

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
Mad Influence
Internship Notice

Date- 29th November 2023

Notice No: 231136

About the Company

Mad Influence is an influencer marketing platform. It connects talents, content creators, influencers and brands together and allows brands to create marketing campaigns by collaborating with them. The marketplace contains influencers of all industries and various platforms such as TikTok, Instagram, Twitter, YouTube, and Facebook

Website: <https://www.madinfluence.com/home>

Profile:

1. Graphic Design Interns
2. Influencer Marketing Interns
3. Social Media Interns
4. Influencer Research Interns.
5. Content Strategist Interns
6. Sales & Business Development Intern

Eligibility: All Courses | All Years

Stipend: INR 7000/- to INR 10,000/-

Job Location: Mumbai (Andheri West) & Sec 1 Noida, Uttar Pradesh.

Duration: 3 months

Roles and responsibilities:

1. Graphic Design Interns
 - Conceptualize visuals based on requirements.
 - Develop illustrations, logos, and other designs using software.
 - Use appropriate colors and layouts for each graphic as per the guideline of the brand.

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- Ensure the designs and content is visually appealing and maintains quality standards.
2. Influencer Marketing Interns
 - Develop, maintain, and execute influencer marketing strategies.
 - Identify and build relationships with prominent influencers and leaders.
 - Develop content ideas and write and curate content.
 - Research relevant industry experts, competitors, target audience, and users.
 - Brainstorm new, creative approaches to influencer campaigns.
 - Monitoring new and emerging trends in the industry and media landscape.
 3. Social Media Interns
 - Create a presence on social media by posting regular engaging content, keeping in mind the brand's tonality.
 - Ideate social media campaigns and maintain monthly/quarterly calendars.
 - Write clear and attractive copies with a distant voice.
 - Manage the ORM for the brand on relevant channels.
 - Ideate content for blogs, websites, emails, and social media.
 - Identify and stay up to date with the current social media trends keeping an eye out for collaboration opportunities.
 4. Influencer Research Interns.
 - Identifying and approaching different genre's social media creators and influencers over various platforms.
 - Updating / Sorting and management of influencer database.
 - Helping compile and analyze data on successes of influencer campaigns and creating social media campaign reports on a daily basis.
 - Oversee communication with creators and influencers with a focus on building relationships, acting as the liaison between the influencer and the team.
 - Keeping up-to-date with the latest social media trends.
 5. Content Strategist Interns
 - Ideation and conceptualization of digital campaigns for brands.
 - Must be up to date with the current social media and digital trends.
 - Comfortable writing both long-form content and precise copies for social media.
 - Ability to understand what exactly a brand wants for their campaigns.
 - Must have basic knowledge of social media marketing, influencer marketing, paid media.
 6. Sales & Business Development Intern
 - Identify partnership opportunities
 - Develop new relationships in an effort to grow business and help company expand
 - Maintain existing business
 - Think critically when planning to assure project success

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Skills and Competencies required:

- Proficient with design software such as Adobe Photoshop and Illustrator.
- A creative eye for aesthetics and details.
- One who has got a knack of social media & digital marketing
- Focused and goal-oriented.
- Basic understanding of social media & digital marketing.
- Working knowledge of various social media platforms and strategies.
- Highly productive and creative writing skills.
- Strong communication and interpersonal skills

Note: Chance of getting PPO based on performance.

Apply at: <https://forms.gle/DxkTPndtQoq4vzot6>

Last Date to Register: 01st December 2023

In case of any queries, please contact [Aarush](#) (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.