Digital IPSUM
#EmpoweringDigitalDreams

📞 +91 **95606 08594**

@ www.digitalipsum.in
info@digitalipsum.in

📍 3B & C, Everest House, 46C,Jawaharlal Nehru Road, Kolkata- 700071, India

INTERNSHIP DETAILS

About Digital Ipsum

We are a digital media agency that provides digital marketing services to clients, including social media optimization, SEO, graphic designing, video creation, and web development.

Departments

- **Web Development:**
  - **Roles and Responsibilities**
    - Creating RESTful services with Node.js
    - Working in a cross-functional team to deliver a complete user experience
    - Writing code that is cross-platform and cross-device compatible
    - Integrating data storage solutions [RDBMS, NoSQL DB]
  - **Requirements:**
    - Must have experience in front & back-end development
    - Must know MySQL, Express, Node.js, & React
    - Understanding & proficiency in REST APIs
    - Should know Git Repository and Jira
    - Worked with NVM (Node Version Manager)
  - **Skills required:**
    - AJAX
    - CSS
    - Express.js
    - HTML
    - MySQL
    - Node.js
    - ReactJS
    - REST API

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- **Sales:**
  - **Roles and Responsibilities**
    - Working closely with the assigned staff members and completing all allocated tasks.
    - Conducting sales research and gathering information.
    - Liaising with clients on behalf of the company.
    - Reviewing sales performance against sales targets.
    - Observing and carrying out sales processes.
    - Negotiating on behalf of the company.
    - Updating documents/database and sales records.
    - Bringing in new clients for the organization.
  - **Skills required:**
    - English Proficiency (Spoken)
    - English Proficiency (Written)
    - Hindi Proficiency (Spoken)
- **Graphic Design:**
  - **Roles and responsibilities:**
    - Understanding project requirements and ideas
    - Using graphic techniques to create drafts
    - Producing logos, banners, interfaces, etc.
    - Collaborating with the team to launch projects
    - Using feedback from other designers to improve
  - **Skills required:**
    - Adobe Illustrator
    - Adobe Photoshop
    - English Proficiency (Spoken)
    - Hindi Proficiency (Spoken)

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- **Creative Writing:**
  - **Roles and responsibilities:**
    - Write creative content for advertising purposes
    - Create content strategies for marketing for various types of companies
    - Learn to write one-liners and punch lines that will help grab the attention of consumers and the public
    - Learn how to create this content for various social media platforms and other digital marketing services
  - **Skills required:**
    - English Proficiency (Spoken)
    - English Proficiency (Written)
    - Hindi Proficiency (Spoken)
- **Administration Assistance:**
  - **Roles and responsibilities:**
    - Schedule appointments and maintain calendars
    - Schedule and coordinate staff and other meetings
    - Conduct research
    - Organize company folders and information
    - Process the paperwork
  - **Skills required:**
    - English Proficiency (Spoken)
    - English Proficiency (Written)
    - Hindi Proficiency (Spoken)
- **Social Media Marketing:**
  - **Roles and responsibilities:**
    - Conducting in-depth research on industry-related topics to keep tabs on the trending content on social media
    - Scheduling and monitoring posts on various social media platforms
    - Monitoring the audience engagement on all the assigned social media platforms using insights and other analytics
    - Writing content (messages, captions, and post contents) without any errors and inconsistencies
    - Editing and polishing existing content to improve readability
    - Researching the most trending hashtags in the industry and incorporating them while posting new content
    - Identifying customers' needs and recommending new campaigns to improve the social presence.

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- ○ **Skills required:**
  - Digital Marketing
  - English Proficiency (Spoken)
  - English Proficiency (Written)
  - Facebook Marketing
  - Hindi Proficiency (Written)
  - Instagram Marketing
  - Social Media Marketing
- **Video Animation:**
  - ○ **Roles and responsibilities:**
    - Working on the creation of introduction videos for different social media accounts and websites
    - Working with animation and video editing software like After Effects and Premiere Pro
    - Providing creative concepts and designs for different campaigns
    - Working closely with the team to visually explain complex data findings, including infographics
    - Working on assisting with the artistic input and design for print materials, video content, and social media products
  - ○ **Skills required:**
    - Adobe After Effects
    - Adobe Premiere Pro
    - English Proficiency (Spoken)
    - English Proficiency (Written)
    - Hindi Proficiency (Spoken)
- **Search Engine Optimization (SEO):**
  - ○ **Roles and responsibilities:**
    - Auditing the client's website from the SEO point of view for any errors
    - Conducting on-site and off-site analysis of web SEO competition
    - Using Google Analytics to conduct performance reports regularly
    - Creating high-quality SEO content
    - Assisting with blog content
    - Leading keyword research and optimizing content
    - Keeping up-to-date with developments in SEM
  - ○ **Skills required:**
    - English Proficiency (Spoken)
    - English Proficiency (Written)
    - Hindi Proficiency (Spoken)
    - Search Engine Optimization (SEO)

- **Eligibility Criteria:**
  - Should not be in school
  - Are available for the work-from-home internship
  - Are available for a duration of 3 months
  - Are willing to work for fixed working hours
  - Are available for 6 days a week
  - Have relevant skills and interests
- **Mode of Internship: Work from home (online)**
- **Duration of Internship: 3 months**
- **Selection Process:**
  - The applicants apply to our Job/Internship position from different social platforms like Internshala, etc.
  - The applications are carefully sorted out by the HR department along with the experts of the field the job/internship is for.
  - The applicants are shortlisted based on their skills pertaining to the respective department.
  - Once the applications are shortlisted, the applicants are sent a set of questions to answer, to understand their availability, which they are required to answer within 24hrs
  - After we receive the answers we shortlist them according to our availability needs and then the task is sent out.
  - The task is sent out for Content Writing and Graphic Design applications. For Content writing the applicant is asked to write an article on the given topic and for Graphic design, the applicant is asked to design a post on the given topic. These tasks need to be done and sent to hr@digitalipsum.in within 24hrs.
  - When we receive the tasks we shortlist the candidates again and send the interview invitation to the selected applicants, the same goes for other departments for which we do not have tasks.
  - After the interview, we send messages to the selected candidates and ask them for their personal details and send them the contract.
  - Once everything is received we organize orientation and the work follows.
- **Stipend:** 4000/-
- **Perks:** Certificate and Letter of Recommendation.
- **Number of openings:** 3-4 per department.