



TRAINING PLACEMENT & INDUSTRY INTERFACE DEPARTMENT SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)
Ph. 0121-2439043, 2439052, +91 7302319995; Telefax: 0121-2439067
e-mail: placement@subharti.org, Website: www.subharti.org



Ref. No. Dir/T&P/2025-26/68

Date: 03rd April 2026

PLACEMENT NOTICE

Subject: Recruitment Drive of Loop Subscriptions (GoLoop Solutions Pvt. Ltd) for BBA, B.com, B.com (hons) 2026 passing out Students.

Jai Hind,

This is to inform Faculty of Management, and all BBA, B.Com, B.Com. (Hons) 2026 passing out Students that Training, Placement & Industry Interface Department of Subharti University, Meerut is conducting Recruitment Drive of Loop Subscriptions (GoLoop Solutions Pvt. Ltd.). The details are mentioned below.

1	Company	Loop Subscriptions (GoLoop Solutions Pvt. Ltd).
2	Type	Will be informed later
3	Date of Drive	Will be informed after registration
4	Company Profile	Loop Subscriptions is a powerful platform built for Shopify-based DTC brands to manage and grow their subscription businesses. It enables merchants to offer highly flexible subscription models — from build-your-own boxes to prepaid plans and recurring bundles — all without writing a single line of code. Loop handles everything from automated billing and churn reduction to subscriber experience and analytics , helping brands increase retention, boost lifetime value, and drive predictable revenue. Trusted by hundreds of fast-growing e-commerce brands, Loop makes subscriptions simple, scalable and customer-first.
5	Website	https://www.loopwork.co/
6	Stream	BBA, B.Com, B.com (Hons)
7	Position	Market Research Associate
8	Skills Requirement	<u>Skills/technical stack:</u> <ul style="list-style-type: none"> • Should be proficient in Excel. • Bachelor's degree in Business, Marketing, or a related field. • Proven experience in market research, lead generation, and using tools such as Apollo, Sales Navigator, and others. • Familiarity with CRM systems like Salesforce, HubSpot, and other data management tools. • Strong analytical skills with the ability to interpret and synthesise data into actionable insights. • Excellent communication skills, both written and verbal. • Passion for AI and emerging technologies (bonus if you're an AI enthusiast). • High attention to detail, with a strong commitment to data accuracy and quality. • A proactive attitude with a willingness to go the extra mile and work independently.
9	Job description and other details	<ul style="list-style-type: none"> • <u>Position Overview:</u> Company is seeking a proactive and detail-oriented Market Research Associate to support our business development efforts through in-depth research and data analysis. The ideal candidate will play a key role in identifying new business opportunities, generating robust databases, and staying on top of industry trends. A strong focus will be placed on leveraging automation tools and AI-powered platforms to enhance research efficiency and accuracy. This role requires a blend of technical skills, market research acumen, and the ability to collaborate effectively across teams to support strategic decision-making. • <u>Key Responsibilities:</u> <ul style="list-style-type: none"> • Conduct research to identify potential clients and new business opportunities. • Utilize market research tools (Apollo, Sales Navigator, Lusha, Clay, Bitscale, etc.) to



TRAINING PLACEMENT & INDUSTRY INTERFACE DEPARTMENT SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)
Ph. 0121-2439043, 2439052, +91 7302319995; Telefax: 0121-2439067
e-mail: placement@subharti.org, Website: www.subharti.org



		<p>gather and organise lead information.</p> <ul style="list-style-type: none">• Generate and enrich accounts/contacts with relevant data, including email IDs, phone numbers, LinkedIn profiles, titles, company revenue, employee size, etc.• Perform competitive analysis to gather insights about competitors, consumers, and the overall marketplace.• Collaborate with internal teams (sales, marketing, and customer success) to integrate research insights and contribute to lead generation strategies.• Ensure data quality and integrity by maintaining CRM systems, monitoring data consistency, and performing regular audits.• Assist in managing CRM platforms like Salesforce, HubSpot, and marketing tools to support lead nurturing and pipeline development.• Support the optimization of lead generation efforts and assist in creating data for marketing campaigns.• Stay up-to-date with industry trends, emerging technologies, and best practices in market research and data management.• Assist in implementing and maintaining marketing automation and AI-driven tools to optimize lead generation processes and data-driven insights.
10	Joining	Immediate
11	Selection process	<ul style="list-style-type: none">• Assignment Round• HR Screening Round• 2 Technical Interviews• Culture fit Interview (F2F)
12	Assignment submission and completion steps	<p>Step 1 – Complete the assignment round as per the attached instructions of completing market research</p> <p>Step 2 – Submit the completed assignment in PDF, document, or spreadsheet on the link given in</p> <p>Step 3 – Complete the process by filling out the acknowledgement form</p>
13	Job Location	Gurgaon
14	Package	4 - 5 LPA (including 10% variable)
15	Assignment Submission Link	https://forms.gle/dtNbjVrUtcFxYNFYA
16	Acknowledgement Form	https://forms.gle/KajaqZUCCD44saz87

Note: All the students are advised to study the Job Description and about the company before attending the interview process. **All the candidates need to submit the assignment on the assignment submission link and fill the acknowledgement form to attend this drive till EOD on 05th April 2026.**

Sudhir Sharma
Head-TP & IID

CC:

Hon'ble Vice Chancellor Sir (For his kind Information)

Registrar Sir

Dean: Faculty of Management

T & P Coordinators