



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/PN/ 524

Dated: 24th April 2023

Sub. Placement opportunity for MBA students (USMS only) of GGSIP University of batch passing out in year 2023 in the company “Proformics Digitech Pvt. Ltd.”

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of Placement opportunity for MBA students (USMS only) of GGSIP University of batch passing out in year 2023 in the company “Proformics Digitech Pvt. Ltd.” for your reference and circulation to students to apply on given link by **25th April 2023**:

Registration Link – <https://forms.gle/gr6a3AyTiRbRBmgR6>

Name of Organization – Proformics Digitech Pvt. Ltd.

Profiles – HR Generalist, Client Servicing, Advertiser Manager, Affiliate manager

Employment Type – Full Time, Work From Office

Role – Management :Executive, Analyst, Associate

Eligibility – MBA students of 2023 passing out batch

Location – Gurgaon

CTC – INR 4.0 LPA

LAST DATE FOR REGISTRATION IS 25th April 2023.

(Ms. Nisha Singh)
Training and Placement Officer,
CCGPC, GGSIPU

Responsibilities of HR Generalist

- Support end-to-end talent acquisition and recruitment process. Recruits, interviews, and facilitates the hiring of qualified job applicants for open positions; collaborates with departmental managers to understand skills and competencies required for openings.
- Will be responsible for preparing offer letters, employment contract, travel letters etc.
- Will be responsible for preparing offer letters, employment contract, travel letters etc.
- Performs routine tasks required to administer and execute human resource programs including but not limited to compensation, benefits, and leave; disciplinary matters; disputes and investigations; performance and talent management; productivity, recognition and training and development.
- Maintain a database (MIS) of all the employees information and ensure they are up to date and secure.
- Act as a point of contact for employees and provide support for various subjects such as leaves, compensations, and resolve problems. Bridging Management and employee relations by addressing demands, grievances and other issues
- Investigate complaints brought forward by employees.
- Assist with all internal and external HR-related matters.
- Participate in developing organizational guidelines and procedures.
- Coordinate employee engagement plans and execute activities.
- Manage the organization's employee database and prepare reports.
- Produce and submit reports on general HR activity.
- Performs other duties as assigned.

Responsibilities of Client Servicing

- Serve as a day-to-day point of client contact
- Writing creative briefs & minutes of the meeting and de-briefing the team
- Research and prepare client presentations, and reports and conduct in-person client meetings
- Research on industry & competitor trends to apply best practices to client portfolio
- Work jointly with the internal team to drive strategy & development
- Identify growth opportunities from the client portfolio and drive revenue by upselling
- Maintaining profitability of all the projects and completing projects within stipulated timelines.
- Keeping track of all the payment milestones for the projects.
- Being a part of brainstorming sessions with the creative team to facilitate good campaigns.
- Build strong, long-term client relationships and maintain frequent contact
- Set digital strategies for your assigned customers, considering their specific requirements
- Suggest, design, and implement digital projects to increase customer ROI
- Deliver quality work within deadlines. Address client queries effectively and in a timely manner
- Present social media strategies to clients
- Analyse digital campaigns success
- Inside-out knowledge of client business
- Daily communication with clients to provide updates and collect feedback
- Receive small-medium client briefs and decode them with the team

Responsibilities of Advertiser Manager

- Build, manage, and scale a revenue pipeline with advertisers, and agencies and maintain a threshold of monthly/Quarterly Sales
- Independently implement the sales plan by ensuring a healthy funnel for the business at any point of time
- Complete client servicing with the client to ensure the timely and expected execution of the campaign
- Drive results in a fast-paced, resource-conscious environment with a creative style and a strong vision
- Management of End-to-end campaign management right from campaign pitching to revenue collection
- Responsible for maintaining timely collections from client
- The complete responsibility of imparting the client's objective to the internal team so as to deliver satisfactory results
- Process all correspondence and paperwork related to accounts
- Should have a proven track record of dealing with all direct clients and agencies
- Prepare promotional plans, media kits, and sales contracts
- Represent the company and attend industry events, conferences, and seminars

Responsibilities of Affiliate manager

- Monitor publisher activity, analyse performance, identify areas of improvement, and recommend ways to increase publisher-generated revenues.
- Recruit new publishers and partners through research, referrals and other avenues
- Oversee the distribution and implementation of marketing tools and sales creative to publishers.
- Initiate new campaign ideas, incentives and performance plans.
- Monitor affiliate activity, analyse performance, identify areas of improvement, and recommend ways to increase affiliate-generated revenues
- Maintain high level of communication with affiliates, recommend new campaigns for affiliates and provide performance feedback to advertiser team
- Communicate and monitor compliance or brand guidelines in affiliate channel
- Proactively monitor traffic sources on all campaigns
- Set and manage monthly, quarterly and annual goals for revenue growth
- Represent Proformics Digitech at industry conferences
- Teach and mentor junior level team members on affiliate marketing

ELIGIBILITY CRITERIA:

- Good communication and presentation skills
- Must be fluent In English
- Must have basic knowledge of MS-Office
- Must have any PG/Professional degree

PREFERENCES:

- Pursued any Digital Marketing Course.
- Candidates with prior work experience.
- Enrolled in any Internship program

EXPERIENCE: 0 - 1 year

EMPLOYMENT TYPE: Full Time, Work From Office

ROLE: Management :Executive, Analyst, Associate

LOCATION: Gurgaon



Proformics[⊕]



Proformics[⊕]



ABOUT US

Proformics is a mobile advertising company that provides mobile application developers, brands, and advertising agencies with a service to deliver advertising to users on their mobile devices, maintaining the highest quality of audiences through specific programmatic targeting and premium sources.

VISION

To be India's Leading Digital Media agency offering best-in-class Digital Marketing solutions, 360 Degree turn key solutions, across Mobile, Display, Video, and Social.

OUR SERVICES

**Mobile App
Marketing**

**Managing the
Marketing
Partners**

**CPC, CPI,
CPA, CPS
Acquisition
based**

OUR PARTNERS

+Babbel



adda52.com



Booking.com

Casumo



agoda
● ● ● ● ●



ZALORA



Proformics



MOBILE APP MARKETING

At Proformics, we help new brands and existing brands with acquiring users and making their app go viral in a safe environment at a much faster pace and keeping all the benchmarks intact.

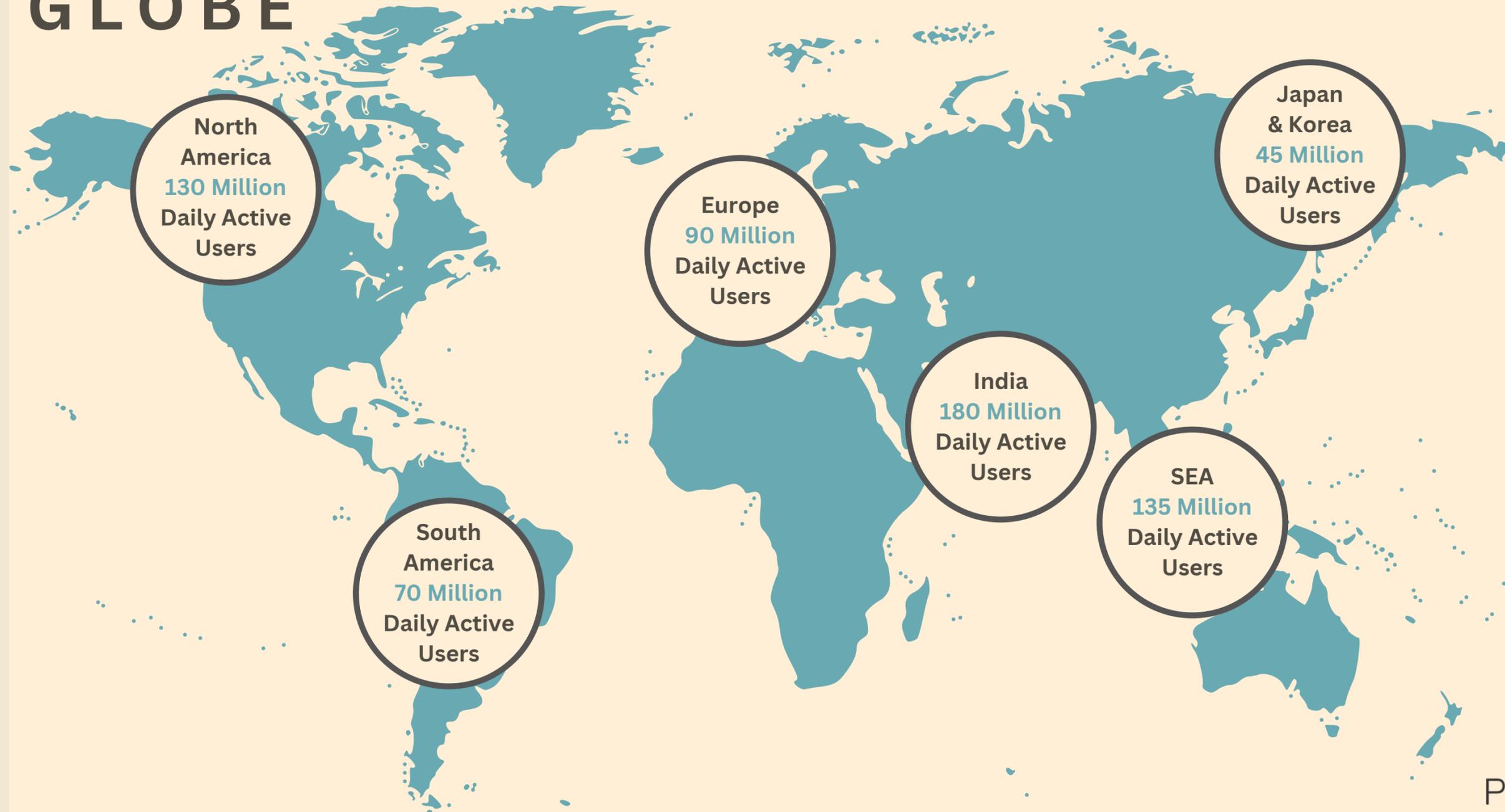
HOW DO WE DO IT?

We are an assembled team of professionals whose expertise is identifying clients' needs and problems and formulating effective solutions.

We market your App betting the walls of Fb, GAds, Twitter, Instagram, AdMob, etc and we do it through our unique way.



PRESENCE ACROSS THE GLOBE



SUCCESS MADE AS EASY AS

1, 2, 3, 4 & 5

Objectifying the need:

We listen to your app objective and what you want to achieve. Regulate your end goals and work with you towards reaching them.

1



Analyse:

We analyse, how we can help you in achieving your end goals/objectives and asking keeping your brand safely intact.

2



Solutions:

We tailor the best solutions from the range of different premium sources of inventory according to your objectives.

3



Media Plan:

We're over the media plan comprising of various selected marketing channels used and strategise properly.

4



Launch and Optimise:

The whole process is customized in 5 simple steps. The last step is onboarding and optimising towards the KPIs and further aggressive pushing toward campaign orientation.

5



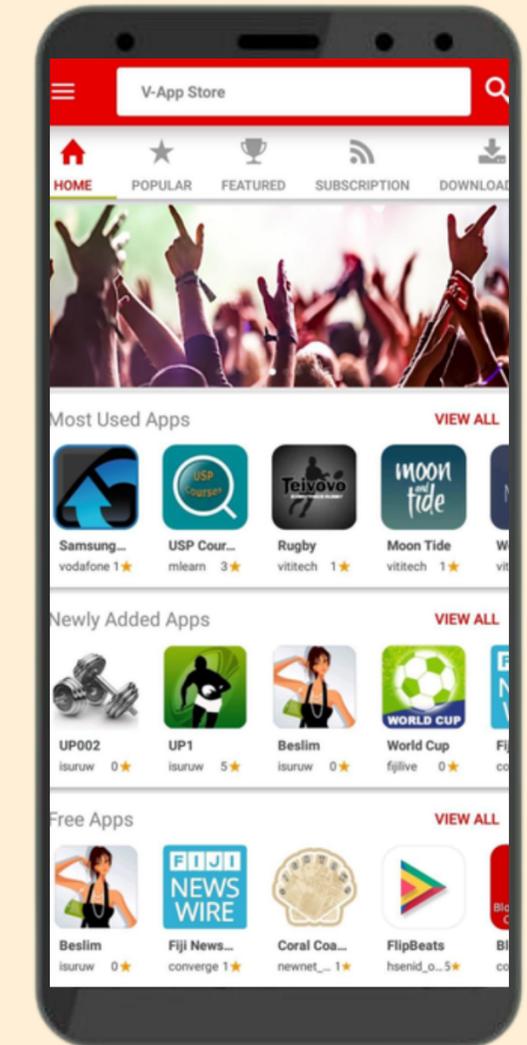
SOURCES

1. OEM PARTNERS

Direct Sources (OEM Partners) Partnership with direct OEM's gives us the edge to push your ads directly on the playstore of equipment manufacturers like Samsung, Oppo, Vivo, Xiaomi etc.



Karbonn[®]



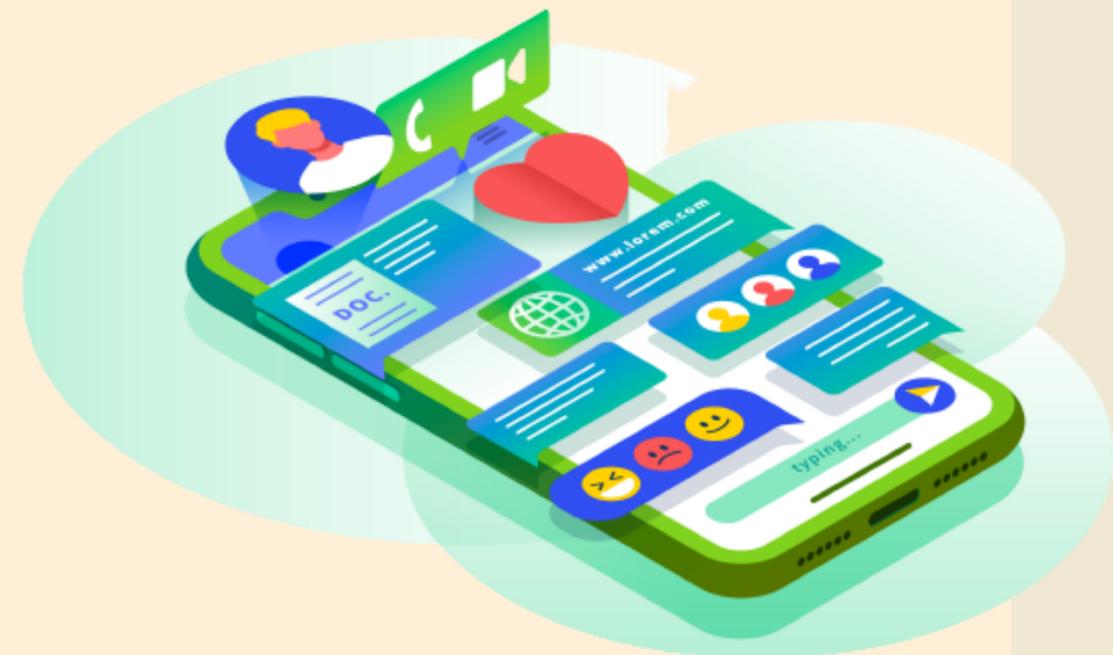


2. SDK PARTNER

SDK Partners: our partnership with devkit helps us in generating quality users, debugged and specifically targeted. With SDK partners we are able to achieve success with deep targeting on our campaigns.

3. IN-HOUSE MEDIA BUYING

In-house media buying: we take pride in promoting our client's ads through our internal media buying team where we have the full excel from the launch of the campaign to managing the traffic sources and optimisation.





4. DIRECT DEVELOPERS

Direct Developers: your monetization team is focused on onboarding new premium in-app partners all the time. Promoting your ads in different major apps that already have millions of DAU around the world, helps us to get your ads to be shown across the world at the same time around millions users simultaneously.

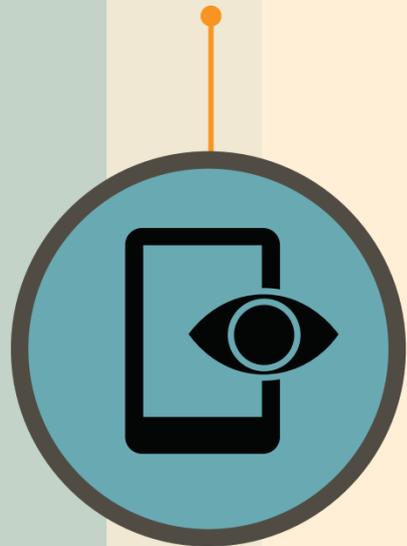


5. EMULATORS

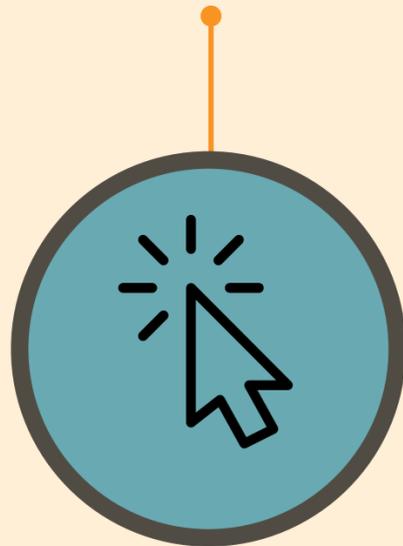
Emulators: for hardcore gamers the mobile experience is shared across the PC's where the user can enjoy the whole experience without any compromise.

MARKETING AN APP

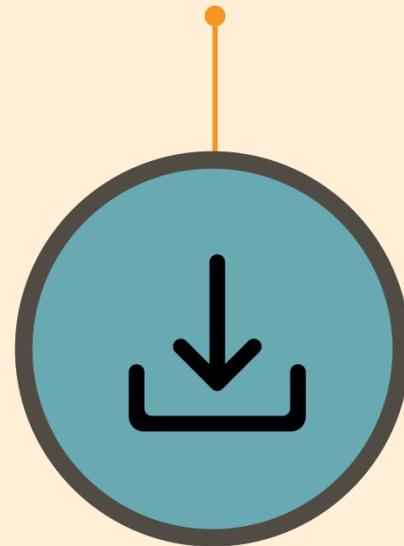
IMPRESSION



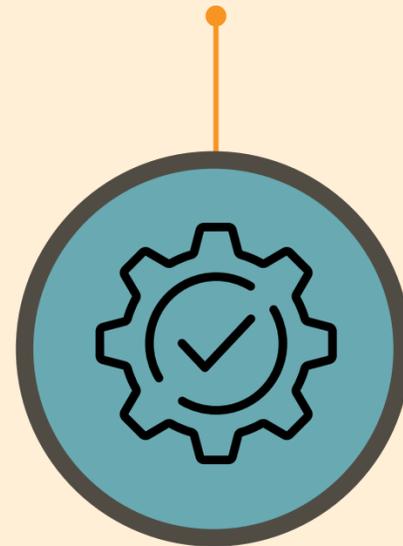
CLICK



DOWNLOAD



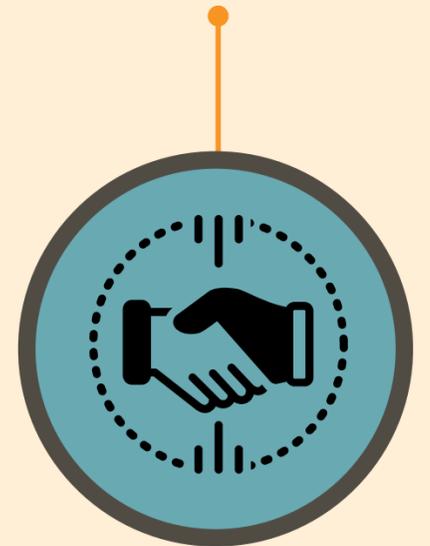
INSTALL



IN-APP EVENT



ACQUISITION



THANK YOU