

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- ११००१९
आई एस ओ ९००१:२००८ प्रमाणित संगठन

NOTICE
PLACEMENT & CAREER DEVELOPMENT CELL
unbundl
Internship Notice

Date- 07th January 2024

Notice No: 240106

About the Company

Welcome to Unbundl - your trusted partner in growth!

Imagine if a bunch of college students, who've been thick as thieves since college, decided to start a company. Well, that's us! We're the folks who kicked off with Posterguy, where 1000+ artists could sling their art on cool merchandise like mugs, posters, t shirts. Fast-forward to 2019, and here we are at Unbundl, where we're all about helping brands grow in digital sphere. It's been quite the ride, from a cozy little team of 3 cofounders to rubbing shoulders with over 100 brands, and yes, that includes everyone from the solo dreamers to the big-league players. We're all about growing with our partners - think of us as the fertilizer to your brand's roots. We've been lucky to help more than 20 brands sprout from tiny seeds to mighty trees, making a real difference to folks out there.

Website: <https://unbundl.com/>

Profile:

1. Marketing Research Intern
2. Performance Marketing Data Analyst Intern
3. Business Development Intern
4. Performance Marketing Intern
5. Social Media Intern

Eligibility: All Courses / All Year

Stipend: 8k- 10k (For all Profile)

Location: Infinite Creations Pvt. Ltd, 2nd Floor 2/16, WHS Block A, Kirti Nagar Industrial Area, New Delhi - 110015

Roles and responsibilities:

1. Marketing Research Intern
 - Project Support: Help manage market research for diverse industry clients working in performance marketing, branding, or brand strategy projects.

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- Data Analysis: Gather and interpret market data for actionable insights.
 - Competitor Surveillance: Analyze competitors' digital strategies and building presentations.
 - Consumer Insights: Study online consumer behavior for targeted marketing.
 - Creative & Communication Strategy: With data backed research, coming up with strategies to build communication and creative more effective in marketing.
2. Performance Marketing Data Analyst Intern
- Data Analysis: Evaluate marketing data to fine-tune campaign strategies.
 - Building Insightful Reports: Develop reports highlighting key performance metrics.
 - Conversion Tracking: Monitor and optimize ROI tracking mechanisms.
 - Competitive Analysis: Research competitors to build edge in marketing with data.
 - Collaborative Insights: Provide analytical support to the marketing team.
3. Business Development Intern
- Market Insight: Conduct in-depth research to pinpoint prospective clients and market shifts via online platforms
 - Outreach: Engage potential partners through strategic calls and emails or DM's.
 - Lead Generation: Cultivate new business leads with a multi-channel approach in India and overseas
 - Team Integration: Collaborate with founders directly and learn the art of persuading people to work with unbundl, and also making great pitch decks.
4. Performance Marketing Intern
- Design, execute, and manage ad campaigns across various platforms such as Google, Facebook etc.
 - Harness analytics to drive insights and campaign improvements through Google Analytics & Looker Studio.
 - Collaborate with our team to refine strategies and enhance performance.
 - Employ optimization tactics to surpass campaign goals.
 - Report on key performance indicators for client objectives
 - Conduct market research on brand, market environment and competitors
5. Social Media Intern
- Content Creation: Assist in generating engaging content for diverse social platforms, aligning with brand goals. Craft graphics, videos, and written pieces that resonate with the brand's identity.
 - Social Media Strategy: Assist in collaborating on holistic strategies for brand awareness and engagement. Stay updated on trends and tech to recommend innovative approaches.
 - Client Collaboration: Assist in understanding client goals, share progress updates, and present strategies and insights.
 - Innovative Ideas: Assist in contributing fresh concepts for campaigns, contests, and collaborations to enhance client visibility and engagement. Infusing creativity into content and strategies.

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- Brand Alignment: Assist in ensuring that all social media content and interactions align with the brand's voice, tone, and values.
- Influencer Collaboration: Assist in identifying and establishing relationships with relevant social media influencers to amplify the brand's messages.

Skills and Competencies required:

1. Marketing Research Intern

- Analytical mindset with a digital marketing focus.
- Skilled in data analysis and Office software.
- Excellent presentation skills.
- Proactive in keeping up with marketing trends.

2. Performance Marketing Data Analyst Intern

- Currently studying Data Science, Marketing Analytics, or a similar field is a plus.
- Strong analytical abilities with data analysis tool expertise.
- Basic knowledge of digital marketing principles
- Effective communication skills
- A learner's attitude with a collaborative approach

3. Business Development Intern

- Exceptional communication skills.
- Keen interest in digital marketing.
- Self-driven with a teamwork spirit.
- Proficiency in Microsoft Office.
- Sales experience is a plus

4. Performance Marketing Intern

- Analytically minded, with attention for detail. A passion for numbers and data interpretation is sought here.
- Exceptional communication skills, both written and verbal. Eagerness to learn, adapt, and thrive in a fast-paced agency environment.
- A proactive team player with a passion for digital marketing innovations.
- Comfortable using Microsoft Office (primarily Excel) Able to receive constructive feedback and hit the ground running

5. Social Media Intern

- Demonstrated knowledge and passion for social media, including major platforms like Facebook, Instagram and YouTube.
- Excellent written and verbal communication skills, with the ability to create engaging and compelling social media content
- Strong organizational skills, attention to detail, and ability to multitask and prioritize in a fast-paced environment
- Ability to work independently and collaborate with cross-functional teams

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Note: Recruitment Procedure

- Stage 1- Assignment
- Stage 2- Virtual interview round for the shortlisted candidates from round 1
- Stage 3- Assessment & Personality test

Apply at: <https://forms.gle/hspL77V1egeUTTxB6>

Last Date to Register: 09th January 2024

In case of any queries, please contact [Prakhar](#) (Placement Co-Ordinator).

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 behavior, 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.