****

**QUANTUM UNIVERSITY**

**Mandawar (22 Km Milestone), Roorkee – Dehradun Highway (NH 73)**

**ROORKEE – 247 662**

**NOTICE**

**Department of Training & Placements**

 Dated: 24.05.2021

IBM will be conducting placement drive for MBA YOP 2019 2020 2021 PASSOUT students of Quantum University, Roorkee.

Details are as follows.

|  |  |
| --- | --- |
| Company Name | IBM |
| Company Website | <https://www.ibm.com/in-en>  |
| Requirement & Skills  |  **MBA**with strong communication can also apply Experience in Campaign Management Tools and Digital Marketing Strong written and verbal communication skills are must Expertise in Reporting and KPI Dashboards *(added advantage*)* Exposure to multiple marketing platforms for campaign management operations
* Hands-on experience in data segmentation to generate target audience
* Expertise in media trafficking
* Skilled in all required social media platforms (Facebook, Instagram)
* Maintain technical knowledge by attending educational workshops, reviewing publications.
* Experience to document processes and excel reporting
 |
| Eligibility Criteria | MBA  |
| Designation | **Role 1:** **Campaign Planning Specialist** **Role 2:** **Media Operations Specialist** |
| Package Offered | 5.00 LPA TO 6.00 LPA |
| Selection Procedure | 3 ROUNDSFIRST WRITTEN 2 ROUNDS OF INTERVIEW |
| Job Location | WORK FROM HOME and later PUNE after pandemic |
| Recruitment Date |  After registration  |
|  |  |
| Venue | Online  |