



Guru Gobind Singh Indraprastha University
“A State University established by the Govt. Of NCT Delhi”
Sector 16-C, Dwarka, New Delhi – 110078



F. No.: GGSIPU/CCGPC/2024/ 950

4th April 2024

Sub. Placement opportunity for B.Tech/BCA/MCA students of GGSIP University of the batch passed out in year 2023 in the company “CVent”.

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of Placement opportunity for B.Tech/BCA/MCA students of GGSIP University of the batch passed out in year 2023 in the company “CVent” for your reference and circulation to students to apply on given link by **5th April 2024**:

Registration Link – <https://forms.gle/FnxA9p4fzFWFVSZA9>

Name of Company	: CVent
Role	: Associate, Email Marketing (Full Time)
Eligibility	: B.Tech/BCA/MCA (2023 pass outs only)
CTC	: INR 6 LPA
No. of Positions	: Multiple
Work Location	: Gurgaon
Start Date	: Immediate
Shift	: Night (6:30 PM -3:30 AM)

Benefits : Air-conditioned cabs provided (pick & drop) + Free one time meal in office

Hiring Process: -

1. HTML Test – Virtual (Elimination Round)
2. Business Round 1 – In-office (Elimination round)
3. Business Round 2 – In-office (Decides the selection/ rejection of the candidate)

Please find attached JD for more information.

LAST DATE FOR REGISTRATION IS 5th April 2024.

(Dr. Nisha Singh)
Training and Placement Officer,
CCGPC, GGSIP University

Associate, Email Marketing

Job Description

Shift Timing: EST Shift (6:30PM – 3:30AM IST)

Cvent India is looking for a smart person to help execute email marketing efforts. As a part of Global Demand Center, based out of Gurgaon, India, you will have access to best in class marketing tech stack and marketers. This is an excellent opportunity for anyone who has knowledge of email marketing tools and marketing automation concepts and tools. You will have an opportunity to make an impact on all the global campaigns we run.

Work with the largest event management software company in the world to help capture, re-engage, and develop qualified prospects for Cvent's multiple sales divisions. This is a fast-paced, timeline-driven, and demanding role that requires a self-starter with excellent motivation and attention to detail.

This position will work with the Marketing and Sales teams to design and build demand generation campaigns including but not limited to event build, responsive emails and assist in high-level campaign metrics reporting for distribution to the Marketing and Sales divisions.

This person will be working closely with sales and marketing operations to turn requirements into tailored, high impact marketing campaigns in order to increase engagement & conversion.

What you will be doing:

- Creating end to end campaign execution strategy, plan, design, process, QA & ROI reporting
- Working closely with the Marketing and Sales teams to build campaigns that drive demand generation using Cvent and Marketo
- Creating and building marketing email campaigns and landing pages that drive sales leads and increase prospect and client engagement (worked on any CRM tool/ email marketing tool)
- Creating Events, HTML emails, and landing pages through Cvent Tool
- Liaise with Planning team to develop and execute the marketing roadmap across all products
- Create web pages supporting enhanced user experience through progressive profiling
- Coordinating with Sales Operations to segment and collate prospect and client lists for registrants and attendee information
- Design and develop drip campaigns to enable accelerated sales cycle and continuous engagement
- Drawing up email campaign reporting to benchmark and measure success
- Create enhanced reports to support Product marketing teams measure the performance of high impact marketing campaigns

What you will need for this position:

- Should possess working knowledge of HTML/JavaScript, with demonstrated experience designing responsive emails and landing pages
- Fair understanding of Marketing automation and demand generation concepts and ability to implement the same using a Marketing Automation software
- Should be able to build high impact innovative Nurturing campaigns using a Marketing Automation tool
- Attention to detail, deadlines, and the ability to prioritize and execute multiple tasks, simultaneously
- Great analytical and logical ability. Should be familiar with reporting that a Marketing Automation tool has to offer and should be able to provide metrics/analysis around all campaigns

Experience: 1 years of experience of email marketing tool and marketing automation tool (Marketo, Eloqua)

