



**Guru Gobind Singh Indraprastha University**  
“A State University established by the Govt. Of NCT Delhi”  
Sector 16-C, Dwarka, New Delhi – 110078



F. No.: GGSIPU/CCGPC/2023/PN/ 920

15<sup>th</sup> March 2024

**Sub. Placement opportunity for USS students of batch passing out in year 2024 of GGSIP University in the “Bluestone Jewellery and Lifestyle Pvt Ltd”.**

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of Placement opportunity for USS students of batch passing out in year 2024 of GGSIP University in the “Bluestone Jewellery and Lifestyle Pvt Ltd” for your reference and circulation to students to apply on given link by **17<sup>th</sup> March 2024**:

**Registration Link** – <https://forms.gle/nWJhivVQUJigCEDa6>

**Name of Company** – Bluestone Jewellery and Lifestyle Pvt Ltd

**Job Roles** - Social Media Associate & Copywriter

**Department** – Marketing Department

**Location:** Bangalore

**CTC:** INR 6.0 LPA

**Eligibility:** Open for all courses and students of USS with no active backlogs

**Recruitment Mode:** Virtual or Offline (Basis number of applicants)

**Applicants need to provide below mentioned requirements in registration link –**

- 1. Social Media Associate** - Social media handles of the applicants including but not limited to LinkedIn, Instagram, Facebook & Twitter (X). They can also share any additional work of theirs pertaining to the role and requirements.
- 2. Copywriter** - Any previous content or published work of the applicant.

JDs attached for more information.

**LAST DATE FOR REGISTRATION IS 17<sup>th</sup> March 2024.**

**(Dr. Nisha Singh)**  
**Training and Placement Officer,**  
**CCGPC, GGSIPU**



## About BlueStone

BlueStone, founded in Bangalore in 2011 by Gaurav Singh Kushwaha, is one of India's largest omni-channel fine jewellery brands. The culmination of a rapidly evolving consumer preference to shop online and the legacy jewellery industry's low digital adoption, the trusted brand is synonymous with modernity and digitisation.

BlueStone has revolutionised the jewellery space by creating an endless aisle online with experiential stores. offline, delivering a seamless omnichannel journey for cosmopolitan couples. Their proprietary tech stack enables consumers to customise their purchases from design to delivery, thus making the brand an intimate part of celebrating momentous milestones.

With close to 200 retail stores across 70+ Indian cities and a workforce of over 1400, BlueStone has satiated the customers' desires by crafting 7000+ contemporary creations across 100+ collections - each with its own unique story and inspiration. The 100% certified jewellery designs range across gold, platinum, diamonds and gemstones, ensuring something to suit every mood, moment, and budget.

The company's design and digital vision are backed by funding from institutional stalwarts like Accel Partners, Kalaari Capital, Saama Capital, Hero Enterprises and more. To learn more, visit [www.bluestone.com](http://www.bluestone.com)

**Designation:** Social Media Associate

**Location:** Bangalore

### Responsibilities:

- Manage and style product layouts, model shoots and campaigns
- Assist in maintaining our social media presence
- Identify trends and insights, and optimize spend and performance based on the insights
- Develop new concepts to highlight product stories and key message. Develop detailed templates and references for creative layouts.
- Build and harness strong relationships with the influencers. Drive engaging and creative campaigns keeping in mind alignment of the influencer persona
- Research trends, other brands communication and style trends relevant to brand consumers

### Requirements:

- Flair for styling, Modern, Creative, Keen sense on latest styles trends, attention to details
- Should understand the new age social media platforms like Instagram, Snapchat and others, to drive ads, content, videos for engagement and be Up-to-date with the latest trends and best practices in online marketing and measurement
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate

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**Designation:** Copywriter

**Location:** Bangalore

### Responsibilities:

- Developing content for blogs, articles, product descriptions, social media, website, ads, banners, emails, newsletters, in-store communications, etc.
- Proofreading content for errors and inconsistencies.
- Editing and polishing existing content to improve readability.
- Conducting keyword research and using SEO best practices to increase traffic to the company website and other online assets
- Creating compelling headlines and body copy that will capture the attention of the target audience
- Identifying customers' needs and recommending new content to address gaps in the company's current content.
- Liaise with other departments to stay updated on new marketing initiatives, product and service developments, and to ensure brand consistency.
- Collaborate with Internal creative team & external agencies

### Requirements:

- Portfolio of previously written content, especially in fashion and/or lifestyle space
- An ability to describe product features in a creative and informative way
- Excellent writing and editing skills
- Effective communication skills
- Basic knowledge of SEO and keyword research tools
- Familiarity with social media for business
- The ability to work in a fast-paced environment
- The ability to handle multiple projects concurrently

# BLUESTONE

BlueStone Jewellery and  
Lifestyle Pvt. Ltd.

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