



# ARYA College of Engineering (ACE)

PREVIOUSLY KNOWN AS ARYA INSTITUTE OF ENGINEERING & TECHNOLOGY (AIET)

(Affiliated to RTU  
Approved by AICTE, New Delhi)

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T&P/2025/ACE/03/06/01

Date: 03-6-2025

**PLACEMENT NOTICE**  
**UBUY TECHNOLOGIES PVT. LTD.**  
**CAMPUS RECRUITMENT DRIVE**  
**B.Tech & MBA 2026 Batch**

ARYA College of Engineering, Jaipur is organizing Campus Recruitment Drive of Ubuy Technologies Pvt. Ltd. B.Tech (CS, IT, AI&AD, CSD, EE, ME, Civil) & MBA 2026 Batch as per the following Schedule & Criteria.

**Registration Link:** <https://forms.gle/4XyDGpCe2Z9ty5HHA>

**Eligibility:-**

- Degree – B.Tech & MBA 2026 Batch
- Streams – CS, IT, AI&AD, CSD, EE, ME, Civil
- Job Location – Jaipur
- Internship Duration – 2 to 6 Months
- Stipend – Rs.8000/- to Rs.10000/- Per Month

**Positions:**

- Digital Marketing: SEO, SMO, PPC
- Content Writer
- UI/UX Designer
- Public Relations Executive
- Operations Executive
- Customer Support Executive (International Blended Process)
- App Store Optimizer (ASO) Specialist
- Product Research Specialist
- Online Reputation Management Executive (ORM)
- Graphic Designer
- Video Editor

**Digital Marketing: SEO, SMO, PPC:**

**Job Summary:**

- Working Knowledge of SEO, SMO, Link Building, Article Submission, Blog Commenting, Meta Tags, Description and Keywords. Passionate about SEO and Internet Marketing. Ability to think out of the box for best results.

**Job Profile:**

- High Quality link building including Guest Post & Content outreach. Searching of high-quality websites which accepts guest posts.
- Execution of Social Media marketing plans
- Keep close track of current and potential competitors and their SEO strategies Keep in track with the page ranks

- New products and services developed by the competitors
- Do all off page activities.
- Drive traffic by achieving top rankings in organic search results
- Research, understand, and stay up-to-date on the latest search engine algorithms, rules, techniques and trends. Creative thinking in getting different type of back links
- Set and implement social media and communication campaigns to align with marketing strategies
- Setting up of various social media channels and maintaining brand consistency. Provide engaging text, image and video content for social media accounts.
- Run Paid campaigns to increase revenue through sponsored online advertising.
- Respond to comments and customer queries in a timely manner.
- Monitor and report on feedback and online reviews.
- Research and administer social media tools on a daily basis in support of clients' social media strategy Organize and participate in events to build community and boost brand awareness.
- Coordinate with Digital Marketing and Inventory teams to ensure brand consistency.
- Creating and planning a variety of PPC campaigns across a range of digital channels Overseeing existing campaigns and making recommendations on how to optimize them
- Analyzing trends and making data-driven decisions
- Writing engaging copy for adverts Proofreading
- Making creative suggestions for advert templates

#### **Skills Requirement:**

- Excellent written and verbal communication skills Enthusiasm for e-world and optimisation.
- Good Research Skills.
- Good Learner who is willing to learn new things.
- A positive attitude with all team members
- Passion for SEO and internet marketing
- Outstanding ability to think creatively, and identify and resolve problems
- A good understanding of how PPC fits in to the wider area of digital marketing for ecommerce industry Good understanding of Google Ads and Meta Ads
- Knowledge of Microsoft Excel and data manipulation
- Strong analytical skills
- The ability to think creatively
- Excellent attention to detail
- The ability to think strategically and develop innovative marketing strategies
- Creative writing skills
- The ability to present information effectively to a range of audiences
- Excellent communication skills

#### **Content Writer:**

- Writing a wide variety of topics for multiple platforms (website, blogs, articles, social updates etc.)

#### **Skills Requirements**

- Excellent verbal and written communication skills
- Excellent grasp of the English language
- Creative and innovative thinker and planner
- Confident in producing work across multiple platforms
- Assists team members when needed to accomplish team goals
- Able to multitask, prioritize, and manage time efficiently
- Self-motivated and self-directed
- Ability to work independently or as an active member of a team
- Good interpersonal skills and communication with all levels of management
- Able to work in a fast-paced environment
- Strict adherence to company policies and style
- Ideal candidate will have a positive attitude and be a problem-solver

## **UI/UX Designer:**

### **Responsibilities –**

- Hands-on experience or Knowledge with UI software such as Sketch, Photoshop or Illustrator, Corel Draw is preferred
- HTML5, CSS3 (Responsive), and JavaScript as Plus
- Candidate having magento knowledge (Structure) as plus.
- Candidate having knowledge of newsletter design and html structure.
- Prior experience with designing mobile apps (iOS/Android) preferred.
- Working knowledge of Mobile UI/UX best practices and keeps up to date with modern schematics
- Extensive experience in using UX design best practices to design solutions, and a deep understanding of mobile-first and responsive design
- Be passionate about all things UX and other areas of design and innovation. Research and showcase knowledge in the industry's latest trends and technologies
- Solid experience of user experience, interface design and software development process
- Tools of the trade: MS Office etc
- Experience with SEO/SEM as plus
- Knowledge of User Interface Design, User Centred Design & Usability

### **Skills Requirements:**

- Proven knowledge/experience with web development and UI design.
- Proficiency in HTML, CSS, and JavaScript.
- Familiarity with UI/UX design principles and best practices.
- Strong problem-solving skills and attention to detail.

## **Public Relations Executive:**

### **Job Summary:**

The Public Relations Executive will develop and execute comprehensive PR strategies to enhance the company's brand awareness and promote a positive public image. This role is responsible for managing all internal and external communications and building strong relationships with key media contacts.

### **Responsibilities:**

- Develop comprehensive PR plans and calendars to support short and long-term business objectives
- Craft press releases, talking points, speeches, presentations, and other communications materials for executives
- Pitch story ideas to media and coordinate interviews, press conferences, etc.
- Manage relationships with journalists, influencers, and external partners to maximize PR opportunities
- Monitor media coverage and analyze the impact of PR campaigns
- Address and mitigate issues to protect the company's reputation
- Organize events to increase brand visibility and awareness
- Collaborate with marketing team on integrated campaigns and activations
- Prepare reports on PR metrics like impressions, ad equivalency value, and share of voice

## **Operations Executive:**

### **Job Summary:**

Strong enough in Manual Testing concepts, verification, validation, agile methodology and testing techniques for web, mobile and desktop-based applications. Experience of writing & executing test cases, use cases from requirement documents.

### **Job Profile:**

Daily reporting to Team Lead regarding the operations processes.

- Handling daily orders and returns.
- Evaluating costs and maintaining profit margins.
- Increasing productivity levels by implementing improved procedures.
- Analysing operational data and maintaining product inventory.

- Communicating with executives and upper management regularly.
- Overlooking the daily functions of the operations and logistics.
- Creating short and long-term operational goals.
- Suggesting improvements needed in different operations procedures.
- Work cohesively with other teams.
- Friendly and inclusive attitude towards colleague, and emphasis on team dynamics.
- Ability to multi-task in a fast-paced environment.
- Requires strong organizational and time management skills.
- Requires an analytical and strategic mindset.

#### **Customer Support Executive:**

- Handle customers escalation, provide appropriate solutions and follow up to ensure satisfaction.

#### **App Store Optimizer (ASO) Specialist:**

We are looking for an enthusiastic and motivated App Store Optimization (ASO) Specialist to help increase the visibility and downloads of the Ubuy eCommerce app. This role will involve supporting efforts to improve the app's ranking in app stores, enhance user experience, and drive more transactions globally.

#### **Key Responsibilities:**

##### **ASO Strategy Support:**

- Assist in developing and executing basic ASO strategies for the Google Play Store and Apple App Store.
- Help with updating app metadata, descriptions, and visuals to improve app visibility and rankings.

##### **Performance Tracking:**

- Learn to use tools like Google Analytics and App Annie to track app performance and keyword rankings.
- Help in reporting the progress of ASO efforts and suggest improvements based on data.

##### **Localized Optimization:**

- Support in tailoring the app's content and keywords for different countries and regions.
- Help ensure the app's content is relevant and appealing to users in various markets

##### **Team Collaboration:**

- Work with the design team to improve the app's visuals, icons, and screenshots.
- Assist the marketing team in integrating ASO efforts with other marketing campaigns.

##### **Preferred Attributes:**

- Some familiarity with digital marketing tools (like Google Analytics or App Store Connect).
- Interest in working with data and using it to improve app visibility.
- A desire to grow in the field of app optimization and digital marketing.

#### **Product Research Executive:**

We are looking for a Product Research Executive to drive product discovery and selection for our cross-border eCommerce business. The ideal candidate will have expertise in identifying high-demand products for international markets, analyzing competitors. This role requires a strategic thinker with strong analytical skills and a deep understanding of cross-border trade regulations, market trends, and cultural differences in consumer preferences.

#### **Key Responsibilities:**

- Conduct international market research to identify trending and high-potential products for different global markets.
- Analyze competitors in various regions to understand pricing, best-selling products, and market gaps.
- Assess product demand and feasibility using research tools such as Google Trends, Amazon seller central.

- Evaluate cross-border logistics, shipping costs, and customs requirements to ensure seamless global trade.
- Monitor customer reviews and feedback from international marketplaces to refine product selection.
- Stay updated on cultural preferences and emerging eCommerce trends in different regions.
- Work with marketing & Operation team to align product selection with business objectives.
- Prepare detailed reports on product performance, pricing strategies, and potential risks.

### **Online Reputation Management (ORM):**

#### **Job Overview:**

The Online Reputation Manager (ORM) is responsible for maintaining and enhancing the brand's presence and reputation across online platforms. This role involves monitoring and responding to customer reviews, social media mentions, and other online content, while proactively managing the brand's image. The ORM will work closely with marketing, customer service, and PR teams to craft strategies for improving overall brand sentiment.

#### **Key Competencies:**

- Proficiency in English Communication: Strong verbal and written communication skills are crucial for effective interactions.
- Expertise in MS Excel: Candidates should have a good understanding of Excel sheets.
- Skill in PowerPoint Presentations: The ability to create compelling and visually appealing presentations is necessary for ORM monthly report making

### **Graphic Designer:**

#### **Design engaging visual assets, including:**

- Social media graphics
- Web pages and digital banners
- Email campaign designs
- Print collateral (e.g., brochures, posters, packaging)

#### **Skills Requirement:**

- Bachelor's degree in Graphic Design, Visual Arts, or a related field.
- Strong technical skills in Graphic Designing.
- Advanced proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Strong command of Figma for UI/UX and web design tasks.
- A solid portfolio showcasing a variety of digital and print design work.
- Understanding of design fundamentals—typography, color theory, layout, and composition.
- Experience designing responsive interfaces for web and mobile.
- Excellent communication and collaboration abilities.
- Strong attention to detail and ability to iterate based on feedback.

#### **Bonus Points**

- Motion graphics or animation experience.
- Basic knowledge of HTML/CSS.
- Experience with branding or visual identity systems.

### **Video Editor:**

We are looking for a creative and detail-oriented Video Editor to join our fast-paced e-commerce team. In this role, you'll transform raw footage into engaging and polished videos that drive brand awareness, showcase our products, and connect with our audience across multiple platforms. You'll work closely with our marketing, design, and content teams to bring our brand vision to life through high-quality visual storytelling.

#### **Key Responsibilities-**

- Edit and produce engaging video content for websites, social media, and ad campaigns.
- Create product showcase videos that clearly communicate features, benefits, and use cases to drive conversions.
- Develop brand storytelling videos that highlight our mission, values, and unique identity.
- Integrate motion graphics, animations, and visual effects to enhance video content.

- Optimize video formats for various platforms (Instagram, YouTube, TikTok, e-commerce product pages, etc.).
- Collaborate with cross-functional teams to ensure videos align with campaign goals and brand aesthetics.
- Respond to feedback and iterate efficiently to improve video performance.
- Stay current with the latest trends in video editing, social media, and e-commerce content.

**About Ubuy:**

We are a product-based Ecommerce Company with our own ecommerce portal UBUY.COM offering our services all over the world with providing service in software development and designing as well. Ubuy.com is an online E-commerce portal that helps you in getting what you need

**Website:** <https://ubuy.com/>

**Important:**

- Interested students need to get themselves registered on given link by tomorrow, **4<sup>th</sup> June, 2025 9:00 AM positively.**

**Director, Training & Placement  
ARYA College of Engineering, Jaipur**

