

Junior Automation Engineer (Fresher)

Role Overview:

As a **junior automation engineer**, you will design, develop, and implement **automation workflows** to optimize sales processes. You'll work with tools like **Make, Latenode, n8n, Zapier**, core programming languages (**Java and Python**), and modern web technologies to deliver robust solutions.

This role is ideal for **fresh graduates** eager to apply their **technical skills** to real-world challenges in **SalesTech**.

Key Responsibilities:

- Design, build, and maintain automation work flows using tools like Make.
- Collaborate with cross-functional teams to translate business requirements into technical solutions.
- Develop and integrate systems using Java and Python for backend automation.
- Implement front-end components using modern web technologies (HTML/CSS, JavaScript, React/Angular/Node.js).
- Troubleshoot and optimize existing automation processes for better performance.
- Stay updated with emerging trends in automation, AI, and web development.

Qualifications:

- Bachelor's degree in BTech (CSE/CSIT/IT), or related fields.
- Proficiency in Java and Python programming.
- Knowledge of web technologies: HTML5, CSS3, JavaScript, React/Angular/Vue.js.
- Understanding of RESTful APIs and database systems (SQL/NoSQL).
- Familiarity with version control tools (Git).

Preferred Skills (Good to Have but Not Mandatory):

- Exposure to automation platforms like Zapier and UiPath.
- Basic knowledge of cloud platforms (AWS/Azure/GCP).

Soft Skills:

- Strong analytical and problem-solving mindset.
- Excellent communication and team work abilities.
- Eagerness to learn and adapt in a fast-paced environment.

Why Join Us?

- **Mentorship:** Learn from industry experts in sales technology and automation.
- **Growth:** Fast-track career development with hands-on projects.
- **Innovation:** Work on disruptive technologies shaping the future of sales automation.
- **Culture:** collaborative, inclusive, and flexible work environment.
- **Compensation:** competitive salary + benefits

Job Description: Growth Catalyst (Fresher)

About the Role:

As a growth catalyst, you will play a key role in business development and sales strategy by identifying potential clients, nurturing relationships, and contributing to revenue growth. This role is perfect for individuals who are passionate about networking, outreach, and business expansion while working in a flexible, strategy-driven work culture.

You will also have the opportunity to work as an intrapreneur, meaning you will be encouraged to think independently, innovate, and contribute to business strategies beyond daily tasks.

Key Responsibilities:

- Business Development & Lead Generation
- Identify and connect with potential clients via LinkedIn, cold emails, and networking events.
- Develop and maintain a strong pipeline of qualified leads.
- Follow up with prospects and schedule discovery calls/meetings.
- Collaborate with the marketing team to align outreach with campaign strategies.

- Market Research & Opportunity Analysis
- Conduct research on target industries, competitors, and market trends.
- Identify new business opportunities and partnerships.
- Analyze customer pain points and position solutions effectively

Client Relationship Management

- Maintain strong relationships with prospects and existing clients.
- Engage with clients through personalized outreach and follow-ups.
- Assist in client onboarding and handholding during the initial engagement.

Sales Strategy & Growth Planning

- Work with leadership to refine business development strategies.
- Experiment with different outreach techniques and measure performance.
- Participate in strategic meetings to improve the sales process.

Who Should Apply?

- Excellent communication & networking skills.
- Confidence in handling client conversations and building rapport.
- Basic knowledge of B2B sales, business development, and market research.
- Ability to think creatively and take initiative in finding new business opportunities.
- Strong organizational skills to manage leads and follow-ups effectively.

Preferred Skills (Good to Have but Not Mandatory)

- Experience in LinkedIn Sales Navigator, CRM tools, or email automation.
- Interest in entrepreneurship and business scaling strategies.
- Strong persuasion skills and a customer-centric approach.

What We Offer:

- Flexible work culture: no rigid KPIs; focus on strategic business growth.
- Entrepreneurial mindset development: work like an intrapreneur.
- Salary increment to ₹25,000/month after training—performance-based career advancement

Job Description: Demand Generation Associate (Fresher)

About the Role:

As a Demand Generation Specialist, you will be responsible for creating and executing marketing strategies to generate high-quality leads for international markets. Your focus will be on B2B marketing, content creation, targeted outreach, and brand positioning across different digital platforms. You will be trained to work with international clients and use data-driven marketing techniques to build strong lead pipelines while working in a strategy-driven, non-target-based work culture

Key Responsibilities:

- International Demand Generation & Outreach
- Identify and reach out to decision-makers in international markets.
- Execute LinkedIn outreach, cold email campaigns, and strategic follow-ups.
- Manage and optimize LinkedIn, Instagram, Threads, and Reddit marketing campaigns.
- Develop personalized email sequences to nurture global leads.

2. Content Marketing & Brand Awareness

- Plan and create high-quality social media content (posts, blogs, email newsletters, LinkedIn articles).
- Implement SEO strategies for organic traffic growth.
- Engage in LinkedIn and Reddit discussions to build credibility in international communities.

3. Data-Driven Marketing & Analytics

- Track campaign performance and optimize marketing efforts based on data insights.
- Conduct A/B testing for emails, LinkedIn content, and ad creatives.
- Use CRM tools to manage lead lists and follow-ups.

4. Community Engagement & Lead Nurturing

- Actively engage with international groups, forums, and online communities.
- Build long-term relationships with potential leads by sharing value-driven content
- Collaborate with the team to refine outreach strategies based on engagement reports.
- Who Should Apply?
- Excellent written and verbal communication skills (English proficiency is a must).
- Understanding of digital marketing, lead generation, and content marketing.
- Interest in international markets and global outreach strategies.
- Ability to analyze data and optimize marketing strategies.
- Basic knowledge of LinkedIn marketing, email outreach, and SEO is a plus. Preferred Skills (Good to Have but Not Mandatory)
- Experience in email marketing tools like Apollo, HubSpot, or Mailchimp.
- Basic understanding of LinkedIn Sales Navigator & cold email automation.
- Interest in B2B demand generation and growth hacking techniques

What We Offer:

- Opportunity to work with international markets and build a global network.
- Non-target-based, strategy-driven role: Focus on high-quality lead generation.
- Training in high-income skills like demand generation, B2B marketing, and analytics.
- Salary increment to ₹25,000/month after training—performance-based career advancement.