

**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**  
**Geek Master Digital Services**  
**Internship Notice**

**Date- 1st December 2023**

**Notice No: 231202**

**About the Company**

At Geek Master Marketing Services, we have a team of dedicated digital marketers, business strategists, designers, web developers, and advertising experts who are committed to delivering exceptional results. We offer fully integrated digital marketing solutions, including original website content writing, blog writing, content marketing, and digital marketing strategies tailored to meet the unique needs of different industries. Our expertise in inbound marketing, web design, SEO, social media, and digital advertising strategy enables us to deliver high-quality services to clients worldwide.

Website: <https://geekmaster.io/>

**Profile:**

1. Social Media Marketing
2. SEO Intern
3. Content Writer

**Eligibility:** All Courses | All Years for all the profiles

**Stipend:** INR 10k per month for all the profiles

**Job Location:** Gurugram (Work from Office)

**Duration:** 6 Months

**Roles and responsibilities:**

1. Social Media Marketing
  - Manage various social media accounts.
  - Maintaining a calendar for all social media accounts.
  - Strategy building for the growth of social media handles.
  - Coordination with the team members for posting content.
  - Knowledge of social media analytics.

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- Knowledge of marketing and branding.
  - Social Media Management.
  - Research.
  - Stay up to date with the latest social media trends, tools, and best practices.
  - Monitor social media channels for customer inquiries, comments, and messages, and respond in a timely and professional manner.
2. SEO Intern
- Should understand basic concepts of SEO like Off Page, On Page, Keyword Research, and Keyword.
  - Monitor SEO campaign development, rankings, and traffic to create in-depth performance reports.
  - Research and analyze SEO trends and Understand Google Analytics.
  - Perform on-page optimization, including meta tags, headings, and internal linking.
  - Help create and implement link-building strategies.
  - Monitor website analytic and use data to inform SEO strategy.
  - Produce and post SEO-friendly content.
3. Content Writer Internship
- Produce high-quality and SEO-friendly content, including blog posts, articles, website copy, social media posts, email newsletters, and more.
  - Research industry trends, client businesses, and target audiences to develop content ideas that drive results.
  - Ensure all content is accurate, well-researched, and adheres to brand guidelines.
  - Conduct keyword research to optimize content for search engines and improve organic rankings.
  - Collaborate with the Content Manager and digital marketing team to develop content strategies that align with client goals.
  - Assist in the creation of content calendars and schedules to ensure timely content delivery.
  - Share content on social media platforms and engage with the online community to drive traffic and brand awareness.
  - Collaborate with the social media team to coordinate content promotion efforts.
  - Monitor the performance of content using tools like Google Analytics and social media insights.
  - Provide regular reports on content metrics, suggesting improvements based on data.
  - Edit and proofread content to ensure it is free of errors and meets quality standards.
  - Collaborate with team members to maintain a consistent tone and style across all content.
  - Stay informed about industry trends, content marketing best practices, and algorithm changes to adapt strategies accordingly.

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### Skills and Competencies required:

1. Social Media Marketing
  - Excellent verbal and written communication skills.
  - Must be knowledgeable on Canva.
  - Creative thinking and the ability to generate engaging content.
  - Familiarity with various social media platforms and their features.
2. SEO Intern
  - Good verbal and written communication skills.
  - A hunger for learning and the ability to perform independent research to solve problems.
  - Working knowledge of search engine optimization and digital marketing is preferred.
  - Ability to thrive while working on multiple projects with strict deadlines.
  - Ability to work well with all teams across the departments.
  - Commitment to completing work on time that meets or exceeds expectations of quality.
  - Basic knowledge of SEO/Digital Marketing Course completed/Pursuing.
3. Content Writer Internship
  - Bachelor's degree in any discipline.
  - Proven experience as a content writer, preferably in a digital marketing or agency setting.
  - Excellent writing, editing, and proofreading skills.
  - Proficiency in SEO best practices and keyword research.
  - Strong research skills and the ability to convey complex information in an easily understandable way.
  - Creativity and a passion for writing.
  - Strong attention to detail.
  - Ability to work independently and meet deadlines.
  - Adaptability to different writing styles and industries.
  - Excellent communication and teamwork skills.
  - Enthusiasm for staying current with digital marketing trends and technologies.

Apply at: <https://forms.gle/mRRc2f8gm6pxemBi7>

Last Date to Register: 3rd December 2023

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

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If your issue is genuine, mail us at [placement@ramanujan.du.ac.in](mailto: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.