RAMANUJAN COLLEGE
Accredited Grade 'A++ (3.71)' by NAAC
(University of Delhi)
C.R. Park Main Road, Block H,
Kalkaji, New Delhi-110 019
ISO 9001:2008 Certified Organisation

रामानुजन महाविद्यालय
नैक द्वारा मान्यता प्राप्त ग्रेड ए++ (३.७१)
(दिल्ली विश्वविद्यालय)
सी आर पार्क, मुख्य सड़क, ब्लॉक एच,
कालकाजी, नई दिल्ली– ११००१६
आई एस ओ ६००१:२००८ प्रमाणित संगठन

NOTICE
PLACEMENT & CAREER DEVELOPMENT CELL
BERYL INDIA
Placement Notice

Date-24thNovember2023

NoticeNo:231130

About the Company

Beryl India is a digital marketing and design agency based in Noida,Uttar Pradesh, India. They offer services such as website development, content marketing and networking. The company was founded in July 2010 by Prashant Gupta. They are data; driven company that can guide you in amplifying brand awareness and increasing revenue without any increase in CapEx

Website: https://beryl.agency/

Profile: SEO and Google Ads Executive

Eligibility: All courses | 2024 batch

CTC: Upto INR 35K per month

Job Location:Sector11, Noida

Roles and responsibilities:

- Conduct comprehensive keyword research to identify opportunities for enhancing organic search performance.
- Optimize website content, Meta tags, and architecture to improve search engine rankings.
- Collaborate closely with content creators to ensure SEO-aligned content creation.
- Monitor and analyze website metrics using SEO tools and Google Analytics.
- Devise and execute strategies to boost organic traffic, click-through rates, and conversions.
- Develop ,manage, and optimize Google Ads campaigns to drive relevant traffic and conversions.
- Perform thorough keyword research and create compelling ad copy to enhance campaign performance
- Monitor campaign budgets, adjust bids, and optimize ad placements for maximum return on investment.
- Conduct A/B testing of ad creative and landing pages to enhance click-through and conversion rates.

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- Regularly generate performance reports and provide action able insights to the marketing team.
- Plan, setup, and manage FacebookAds campaigns to effectively target and engage the audience.
- Create engaging ad visuals, copy, and headlines to drive user engagement and conversions.
- Monitor ad performance, audience demographics, and engagement metrics.
- Optimize campaigns by refining targeting, ad creative, and bidding strategies.
- Provide clear and concise reports on FacebookAds campaign performance.
- Track, analyze, and present key performance metrics for SEO, GoogleAds, and Facebook Ads campaigns
- Use data-driven insights to identify trends, opportunities, and areas for campaign optimization
- Collaborate with the marketing team to refine strategies based on performance analysis
- Keep up-to-date with the latest trends, algorithms, and best practices in SEO, GoogleAds, and Facebook Ads
- Implement new tactics and strategies to enhance campaign effectiveness

Skills and Competencies required:

- Strong knowledge of search engine algorithms, ranking factors, and SEO best practices
- Excellent analytical and problem-solving skills, with the ability to interpret data and make data-driven decisions
- Strong communication skills, with the ability to collaborate effectively with cross-functional teams
- Knowledge of social media and content marketing strategies to integrate SEO efforts with overall marketing initiatives.
- Stay updated with the latest trends and developments in SEO and digital marketing

 Apply at: https://forms.gle/kYFG4NWmVnBFupdL9

Last Date to Register: 26th November 2023

In case of any queries, please contact **Prince** (Placement Coordinator)

Note: If you are applying for this Placement/Internship Drive, then it is compulsory for you to attend the interview session, if not then you will be **BLACKLISTED**, and won't be able to appear for any further Placement Drives. We at Placement and Career Development Cell work hard to invite companies at the campus to recruit students, but with this behaviour, companies deny to connect with us in further drives.

If your issue is genuine, mail us at **placement@ramanujan.du.ac.in** explaining why you didn't attend the session.
 If your reason would be genuine your name will be withdrawn from the BLACKLIST.