

Fw: Hiring Students for Internship on Live Project

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From: Sanskriti Khanna <sanskriti@zerokaata.com>**Sent:** Thursday, October 1, 2020 4:57 PM**To:** Office BMCC <office.bmcc@despune.org>**Cc:** Gaurav Gambhir <gaurav@zerokaata.com>**Subject:** Hiring Students for Internship on Live Project

Dear College Team,
Hope this email finds you well!

I'm reaching out to you on behalf of ZeroKaata.

We would like to hire students from "Brihan Maharashtra College of Commerce" for the internship on one of our Live Projects related to Digital Marketing.

It would be really great if you can align us with the concerned person/dept.

Let me know, how can we take this forward!

Please find below details about ZeroKaata and the Internship**About The Project:**

The project involves curating and marketing high-quality and user-friendly content for our blog property, ZeroKaata Studio.

About ZeroKaata:

Started in 2014, ZeroKaata, is one of the best online jewellery stores. Our USP lies in the creation of bespoke designs handcrafted and polished to perfection by Indian Artisans.

ZeroKaata Studio is an initiative by ZeroKaata to create an unforgettable experience of jewellery exploration.

Curating first-of-its-kind content, ZeroKaata Studio talks about everything from how-tos of jewellery to worldwide Jewellery News and the Great Indian Jewellery Tour, which is an initiative by ZeroKaata to cherish India's Heritage Jewellery and its Artis

Learning Opportunities For Students:

The students will be working with our content and SEO team under the direct supervision of Mr. Gaurav Gambhir (Founder and CEO of ZeroKaata).

The students will learn the below-mentioned things!

1. Content Marketing: Blog Writing and marketing: This will include how to structure and market a blog according to SEO guidelines.
2. Importance of Keyword Inclusion in the blogs
3. Understanding of SEO metrics
4. Understanding of Organic Social Media Marketing

Looking forward to your response!

Sanskriti Khanna

Content Manager, ZeroKaata

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