

**Subject: VIRTUAL LIVE PROJECT -TENHARD INDIA-PANJAB UNIVERSITY**

Dear Sir/ Madam,

Please refer to trailing mail from amrita@tenhardindia.com regarding internship opportunity(VIRTUAL LIVE PROJECT)at Tenhard India Pvt. Ltd.You are requested to circulate it amongst students of your department. They can send their CV to amrita@tenhardindia.com.

We Tenhard India Pvt Ltd is a leading name in the E-media industry. We are publishers of renowned titles like Tenhard Traveller and food. We provide magazines of various publishers in digital versions. Using the latest technologies we help people get the latest news in digital form.We also provide a huge platform to those who want to make their career in sales and marketing, content writing or blogging by promoting their talent on our e-media product. It's a great opportunity for those who are seeking their career in digital marketing.

#### JOB DESCRIPTION:

It give us great pleasure to introduce to students an opportunity to get conversant with new age business which we believe will grow to become the biggest marketing and sales channel across industries.Even small and medium size business have transformed themselves by doing business on the web and names like flipkart,amazon snapdeal ,ebay fashion and you etc are household names today.Allow me to introduce Tenhardindia, a revolutionary online marketing and sales initiative by tenhard india team where students learn and earn at same time.Once students sign up for Tenhard you become part of the revolution and start learning and start understanding the finer nuances of how business is established on social media.It will not only gives the right new age exposure but also prove to be an amazing LIVE PROJECT which will add value not only to your resume but also to your personality.

Role and Responsibilities(What happens when students Sign up at Tenhardindia)

- Market Research
- Preparing report
- Database management
- Content writing
- Lead generation and promotions
- Amalgamation of telemarketing and digital aspects of business.

Responsibilities for Sales and Marketing projects :

Interns/Trainees shall be taking a comprehensive Live project with the following Key Performance Indicators:

- 1) Learn & understand various aspects of sales & marketing.
- 2) Work on live projects through customer acquisition & business development.
- 3) Get a chance to develop leadership qualities.
- 4) Get to understand consumer behavior.
- 5) Develop sales strategies for the company.
- 6) Day to day management of the sales & marketing functions.
- 7) Customer interactions, Telemarketing & sales with email marketing.
- 8) Participation in events/exhibitions, corporate visits, Direct Marketing.
- 9) Team meetings and discussions to provide new ideas for business growth.

Digital marketing & social media marketing strategies:

BRANDING, EMAIL MARKETING, BLOGGING, COPYRIGHTING, SEO (Search Engine Optimization), YOUTUBE and FACEBOOK ADS, GOOGLE ADS, GOOGLE ANALYTICS, PERISCOPE.

LIVE-STREAMING ON SOCIAL MEDIA. PODCASTING and QUOR.

Desired skills and expertise:

Fresh candidates are welcome. Candidates with more experience can also be considered.

Exposure to digital/online channel sales/event sales will be an added advantage.

Ability to work under minimal guidance and must have Strong Analytical / Presentation skills with good command over Excel and PowerPoint

What to expect:

You will get valuable experience in one of the most sought-after fields of Digital media. You will get direct mentorship from a company Experienced Employee. You will get a good recommendation letter or certificate of completion. Depending on your performance you will be getting a Completion Certificate, Appreciation Certificate and Excellence Certificate. Great exposure to Sales and Marketing domain. Add value and boost your CV.

Live Project Duration: 15 -20 days

Working hours: It is a virtual Live project, the work will be from home(WFH). Working Time could be flexible with necessity. We shall be conducting Telephonic interviews, selected members need to undertake 15 [UTF-8?]â€“ 20 days of live projects with us. Please share the list of interested students. We can conduct the above drive after your confirmation.

Eligibility Criteria: Open for all.

Pay & Benefits: Tenhard India offers competitive Incentives along with plenty of opportunity to move and grow with our organisation .They will get 5% commission of his/her generated revenue

We would be looking forward to your positive response. kindly share a list of interested students.

Regards,

Central Placement Cell

Panjab University

Chandigarh