

Eligibility Criteria & Opportunity Details – ASTI InfoTech

Eligibility Criteria	
Tenth	60
Twelfth	60
UG / PG	60
Standing Arrears	Not Allowed
History of Arrears	Allowed

Interview Process
Online Test
Telephonic Round
Technical Interview
HR Interview

Gender: Both

Designation: Digital Marketing Specialist	BBA and MBA This opportunity is only for 2020 batch only.
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Company Profile

Simply put, we make products that solve real problems of people around us. At Asti we are committed to creating solutions that simplify the lives of our customers and clients by using the power of technology and ideas. We use the latest technologies in machine-to-machine communication like GPS, RFID, NFC and Bluetooth. The solutions being based on mobility allow the flexibility of access anytime anywhere, thereby making them truly customer friendly.

The unique tracking solutions designed by our team suit diverse customer needs. Our GPS school bus tracking system, Trakom ensures peace of mind for parents by tracking and updating them about the location of their children during their commute or in the school premises. Imprint Salesforce tracking system gives a great tool in the hands of Sales Managers and professionals to improve their productivity and helps them attain their highest potential.

Our Transport Tracking solution uses technology to assure safer commute to employees and greater control to corporate companies to manage their fleet of vehicles. Smart communication ensures convenient communication between parents, mentors and students.

Website: <https://www.astiinfotech.com>

Job Description:

Designation: Digital Marketing Specialist

• **PRIMARY DUTIES & RESPONSIBILITIES**

- Work with Digital Marketing Manager to refine social media strategy and best practices
- Assist in managing social media channels (Facebook, Twitter, Pinterest, Instagram, Flickr, YouTube) and editorial calendar to ensure content is timely, relevant, and engaging
- Draft weekly e-newsletters to SIFF subscribers
- Prepare weekly updates and reports to track growth and success rates of campaigns
- Keep up to date and informed on new social media trends and adapt accordingly
- Ensure proper messaging is being executed online
- Identify leaders and influencers (internal/external) and engage them in brand activities
- Assist with website copywriting, proofing, and updating as needed

Salary Package

Rs: 1.80 Lakhs (Stipend during the Internship: Rs:8000-/. After course completion the original salary package will be provided to the candidates)

Work Location:

Bangalore

Bond | Contract: No

Thanks & Regards,

S. HemaSathia,

Recruitment Executive

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