



**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/2024/ 954

11<sup>th</sup> April 2024

**Sub. Placement opportunity for BBA/B.Com./MBA students of GGSIP University of the batch passed out in 2023 in the company “Cvent”**

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of Placement opportunity for BBA/B.Com./MBA students of GGSIP University of the batch passed out in 2023 in the company “Cvent” for your reference and circulation to students to apply on given link by **12<sup>th</sup> April 2024**:

**Registration Link:** <https://forms.gle/vXMSSgxoIU7eeG9>

**Name of Company – Cvent**

- **Eligibility** : BBA/B. Com/MBA(2023 pass outs)
- **Role Type** : Full Time
- **Total CTC** : INR 4.50 LPA
- **Role** : Associate, Market Research
- **No. of Positions** : Multiple
- **Work Location** : Gurgaon
- **Start Date** : Immediate

**Hiring Process: -**

- Research Test – Virtual (Elimination round)--- *Open book test*
- Group Discussion – Virtual (Elimination Round)
- Excel Test – In- office
- Business Round 1 – In-office (Elimination round)
- Business Round 2 – In-office (Decides the selection/ rejection of the candidate)

**Job Description:** Attached

LAST DATE FOR REGISTRATION IS **12<sup>th</sup> April 2024**.

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



## Associate, Marketing Research

*Shift: Day*

### About Cvent:

Cvent is a leading meetings, events, and hospitality technology provider with more than 4800 employees and ~22,000 customers worldwide, including 53% of the Fortune 500. Founded in 1999, Cvent delivers a comprehensive event marketing and management platform for marketers and event professionals and offers software solutions to hotels, special event venues and destinations to help them grow their group/MICE and corporate travel business. Our technology brings millions of people together at events around the world. In short, we're transforming the meetings and events industry through innovative technology that powers the human connection.

The DNA of Cvent is our people, and our culture has an emphasis on fostering intrapreneurship – a system that encourages Cventers to think and act like individual entrepreneurs and empowers them to act, embrace risk, and make decisions as if they had founded the company themselves. At Cvent, we value the diverse perspectives that everyone brings. Whether working with a team of colleagues or with clients, we ensure that we foster a culture that celebrates differences and builds on shared connections.

### About the Role:

This is an exciting opportunity to kick-start your Marketing career with an international and industry-leading software company, based in India. At Cvent, we know that our people make the difference. We invest in our employees and offer a unique work environment where people can cultivate their careers and enjoy an enriching company culture. Cvent offers unparalleled opportunities for growth and advancement.

### What You will be doing:

- Gather and update Prospect and Customer information (through secondary research) to build or maintain marketing database.
- Help company's strategic objective of evaluating and expanding the MICE market space by conducting advanced and focused secondary research on industry segments and verticals ranging from associations to corporations.
- Identify industry trends, competitors and MICE industry trends through market research and Cvent tools.

### What You Will Need for this Position:

- Full Time Graduate or Postgraduate in BBA/B.com/MBA/PGDM in Marketing stream
- 0 - 1 years of work experience is desired; however, freshers with requisite skills may also apply
- Applicant should have a strong academic background



- Applicant should have Internet Research Acumen
- Applicant should have excellent spoken and written English
- Good interpersonal skills and high attention to detail
- Positive attitude and out of the box thinker
- Proficient with MS Office, particularly Excel