



**SARVAJANIK  
UNIVERSITY**

INCLUSIVE | INTEGRATED | INNOVATIVE

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**SARVAJANIK EDUCATION SOCIETY  
SMT. SHARDARANI RAMESHCHANDER**



Approved by AICTE | Constituent College of Sarvajani University

## **Report on Final Campus Placement for Infiniqe Marketing on 16<sup>th</sup> March, 2022 conducted at S. R. Luthra Institute of Management**



### **Quick Details**

<b>Employer</b>	Infiniqe Marketing
<b>Date of Interview</b>	16 <sup>th</sup> March, 2022
<b>Designation Offered</b>	Business Development Associate, Creative Strategist, CRM
<b>Maximum Earning Potential</b>	INR 2,40,000 p.a.
<b>Interview conducted by</b>	Mr. Preet Shah (Managing Director)
<b>No. of students Appeared</b>	04
<b>No. of Students Selected</b>	00

### **Company Overview**

Infiniqe Marketing is a Digital Marketing agency in Surat, Gujarat which firmly believes that companies need a master plan to grace up in the competition. They can be a marketing partner for the companies that can turn the Business into Brands, with the right marketing strategy.

They believe that the art of designing tells a story!

▼ M.I.B. College Campus, Nr. Adarsh Society, Athwalines, Surat-395001, Gujarat, India.

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## Job Profile

**# Offered Designation:** Business Development Associate

### **Roles and Responsibilities:**

1. Calls with leads, decks, meetings, etc.
2. Thinking about ways to improve the top-line of the agency.
3. Identifying new sales leads.
4. Researching organizations and individuals online (especially on social media) to identify new leads and potential new markets.
5. Data mining potential clients.
6. Contacting potential clients via email or phone to establish rapport and set up meetings.
7. Pitching products and/or services.
8. Preparing PowerPoint presentations and sales displays.
9. Maintaining fruitful relationships with existing customers.
10. Planning and overseeing new marketing initiatives.
11. Developing sales goals for the team and ensuring they are met.
12. Training personnel and helping team members develop their skills.

**Location:** Surat

### **Eligibility Criteria:**

- None

**# Offered Designation:** Creative Strategist

### **Roles and Responsibilities:**

1. Transform creative briefs into creative solutions.
2. Own the value chain from ideation to execution.
3. Planning a holistic content strategy & calendar across all platforms including Instagram, Twitter, LinkedIn, Pinterest & YouTube Copywriting.
4. Staying updated with content formats, trends, and platform-specific requirements.

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5. Conceptualizing and running topical brand campaigns aligned to business objectives.

**Location:** Surat

**Eligibility Criteria:**

- None

**# Offered Designation:** CRM

**Roles and Responsibilities:**

Handle incoming customer calls with the intent of:

1. Providing customer satisfaction, retention, and growth.
2. Perform and direct overall order and service-related activities for assigned Key Accounts.
3. Contacting potential clients via email or phone to establish rapport and set up meetings, pitching products and/or services.
4. Preparing PowerPoint presentations and sales displays.
5. Ensure timely and accurate information is provided to customers in a professional manner.
6. Respond to inquiries through phone, mail, email, fax, website, and/or face-to-face contact with customers.
7. Facilitate resolution of highest level of escalated or sensitive customer complaints through verbal or written contact with customer with broad use of discretion.
8. Provide advanced customer support.

**Location:** Surat

**Eligibility Criteria:**

- None

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