makers at the target companies via phone call, emails, LinkedIn, etc.
- Respond to inbound enquiries from assigned market(s) and vertical
- Manage the existing sales pipeline, follow through on the opportunities to deal closures and client onboarding

What you'll need to succeed in the role:

- Excellent oral and written communication skills with a high level of business acumen
- Must be able to thrive in a fast paced environment and be motivated to take on a new challenges
- Demonstrated ability to take initiative and work independently as well as in a team environment
- Must be Proactive, Organized and Results Oriented with a strong sense of ownership
- Culture sensitivities as you will likely be interacting with prospects in different market(s)
- Experience in Inside Sales or Direct Sales or Channel Sales is an advantage for the role

Role: Marketing Specialist

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About Marketing Specialist role:

The Marketing team at DeltaX promotes our products and their features to our target businesses. As a Marketing Specialist, you will be responsible for building and marketing the product marketing material such as newsletter, blogspot content, social media posts, website content, etc as per company's strategy and vision.

Your day to day responsibilities:

- Understanding the product offering, sales narrative and the target customer/ company profile
- Work closely with the product and sales team to understand the solutions offered, key messaging and value proposition to translate technical details into benefits for the user
- Create marketing material like sales documentation, product videos, websites, email marketing, product descriptions and blogs by liaising with internal teams and external service providers as needed
- Continuously improve by capturing and analyzing the appropriate social data/ metrics, insights and best practices, and then acting on the information
- Craft effective messages for the Digital presence of the brand – social media posts, blogs, banner advertising, paid social etc
- Craft compelling messages across marketing channels (landing pages, ad campaigns)

What you'll need to succeed in the role:

- Must be able to thrive in a fast paced environment and be motivated to take on a new challenges
- Excellent oral and written communication skills with a high level of business acumen, keen eye for detail and creativity
- Demonstrate ability to take initiative and work independently as well as in a team environment
- Must be Proactive, Organized and Results Oriented with a strong sense of ownership
- Experience in b2b marketing, customer acquisition efforts via email, social, blog and similar channels for global tech products will be a plus
- Have the appetite to understand how enterprise platforms and technology stacks work

Role: Product Specialist

CTC offered: INR 12 Lakhs over 2 Years

Location: Mumbai, Pune, Bangalore and Hyderabad

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About Product Specialist role:

As a product specialist, you are expected to understand the business goals and plan & prioritize the solutions/features to achieve the goal efficiently. Being passionate to solve complex problems and collaborating with the stakeholders to implement the solution effectively are some crucial skills for a Product Specialist at DeltaX.

Own the product lifecycle from requirements gathering, defining roadmap through to production and release

Your day to day responsibilities:

- Collaborate with multiple stakeholders such as sales and customer success to understand the problems and requirements
- Analyze the problems & requirements to come up with the best solution through research and insights
- Plan & Prioritize the solutions/features based on business requirements and effort estimates to achieve the product goal efficiently
- Come up with detailed prototypes and written docs to communicate the solution to the engineering team
- Work with the Engineering team & other stakeholders closely to ensure the solution developed is matching the expectations
- Participate in Pre-Sales Activities like Product Demos to Customers / Prospects. Support Live Support Team in functional analysis of critical issues
- Track any bugs reported/features requested, coordinate with internal teams to ensure all the issues/requests are resolved within the set SLA and manage expectation

What you'll need to succeed in the role:

- Good communication and stakeholder management skills
- Enthusiasm for solving complex problems
- Ability to think through scenarios and create user experience flows and prototypes
- Visual design skills and knowledge of prototyping tools such as Figma, Adobe XD, etc.,
- Open to giving/receiving critical feedback and working on them