Proforma

Companies open to your department

Company :	Testbook
Company Name :	www.testbook.com
Nature Of Business :	Education
Designation :	Digital Marketing Manager
Tentative Job Location :	Navi Mumbai

Digital Marketing Manager

Job Description

As Associate Marketing Manager, you will play a key role to reach out to the next billion users and engage them creatively on all digital marketing channels. You will work closely with the Marketing Head and the Marketing Team.

Roles and Responsibilities

â— Plan and execute creative and innovative Social Media Marketing Campaigns (FB, Twitter, etc.) in coordination with graphic designers and marketing managers

â— Devise and execute targeted Email/SMS/Push Marketing campaigns

â— Coordinate with Content Marketing and Product Team for Search Engine Optimization targeting all relevant keywords

â— Optimize paid marketing: Google Adwords and Facebook Ad Marketing

â— Track and analyze the performance of various marketing campaigns and iterate to spur growth and engagement.

â— Research and stay updated with the latest trends in online marketing

An ideal candidate would have

Description :

â— Passion for marketing and brand building

â— Creativity to come-up with new ideas and boldness to execute the innovative ideas

â— Discipline to execute various campaigns effectively

â— Strong analytical skills to monitor campaigns and achieve desired results

â— Prior experience and training in online marketing, branding, social media marketing and copywriting are desirable.

About Company

Testbook.com is one of the leading online learning platforms, currently focussed on Engineering and Government Job Exams and with an eye to capture JEE, Medical, UPSC and international exams.

Testbook believes technology and data science will play a pivotal role in new age learning. We, as an EdTech platform, help students all across the country to learn, practice, analyse their performance, know their weaknesses/strengths and take better actions towards their exam preparation. The fastest rising startup in the EdTech space, Testbook is poised to revolutionize the industry.

With a registered user base of over 90+ lakh students, 300+ crore questions solved on the WebApp and a knockout Android App, Testbook has raced to the front and is ideally placed to capture bigger markets.

Testbook is the perfect incubator for talent. You come, you learn, you conquer. You train under the best mentors and become an expert in your field in your own right. That being said, the flexibility in the projects you choose, how and when you work on them, what you want to add to them is respected in this startup. You are the sole master of your work. The IIT pedigree of the co-founders has attracted some of the brightest minds in the country to Testbook. A team that is quickly swelling in ranks, it now stands at 200+ in-house employees and hundreds of remote interns and freelancers.

Department	BT	BS	MT	DoubleMajor	dual	dualB	dualC	Mdes	MBA	Phd	MSc	MSR
AE	Y	-	N	Y	Y	Y	Y	-	-	N	-	N
BSBE	N	-	N	N	Y	Y	Y	-	-	N	-	N
CE	Y	-	N	Y	Y	Y	Y	-	-	N	-	N
CHE	Y	-	N	Y	Y	Y	Y	-	-	N	-	N
CSE	Y	-	N	Y	Y	Y	Y	-	-	N	-	N
EE	Y	-	N	Y	Y	Y	Y	-	-	N	-	N

<table>
Eligibility													
ES	-	Y	N	-	Y	-	Y	-	-	N	-	-
ME	Y	-	N	Y	Y	Y	Y	-	-	N	-	N
MSE	Y	-	N	Y	Y	Y	Y	-	-	N	-	N
PHY	-	Y	-	N	Y	Y	Y	-	-	N	N	-
CHM	-	Y	-	N	Y	Y	Y	-	-	N	N	-
MTH	-	Y	-	N	Y	Y	Y	-	-	N	N	-
ECO	-	Y	-	N	Y	Y	Y	-	-	N	-	-
DES	-	-	-	-	-	-	Y	N	-	N	-	-
IME	-	-	N	-	-	Y	Y	-	N	N	-	-
CGS	-	-	-	-	-	-	-	-	-	N	-	N
HSS	-	-	-	-	-	-	-	-	-	N	-	-
EEM	-	-	N	-	-	Y	-	-	-	N	-	-
MSP	-	-	N	-	-	-	-	-	-	N	-	-
NET	-	-	N	-	-	Y	-	-	-	N	-	-
PSE	-	-	N	-	-	Y	-	-	-	N	-	N
Stats	-	-	-	-	-	-	-	-	-	N	N	-
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Field	Value
Cost to Company :	11 LPA
Package Details :	10 L Fixed Component
	1 L Performance Bonus
Bond :	False
Medical Requirements :	
Resume Shortlist :	True
Resume Shortlist Criteria:	N/A
Aptitude Test:	True
Aptitude Test Duration:	N/A
Group Discussion:	False
Technical Test:	False
Technical Interview:	True
Technical Interview Duration:	N/A
Number of Techincal Interview Rounds:	0
HR Interview:	True
HR Interview Duration:	N/A