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**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.

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| --- | --- |
| 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 ROUNDS  FIRST WRITTEN 2 ROUNDS OF INTERVIEW |
| Job Location | WORK FROM HOME and later PUNE after pandemic |
| Recruitment Date | After registration |
|  |  |
| Venue | Online |