



Rajiv Gandhi University of Knowledge Technologies

(A.P. Govt. Act 18 of 2008 & Telangana Govt. Adaptation G.O. Ms No.29 Dt.17.12.2014)

Basar (Village & Mandal), Nirmal District, Telangana State – 504107, India.

Webpage: www.rgukt.ac.in

Training & Placement Office

T&P Office/Notice/21-22/302

Date: 20th April 2022

JOB ANNOUNCEMENT OF SOKRATI

It is hereby informed to all the final year students that, the **SOKRATI** would like to conduct recruitment drive for all branches of 2022 graduates.

Interested candidates are requested to register in the below link by 2PM on 22nd April 2022.

Registration Link: <http://tnp.rgukt.ac.in/login.php>

Role	Associate Business Analyst
Qualification	B. Tech. All Branches
Year of Graduation	Final year students (2022)
Percentage Criteria	6 CGPA and Above (throughout academics)
CTC	Candidates from graduate engineering backgrounds would join us as Associate Business Analysts with the first six months compensation being at Rs. 10,000 per month. Post the first 6 months, the revised compensation would be Rs. 38,333 per month. The net earning potential over 2 years, should the candidate achieve the set parameters of performance would be Rs. 9,45,000 . Non Dream
Work Location	Pune
Website	merkleinc.com

Selection Process:

- **Soft Skills:** Excellent communication, multi-tasking.
- **Psychometric and Aptitude Assessment.**
- **Interview 1:** About Sokrati, Guesstimates and Analytical Skills, Aptitude.
- **Final Round:** Cultural Fitment and Pressure Handling.

About Merkle

Merkle is a global data-driven, technology-enabled performance marketing agency. For over 30 years, Fortune 1,000 companies and leading nonprofit organizations have partnered with us to build and maximize the value of their customer portfolios. We work with world-class brands like Dell, T Mobile, Samsung, GEICO, Regions, Kimberly-Clark, AARP, Lilly, Sanofi, NBC Universal, DIRECTV, American Cancer Society, Habitat for Humanity, and many others to build and execute customer centric business strategies. With more than 9,000 smart, dedicated people in more than 50 offices around the world, we are still growing at a rate that outpaces the market, with 2018 net revenue of \$846million.

About Dentsu

Dentsu is the world's largest advertising agency brand, a company with a history of 118 years of innovation,

the Dentsu Group provides a comprehensive range of client centric brand, integrated communications, media, and digital services through its ten global network brands—Carat, Dentsu, Dentsu X, iProspect, Isobar, McGarry Bowen, Merkle, MKTG, Posterscope and Vizeum—as well as through its specialist/multi-market brands. The Dentsu Group has a strong presence in over 145 countries and regions across five continents and employs more than 62,000 dedicated professionals. Dentsu Aegis Network Ltd., its international business headquarters in London, oversees Dentsu’s agency operations outside of Japan. The Group is also active in the production and marketing of sports and entertainment content on a global scale

About Sokrati

Sokrati, a leader in Paid Search & Social Advertising, provides a sophisticated technology solution to efficiently manage Digital Marketing campaigns for several large brand clients in India. The platform deals with 20M+ impressions per day, real-time optimization algorithms, a scalable & intuitive analytics platform and more - all developed in-house. We are currently a 1200+ people team; and growing extremely fast to gain more market share and roll out even cooler technology solutions in Digital Advertising space.

In pursuit of this, Sokrati seeks to hire talented Business Analyst Interns to deliver best in class account management solutions and the best possible Digital Advertising experience in the industry. This is not a technical role, its completely into digital marketing. It is also not a data analytics or data science role.

You will be:

- Responsible for day-to-day operations of client accounts.
- Understanding client goals, executing strategies to exceed these goals.
- Preparation and analysis of performance reports & review with clients.
- Providing strategic insights on the landing page, ad creative etc.

If you are:

- An under-graduate (preferably BE, B.Tech M.Tech from a leading B-school) & having experience of 0-1 year (maximum)
- A firm believer in stats and can weave stories around numbers.
- Passionate about devising & executing creative strategies to manage client accounts.
- Aggressive about meeting goals & timelines.
- A Multi-tasking superhero.
- A Detail junkie to spot new opportunities & propose them to clients.
- A Creative thinker with out-of-box solutions.
- A Great communicator with undivided focus on satisfying customers.

And if you're excited about:

- Being a part of company doing something really amazing & redefining stuff.
- Making a splash in a multi-billion-dollar Digital Advertising industry
- Learning & Growing far beyond your current horizon
- Competitive Compensation with the usual benefits
- A place full of like-minded & ridiculously smart folks
- A start-up culture that you'd cherish forever in your work

Sd/-

T & P Office