

Hi Dr. Rajendra,

Blink Digital would love to associate with DJ Sanghvi College, to work with the great pool of GenZ talent there!

We are currently looking to hire for the position of **Media Associates**, for our office located in Bandra West, Mumbai, details mentioned below. We currently have a '**Work From Anywhere Policy**' so candidates can work remotely from wherever they are based out of.

### **About the Company**

We're an eleven-year-old company, co-founded by Dooj Ramchandanni and Rikki Agrawal to bring together creativity and technology.

At Blink, we believe in individual growth and work-life balance, encouraging personal growth by self-learning while sipping coffee on our terrace..

We work five days a week, from ten in the morning to half six in the evening and on our busiest of days, half-past eight. You have the weekend to relax and breathe and come back with a fresh mind to get cracking. We believe in giving our employees space to explore and learn individually coupled with minimal hierarchy and almost no micro-management.

Blink's client base are brands that you might recognize – KFC, Amazon, ICICI Bank, Star Sports, Puma, Vh1 to name a few. Our work has been recognized and we've brought home Webby Awards; CLIO Sports Awards; a Gold, two Silver and a Bronze from CIDCA to start with.

### **JD of a Media Associate @Blinkdigital**

The traditional approach doesn't cut it for our Media team. Instead of focusing on creating media plans, they build media systems.

They determine the best mix of channels to go to the market, combining cultural insights and algorithms to build strategies and manage media programs. Data is the driver. Delivering creativity is the goal.

### **On any given day you**

- Work with Account & Strategy teams to develop strategic channel/media solutions

- Utilize media research tools and resources to aid in campaign development
- Finalize and present recommendations internally and to clients
- Manage cross-departmental issues regarding any aspect of campaign execution
- Develop and present reports highlighting relevant insights and learnings, and provide recommendations for future campaigns
- Develop, manage and train Assistant/JR Planners

**The ideal media executive:**

- Can manage all aspects of an online program(Facebook, Google and other publishing platform)
- Has experience with all online media tactics: CPA, CPM, and paid search
- Understands all aspects of online campaign implementation
- Has stellar negotiation, tracking, and optimization skills
- Is comfortable interacting with third party ad servers and rich media technologies
- Understands syndicated and related online media research resources
- Has outstanding budget and project management skills
- MS Excel basics Knowledge

**Preferred Degree** - Engineer Students

**Location** - Bandra West (We have a 'Work From Anywhere' Policy)

**Remuneration** - 3-4 LPA and it depends on the interview, assignments and the experience

**Work Days** - 5days a week

**Work Hours** - 10 am to 6.30pm

**Company Link** - <http://www.blinkdigital.in>