



OFFER LETTER

Dear, Reshma

It is my pleasure to extend the following offer of employment to you on behalf of **Zenerom Creative Lab** in the position of **Jr.Digital Marketing Analyst** at company's operation center in Ernakulam, Kerala.

Reporting Relationship: The position will report to the Director- Mr. Nivil V K, Zenerom Creative Lab.

Job Description:

As an SEO Specialist at Zenerom, your responsibilities will include, but are not limited to:

- 1.On-page SEO: Optimize website content, structure, and navigation to ensure the best possible ranking and user experience.
- 2.Keyword Research: Conduct thorough keyword research to drive SEO strategies and create content that meets search intent.
- 3.Technical SEO: Analyze and fix technical issues on the website, ensuring it is properly indexed, mobile-friendly, and optimized for performance.
- 4.Link Building: Develop and execute strategies to increase high-quality backlinks, enhancing the site's authority and search ranking.
- 5.Content Optimization: Collaborate with content teams to create SEO-friendly content, improving both visibility and engagement.
- 6.SEO Audits and Analytics: Conduct regular SEO audits, analyze web traffic data, and develop reports to measure SEO performance.
- 7.Stay Current: Keep up with industry trends, algorithm updates, and best practices to ensure our SEO efforts remain competitive.
- 8.Collaboration: Work closely with the marketing and web development teams to implement SEO strategies across various campaigns.

Working time: 8 hours 1st and on demand availability for critical issues is expected **Working hours:** 9:00 am to 6:00pm (Monday to Saturday)

Basic Salary: Will be paid in monthly installments of **Rs.10, 000/-** month, which is equivalent to **Rs. 1,20, 000/-** annual basis and subject to deductions for taxes and other withholdings as required by law or the Policies of the company.

Start Date: 24 March 2025

Probationary Period: You shall be on probation for a period of three months commencing on your first day of work with the company. During your probationary employment, you will be working with us on a trial basis to determine your fitness for regularization.

NonCompete Agreement: You will not at any time during your training or after its termination, without the consent of ZENEROM CREATIVE LAB in writing, reveal directly or indirectly, any knowledge, information or documents acquired by you in the course of your employment concerning the affairs of ZENEROM CREATIVE LAB or its associates or its clients, which are the nature of trade secrets or secret in other respects, the disclosure of which will be harmful to the interests of ZENEROM CREATIVE LAB, its associates or its clients. Any inventions, patents, processes etc. which have been developed due to your contribution in the course of your training will automatically be the property of ZENEROM CREATIVE LAB.

Non-Solicitation: You will not solicit businesses directly or indirectly from ZENEROM CREATIVE LAB's direct or indirect clients during the employment period.

Benefits: Based on company HR policies which we will be discussing further.

Termination: In the event of voluntary resignation from you, 30 days of written notice should be submitted in writing. Absence of such notice may result in withholding of salary and/or experience certificate. If ZENEROM CREATIVE LAB wishes to terminate your employment, 30 days' notice will be given under normal circumstances. If employment is terminated due to disciplinary actions, ZENEROM CREATIVE LAB reserves the right to terminate the employee at any time and without prior notice.

Acknowledgment: You acknowledge that this offer letter represents the entire agreement between you and ZENEROM CREATIVE LAB, and that no verbal or written agreements, promises, or representations that are not specifically stated in this offer, are or will be binding upon ZENEROM CREATIVE LAB. If you are in agreement with the above outline, please sign below. This offer is in effect for five business days.

Signatures (With Candidate's Name):

Date:

(For the Company: Designated Director)

Director

Nivil V K

Zenerom Creative Lab Private Limited