



# NATIONAL P.G. COLLEGE

Autonomous, CPE and NAAC Grade 'A'  
College of Lucknow University

## Internship Opportunity

releaseMyAd.com

**Name of the Organisation:** releaseMyAd.com

**Brief Description of the Organisation:** releaseMyAd.com, is the largest online marketplace to place your ads across newspaper, radio, cinema, magazine and internet. Believing in the vision of “Many a small thing has been made large by the right kind of advertising”, we empower small businesses to advertise effectively. We are an INS accredited agency and serve over 1.5 Lakh advertisers annually and our primary aim is to make advertising a “simplified” process for all. We have been featured in First Post, Wall Street Journal, Business Insider, Exchange4 Media, Next Big What, AdAge India and much more.

The internship exposes an intern to various facets of Marketing such as Brand Communications, Public Relations, Content Marketing, Social Media Marketing, SEO, Sales Prospecting & Market Research that will help him/her pick effective industry skills and gain an insight into the corporate world. The Intern will also have the opportunity to seek complete guidance, free career counseling and mentoring from leading marketing industry veterans as a part of this program.

**Contact Person:** Prabhav Agarwal

**Designation:** Associate

**Mobile:** 9748722274

**E-Mail:** [prabhav@releasemyad.com](mailto:prabhav@releasemyad.com)

### Internship Details

**Designation(s) Offered:** Marketing Intern (Virtual/Online)

#### **Responsibilities**

- Creating content (videos, info-graphics, blogs, etc.) targeted towards specific audiences.
- Understanding PR, drafting releases & creating a distribution strategy.
- Executing SEO Strategies towards improving a brand's search engine presence.
- Engaging in B2B Marketing, Business Development, Sales Promotions assignments.
- Conducting Market Research Surveys & identifying consumer preference patterns.

**Requirements**

- Graduate(completed & pursuing) from any stream
- Should have a knack for writing

**No. of Internships available:** 7

**Perks:** Certificate, Flexible work hours.

**Internship period:** 7 weeks (12 hours a week)

**Stipend :** Rs. 5000 (as per performance benchmarks)

**Deadline :** Apply within 5<sup>th</sup> June, 2017.

**URL to register :** <http://www.internapp.in/>

**Process to Apply**

- 1) Login to the above mentioned link and complete your application process.
  - 2) Go through a telephonic round of interview.
  - 3) Based on the application and interview, shortlisted candidates would be notified via email/call within 5 working days.
-