



## CENTRALISED CAREER GUIDANCE & PLACEMENT CELL

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F. No. GGSIPU/CCGPC/2021/289

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### Sub. Placement opportunity for students of 2022 passing out batch in the company “DeltaX”

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

DeltaX inviting students from colleges across India this year for joining their Digital Marketing Team.

#### What is the Digital Marketing role?

Digital Marketing Associate will be a part of our Center of Excellence team. They will be responsible for managing client digital marketing campaigns.. They will ultimately be accountable for driving ROI for digital marketing initiatives.

A person who is committed, disciplined and number driven and with an eagle's eye for catching the tiniest of performance gaps will be a perfect candidate for the role. We're seeking an individual who has sound mathematical ability and interest in digital media who can think on their feet and can drive insight from data.

- 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
- To actively build relationships with client partners (Agencies)
- Ability to understand a client's business goals, to anticipate future needs and help determine the ideal solution. Identify and execute optimization recommendations to increase campaign ROI
- To partner closely with the product development, sales and technical account management to 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.)
- Ability to understand the client's business goals, to anticipate future needs and help determine the ideal solution

#### About DeltaX

DeltaX is a unified cross-channel advertising solution which helps advertisers to manage and track across digital media channels from a single dashboard on a unified cookie and empower them with insights that help in improving media efficacy. Quick presentation of the opportunity landscape of DeltaX - <http://bit.ly/1n7tqur>

We are looking for Digital Marketing enthusiasts from the **batch of 2021 and 2022** for the recruitment. Considering the current ongoing Covid-19 lockdown our entire placement process will be online and the interviews will be taken through web call. Hence we will not be visiting the campus vicinity for recruitment. Below are the details for the drive-

**Eligibility Criteria:**

1. Undergraduate and postgraduate (any stream)
2. 50% and above aggregate score

**Job Location:** Bangalore, Mumbai, Hyderabad (Selected student will get to choose one of these locations)

**CTC offered:** 8L Spread over 2 years

**Hiring Process:**

1. **Application Form Link:** <https://forms.gle/wngGt3HUWToBsmJU6>. Interested candidates are required to fill this form and the shortlisted students will be contacted for 1st round of web assignment
2. Basis shortlist of 1st round, candidates will have the final round of interview
3. Selected candidates will be offered a full-time job along with traineeship



**(Ms. Nisha Singh)**  
Placement Officer, CCGPC



## **Position:** Digital Marketing Operations

### **About DeltaX**

DeltaX is a Data-Driven Digital Advertising Platform built for Agencies and Advertisers to optimally buy, track, attribute and report media across search, social media, display RTB, Mobile, Video and other media channels. ([www.deltax.com](http://www.deltax.com))

### **Job Description**

DeltaX is looking for a Digital Marketing Operations Associate to join its Account Management team. You will be contributing to all facets of client utilization of the DeltaX cross channel media platform. You will ultimately be accountable for clients' satisfaction and ability to leverage DeltaX to drive ROI for digital marketing initiatives.

A person who is committed, disciplined and number driven and with eagle's eye for catching the tiniest of performance gaps will be a perfect candidate for the role. We're seeking an individual who has sound mathematical ability and interest in digital media who can think on their feet and can drive to insight from data.

### **Skills & Requirements:**

- 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
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- Ability to understand the client's business goals, to anticipate future needs and help determine the ideal solution

### **Desired Skills:**

- Eye for precision
- Good with numbers and logic
- Excellent analytical, organizational skills and project management skills
- Interest in Digital Marketing is a plus