



## **Cooperative Education Report**

### **Aligning Finance with Digital Media Industry**

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**This Report is Submitted in Partial Fulfillment of the  
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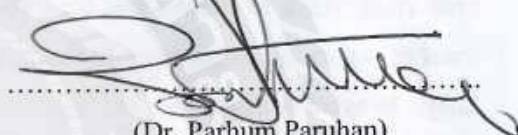
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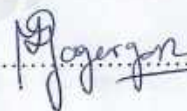
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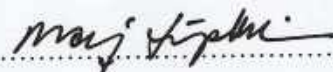


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### **Abstract**

This cooperative report entitled Aligning finance with Digital Media Industry has the goals to study the fastest changing trend of digital media and how much the marketers spend on paid digital advertising. Objectives of the study include: (1) to study the effectiveness of digital marketing among business holders, (2) to study need and interest of digital marketing services, (3) to implement the knowledge gained in regards to financial activities, (4) to learn the alignment of financial numbers with the media content, (5) to gain the knowledge of digital marketing operations. With the company Astryk Media which is based in India, I was assigned to work as Junior Finance Officer and Content Developing Intern, in the department of Finance and Creative during the period 15 January to 30 April 30, 2019. Main responsibilities were to breakdown the financial budget for different media platforms, to determine the cost per impression, to prepare pro-forma statements and reports of the company and for the clients, to prepare cost-benefit analysis, and to understand different type of industries and develop content for them to grow. It was also understood that the theories learnt in classroom do not always get implied as it states. The practical environment is subject to other external factors as well while complementing the theories.

Upon the completion of the internship, it is found that the problem was resolved by means of self-learning and understanding the core of the problem and then via the guidance of supervisors, solving them. In this matter, I am able to learn more about social and communication skills and work ethics which are very important for future career development and profession.

**Keywords**: digital, media, finance, content, reports, work

## **Acknowledgement**

The satiation and euphoria that accompany the successful completion of the report would be incomplete without the mention of the people who made it possible. I wish to extend my sincere thanks and gratitude to Astryk Media for having given me the opportunity to undertake my summer internship program during 15 January-30 April, 2019 at their prestigious premises. The internship opportunity was an incredible chance for learning and expert advancement.

I would also like to take the opportunity to thank and express my deep sense of gratitude to Mr. Abhijeet Singh, Head of Operations and Co-Founder of Astryk Media and Ms. Nisha Kumari, Managing Director and Co-Founder of Astryk Media who in spite of busy schedule has cooperated with me continuously. I am utilizing this chance to express my most profound appreciation toward the colleagues who took significant time out to listen, guide and keep me on the right way by permitting me to complete my tenure at their regarded association. I am likewise thankful for having an opportunity to meet such a variety of magnificent individuals and experts who drove me through this internship period.

Along this, I would also like to thank Asst. Prof. Maruj Limpawattana and Mr. Chanatip Suksai for providing their assistance for the successful administration, coordination, and supervision of the whole co-op program. The co-op program would not have been successful without their envisionment and direction. I would also like to extend my appreciation to Ms. Yhing Sawheny for providing the academic supervision to me for the co-op program. I would also like to thank Mr. Dhabup Prasai for guiding me in the development of my internship report.

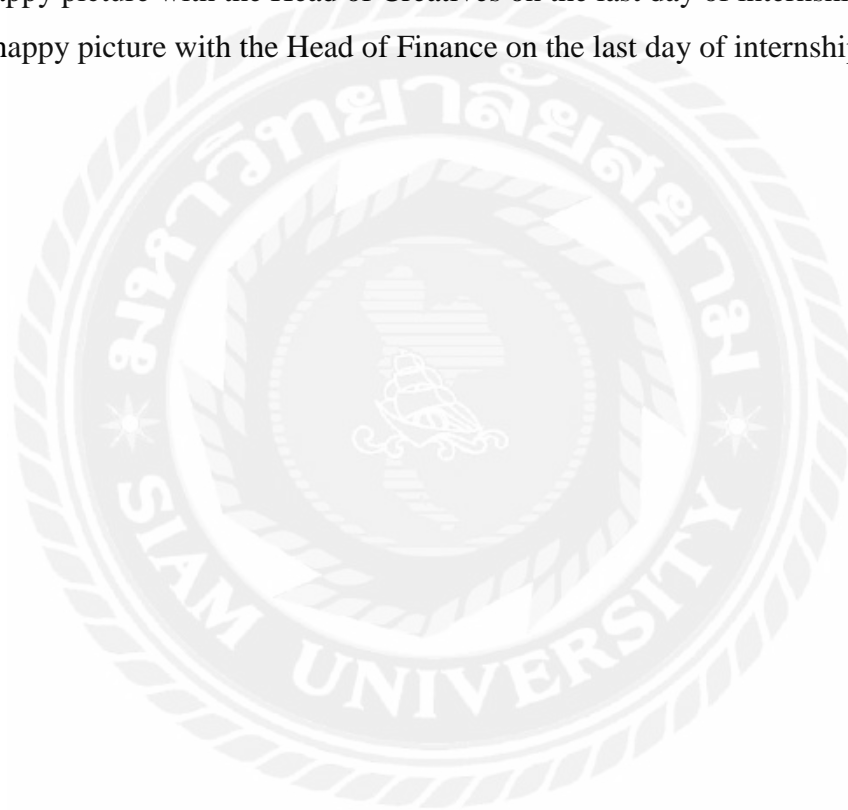
I humbly extend my gratitude towards all who helped me in the successful completion of the internship and the co-op program with Siam University. I hope that I can build upon the experience and knowledge that I have gained from the company. I will endeavor to utilize the aptitudes and information that I have learned in the ideal way.

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## **Chapter 1: Introduction**

### **1.1 Company Profile**

Astryk Media is a rebel in the digital media and analytics industry; an organization that imagines and then realizes multiple futures and possibilities every day to see what sticks. This hands-on purpose-driven approach to foresight and its application in the real world is in complete resonance with their mission to build bridges to a better future, life and planet. They are a boutique content focused digital consulting agency working to help clients achieve positive ROI through digital marketing and advertising solutions. They aim to help every organization create an impact and generate ROI digitally.

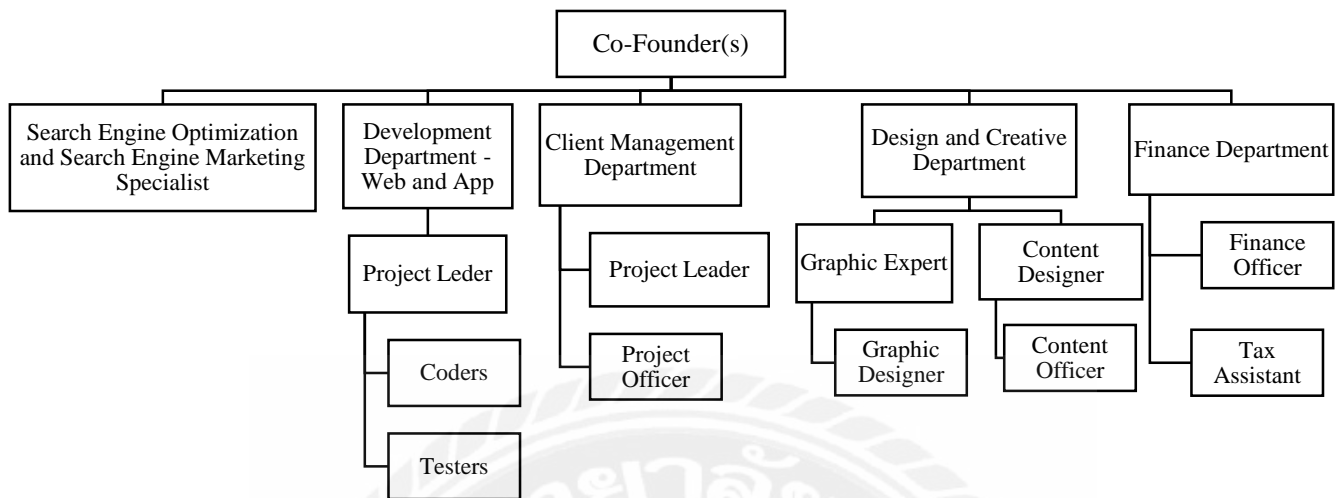
Astryk Media is founded by two engineers with over seven years of marketing, manufacturing and sales industries experience. They have worked with a variety of business sectors including E-Commerce, Fashion, Personal Wellness, Manufacturing, Furniture, Food & Beverages, Bloggers and Micro Enterprise Ventures. Based in Gurgaon, India, their clients are based locally and internationally across South Asia, China and Europe.

They partner with their clients to develop their marketing plans, and set up winning strategies to generate and convert leads. From designing, developing, and optimizing websites, to increasing sales through tactical digital marketing activities, they work with their clients to raise their brand awareness, generate more sales opportunities, and maximize their marketing budget ROI.

### **1.2 Organizational Structure**

Astryk Media has a diverse team of digital marketing experts, innovative thinkers, creative designers and web developers who are passionate about growing clients' businesses, helping them achieve their goals, and making an impact digitally in the industry.

The organizational structure is as below: -



*Figure 1 Organizational Structure*

### 1.3 Statement of the report

Digital Marketing industry is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in digital marketing career (Kaur, 2017). With striking features like cost-effectiveness, instant response, flexibility, convenience, and effectiveness, digital marketing is making a strong impact in the world of marketing and advertising. It has tremendous potential to increase in sales provided businesses should have knowledge to implement it in right way.

The power of digital marketing allows geophysical barriers to disappear making all consumers and businesses on earth potential customers and suppliers (O'Brien). It is known for its ability to allow business to communicate and form a transaction anywhere and anytime.

Therefore, today almost every industry is involved in marketing itself digitally, with the aim to cater the digital world and increase their ROI.

### 1.4 Objectives of the study

The objectives of my internship are enlisted below:

1. To study the effectiveness of digital marketing among business holder.
2. To study need and interest of digital marketing services
3. To implement the knowledge gained in regards to financial activities
4. To learn the alignment of financial numbers with the media content



5. To gain the knowledge of digital marketing operations

### **1.5 Roles and responsibility**

Internship Role: Junior Finance Officer and Content Developing Intern

Internship Description:

Astryk Media's Digital Marketing Intern will work directly with the Digital Media Director and Digital Media Team to help develop and execute strategies for multiple clients. The intern will be exposed to advanced digital media initiatives such as paid search engine marketing, social media promotions, ad serving, display advertising and more. There will be ample opportunity to contribute ideas to management. Additional job responsibilities could be developed around the candidates' strengths.

Below mentioned includes all the roles and responsibilities of the activities I had to do during my internship period:

Primary Responsibilities:

1. Brainstorming ideas for different marketing campaigns and plans
2. Client-Servicing
3. Breaking down the financial budget for different media platform
4. Determining the cost per impression of the advertisement being run
5. Preparing pro-forma statements and reports of the company and for the clients
6. Making cost-benefit analysis of different clients and the company
7. Research and Development - understanding different industries and developing content for them to grow
8. Content Management- developing content for different social media platforms and framing them

Secondary Responsibilities:

1. Day-to-day Operations- providing an aid to different departments in their daily activities
2. Creating social media visuals using online tools and software applications

## **Chapter 2: Internship Activities**

### **2.1 The internship at a glance**

Working at Astryk Media was not like any of my past internships. It was different in its own way. Working in an open-office space was something new for me, and the part I loved the most. Stepping into the Digital Marketing was something which did not belong to the degree I have pursued; however, it was an interesting journey. The world is becoming digital. To understand this digitalization in terms of marketing where I could offer financial knowledge as well was my main goal. I was able to dig into the digital marketing concepts and how it can help companies achieve the return that they desire, digitally. It was also brought to my knowledge that digital marketing is not just social media marketing. It's much more than what the pre-assumption was. Being able to incorporate the financial knowledge along with the content development for various campaigns being run, I was able to develop my strategic and tactical skills, as well as the creative skills. It was discovered that I had a creative person inside me, only the skills were to given a proper supervision and guidance. Few challenges occurred ahead of me which was gradually overcome. At the company, all the team members had to work almost seven days a week with flexible timings as digital is the most interactive and challenging platform now-a-days. Like the team members, I also had to work almost 7 days a week although the general working day is 5. The benefit here was that I could have flexible work hours where I had to finish an assigned task within the hours allotted. There were times when I had to work from home, thus it was a combo of office and home-based job. However, on-the-job training were provided and sometimes and I was privileged to attend some of the special workshops. Basic remuneration was being given along with accommodation, food and travel allowances.

### **2.2 Assignments and responsibilities of the internship**

My activities during the internship were focused around Financial Management Support and Content Development. The responsibilities and detailed description of the work I had to do during my internship period are enlisted below: -

1. **Brainstorming:**

As a creative digital advertising agency, at Astryk Media, our most important task here was to do brainstorming to generate exceptional 'out of the box' ideas for different brands and campaigns. For instance, to promote one of the fitness-industry client, we had to find out the best digital marketing

campaign to generate leads for them. Here we had to find out different ways strategically to launch the campaign. As Astryk Media has some non-disclosure policy with me regarding the marketing strategies, the detailed idea sharing part cannot be disclosed by me here.

2. Client-Servicing:

As a team member of the Finance as well as Creative department, one of my core responsibilities was to ensure the client's' financial satisfaction through monitoring their projects, alongside matching their brand identity with the content developed. The initial brief about our clients' requirements were given to me via my superiors after which I had to rebrief the creative department about the designs. Here was the challenge- to develop a marketing content with a finance background. My intra and inter-departmental relationships helped me a lot to overcome the challenge.

3. Breaking down the financial budget for different media platform:

Being in the finance department, I was assigned to work closely in developing budget for the clients. The role was to categorize different platform in which the budget was to be spread, and how much of the total budget is to be distributed.

4. Determining the cost per impression:

When a digital advertisement is run, the costs per impression are calculated. It is one way to measure the reach of an ad because it shows how much it costs for an ad to be seen by people (Kennan, n.d.). It is the cost or expense incurred for every thousand potential customers who view the advertisement. It was a crucial role of my internship to measure the cost that was been incurred to reach the target audience.

5. Preparing pro-forma statements and reports of the company and for the clients:

I was assigned to prepare pro-forma income statements of the company every month for internal reference. Likewise, based on the cost incurred in providing digital service along with the service fee, statements were to be

prepared for the client. These were supervised by the head of finance department who made sure the numbers were in right place.

6. Complying the financials with the taxation (GST)

One new financial jargon for me was the Goods & Services Tax (GST), this was charged in India, and not in Nepal. I was assigned to comply our financials considering the GST in mind. The concept was explained to me by my supervisor. A few hours of internet research also quite helped me in this.

7. Research and Development - understanding different industries and develop content for them to grow:

As a member of digital marketing agency, I was exposed to clients from not just one industry, but many. Each of their demand differed, so did their marketing plans with content. I had to go through research work to understand each of their industries and strategies to help them achieve their goals.

8. Day-to-day Operations:

As an Intern, there were some day to day tasks in accounts management, creative department and most importantly in the digital platform. Inter-departmental follow up of ongoing campaign, upcoming campaigns, monitoring the projects etc. are most remarkable among the day-to-day tasks.

9. Content Management:

Content management of different client's brands' facebook and instagram pages as well as the company's profile was another noteworthy role of my job. Here I had to directly work with the copywriters, designers and strategic planners about the content. Advertisements sometimes amuse people. How to amuse people with different approaches was the challenge and to make the most out of my internship, it was the best platform to learn about the marketing aspects. I had to go through a lot of research works regarding the customer needs. I was also involved in framing captions for different social media posts of the client's pages. Alongside, I learnt a bit of graphic designing where the designs made by me were being used for smaller campaign of the clients.

## **Chapter 3: Identification of Problems Encountering during the Internship**

### **3.1 The problems**

In the tenure of my internship, there were some challenges that I faced as an intern during the first few weeks. The challenges are enlisted below: -

1. Too many information

The information regarding different departments, the people in the department, the person that I need to reach to, and others about the company came at such a velocity that before even processing one part came the other parts.

2. Understanding the office culture

During my first days of internship, I was facing socializing struggles. Trying to know the organizational culture was quite a challenge for me initially.

3. Being assigned the trivial work

There were times when I was assigned the run-of-the mill work which was slightly discouraging at the beginning. Gradually, these scenarios were not taking place.

4. Unnoticed work

Being new to the company for a brief time period, although the work was being handed over to me, it was not well appreciated in early days as I expected it to be.

5. Different course background

Being a student with major in Finance and Banking, it was not an easy thing to understand the marketing jargons on the first day itself.

6. Early deadlines

In a field like digital marketing, the works cannot be tedious. Due to this factor, the deadlines of each work assigned to me would be quite early. This sometimes led me into giving inefficient result in the early days.

### 7. Issues with self- management

As I was working with other team members on certain tasks and projects, I was required to have the ability to work collaboratively across various teams and all levels of staff. During this time, a slight problem of teamwork and self-management was encountered.

### 8. Work pressure

One major load of work was on me when the main content managers and designers were on leave due to personal reasons. During that time, I was assigned with the major of content creation along with basic designing of the social media posts. Numerous of client's work added on the pressure. This however, acted as a benefit for me later.

### 9. Meeting the expert's expectations

The field I was in required perfection in every small details, be it in the financials or the content to be posted live. Sometimes, it used to be difficult to give results to the supervisors or experts that meet their expectations.

## 3.2 Solving the problems with examples

The above enlisted problems during the internship were solved in different manner. The solutions are mentioned below: -

1. The first solution that I wanted to get was for understanding the office culture. In order to solve this problem, I felt that it was best to know from the people working in the office. For this, I tried meeting every individual over coffee breaks or post/pre office hours. This way, I was able to know different perspective from different people, which gave me a better understanding of how the office worked.  
**For instance**, I was made aware that the SEO specialist does not like to be addressed directly, instead via his assistant. From then on, whenever I had to seek some help from him or provide him with some information, I made sure that I reach the assistant first.
2. I expected myself to be an important part of the organization, or at least someone who could become a part of major activities which would help me learn better. But,

I was often being offered just assisting jobs for my seniors and mentors. I did find it unimportant in my early days, but gradually I realized that nothing is inconsequential if it matters somewhere in the work cycle of the company. The change in perspective helped me solve the problem quite fast. To the best part, as the days passed and I performed the tasks, I was slowly included in major campaigns as well.

**For instance**, a mutual fund company's website was to be launched during the time I joined. For this, initially I was being assigned to tasks such as writing an one-liner content, giving it to the copywriters and further passing on their message to the designers. Amidst of this, one fine day, the copywriter was impressed by the write up that I provided to him, which other members couldn't deliver. This took me to a step forward and I was being provided with more contents to prepare and more concepts to plan.

3. My internship slightly differed from what my course background was. However, where financial tasks were not much of a trouble to understand, the marketing tasks became easier too. I was slowly able to capture and understand all the marketing activities going around by taking guidance and help from my supervisors along with home research on the topic that I was not clear during the day. This made me become a part of the group in a faster pace.

**For instance**, when I was being told that I need to calculate the cost per impression of an advertisement, I was not sure what is that and how is it done. Likewise, when advertising, I was assigned to research about the advertisements that were being done by competitors of the client. I had to clue where do I see those. But, gradually, through guidance of my boss and the help of internet, it was possible to understand all of those.

4. To solve the problem of early deadline, I understood the importance of time-management. When a certain task was assigned to me, I did homework of how the work can be completed with the set deadline. Also, I did not put my hand on all the baskets together which would have left me in the middle of nothing. Instead, I started with one assignment, and then once completed, I started another by setting personal deadlines. This way I was able to allocate time for each work and did not end up in a jumbled up and chaotic situation.

**For instance**, in the early days, I was assigned to develop content for three different clients, each from different industry. At this time, I started with one client having a designer couture, researched content for her, developed the content, forwarded it to the experts and then moved into another client. I had one hour to do the work for all three clients- one the designer couture, another fitness house and third one being a mutual fund company. I allotted 25 minutes to the first two as I had little knowledge about them, and the last 10 minutes for the mutual fund company. This way I was able to have enough idea on how I would take my content.

5. In order to become a good problem solver, it is important to become a good team player first. This line was implemented by me to solve the problem of teamwork. In order to become a good team player, I not only aimed at working together but also tried to motivate myself and those around me to bring out a great collective result as a team.

**For instance**, we were a group 5 with 3 interns and 2 supervisors, handed over with a project to make a week's marketing plan for a newly dealt client. The plan was not just to advertise, but also to collect leads. The interns were first given the task to do the initial workings. We completed the work and handed over to our supervisor for approval and verification. Right before a day of the deadline, the supervisor asked us to re-make certain things as those were not approved. One day for the entire work was not possible for each one of us individually. Thus, we divided the work as which suited each one better and helped one another in meeting the expectations as well as the deadline.

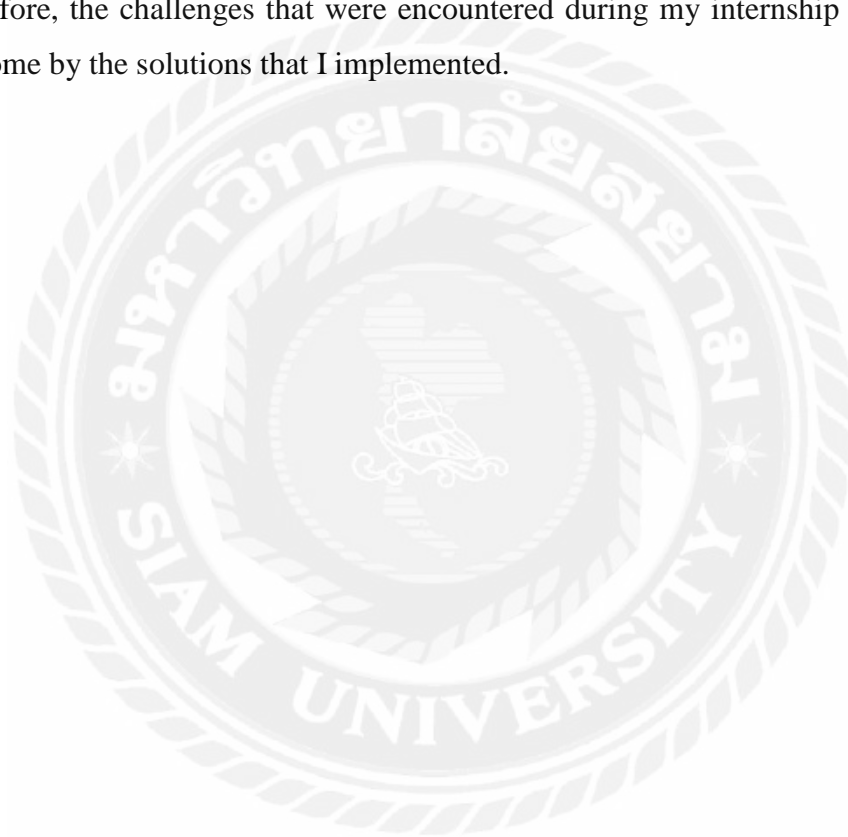
6. Unlike other internships, I was not bored by having less or no work. Instead, I was burdened with work. When the main experts went on leave due to personal reasons, the work was given to me to do, more than what I did previously. During this time, I made sure I gave my 100% of what was required by preparing all the basics at home and being ready with questions the next morning for the boss. The urge to ask and then from the advice given, the attempt to give results yielded good progress every time.

**For instance**, I was handed over with a client - a designer couture's overall marketing plan. This involved preparing the financial budget allocation, the ceiling cost to be incurred on each item advertised and then preparing the cost-benefit



analysis of the same. Although the financial budget allocation was not a difficult task, it was tough to convince the allocation to the client by our client-manager. Due to this, I had to re-do the same for almost five times, by understanding what the client's requirements were and what her clientele was. Moreover, it was difficult to meet the exact requirement of the client sometimes by, which led me into making four-to-five designs in a single shot. The bottom line of this task was that no matter how many times I did the work, each time made me better at that thing, which was an overall benefit for me.

Therefore, the challenges that were encountered during my internship were up to an extent overcome by the solutions that I implemented.



## Chapter 4: Contribution and Learning Process

### 4.1 Contributions made during the internship

The contribution made during the internship was focused around Financial Management Support and Content Development. Along with these, contributions in many other departments were also made. With respect to the assigned roles and responsibilities, I was able to successfully make the following contributions during the internship: -

1. Once the initial briefs regarding the client's requirement were being given, the preparation of a financial budget breakdown into different digital marketing mediums such as the social media marketing, search engine marketing, etc. was one of the major contribution that I made. As a part of my job, I prepared the budget breakdown solely for two different clients and assisted my supervisor in preparing them for few of many other clients.
2. Another contribution made by me was to create content for the client's social media pages. I directly worked with the copywriters, designers and strategic planners about the content. Once the content was framed and approved, I re-briefed them to the designers who later made the final design. **I was chosen as one of twenty members from different marketing agencies in India to become a part of Lakme's marketing campaign in different locations.**



Figure 2 Social Media Posts prepared for clients

3. Another similar and well-appreciated contribution made by me was the designing of the media content for a mutual fund client. My financial knowledge about mutual fund and other investment securities was used in the right-form here. After researching little information about the mutual fund scenario in India, I created graphical pictures and charts for the purpose of digital media posts. Likewise, research about facts and figures were done and then incorporated into the design to give the customer a clear picture of what our client was trying to provide them. The contribution made here was appreciated by the founder himself, which served as an encouragement for further works. A graphical calculator was developed which showed the future income that the mutual fund would yield. The concepts and content, both were published in the client’s website and social media platforms.



Figure 3 : A financial calculator created for the client - Go4wealth



Figure 4 Social media posts prepared for the client Go4Wealth

4. My contribution was also in preparing the cost-benefit analysis of client as a back-end report which could aid the client management team while dealing with the clients.
5. Another major contribution was assisting the strategic planners with the reports generated from digital marketing such as search engine marketing, content marketing and web analytics.
6. Likewise, assisting with email marketing for campaigns and creating content for the same was also one of the contributions made by me. I used to look at similar companies' email marketing and then brainstorm for something suitable for our client. Then, the process of content development would begin, wherein a set plan for a week would be ready that would be forwarded for email marketing. Based on the content developed, the designers would create relatable designs. The entire work was carried out as a chain-process, wherein each department was inter-connected.

Alongside these contributions which directly fall under my responsibilities, I was also able to make several other contributions to Astryk Media during my internship. The contributions are enlisted below: -

1. I assisted in documentation of each client's record. I helped consolidate various reports being generated earlier and also helped document various activities that Astryk Media took the initiation in.
2. I was able to help the client management team by making the initial calls to potential clients and noting down their requirements for the digital marketing.
3. I also helped in researching content of other brands and companies which aided the company in understanding what the customer wants.

#### **4.2 Details of related learning process and new knowledge student has received**

The internship, as a whole was very productive for me on an individual basis. It helped me stretch my limitations to shape myself in any possible given situation. The first and foremost biggest learning experience for me would be to work in a different situation to what I was used to. Gurgaon, India was a new destination and digital marketing was a complete new field, apart from the basics that I knew. Adapting to a different location and people required some initial efforts.

One of the biggest learning for me was that things do not occur as per the set theories every time. By this I mean, a theory remains the same in that particular situation where ever

you read it whereas practical learning has a lot of external factor affecting it. It might be the people you're learning from or working from, or even under any other condition.

When a person goes on for practical learning with knowledge of the respective theories, she/he will save herself/himself a lot of effort to not do something that is not going to work out. Theories have been tried and tested before. By having the knowledge of certain theories from my bachelors' education, I did not have to go from the zero level to perform a task. This made me understand the true value of the theories that I learnt during my lecturers. Therefore, I learnt the concept that it will always be theories complementing practical learning or the practical learning complimenting the theory.

Also, being from a non-marketing background, I had the understanding that digital marketing is all about boosting social media posts and advertising our products/services digitally. Whereas, this internship made me realize and learn that this is not all. The whole digital marketing should primarily consider Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Email Marketing, Web Analytics, Inbound Marketing, Mobile Marketing, Content Marketing, Affiliate Marketing etc.

While performing my internship and fulfilling my roles and responsibilities, I learnt how a design is prepared and content is developed. Also, I learnt how to set a target audience for the marketing and customize the advertisement accordingly.

Being under direct supervision from the boss himself, I definitely learnt more about the tips and tricks of content management, regarding which words attract the customers first or what sort of image pulls the attention. He tried to involve me everywhere in the best way possible.

I was also able to learn the social and communication skills. There is a lot of difference between the college life and the life of an employee. When we begin to work, we need a lot of things to accept. The first thing that is needed is social skills which can make us successful in the workplace. During the internship, I worked with other colleagues, and turn to know how the industry actually works. I also learnt to adjust myself in the office environment. There is a certain way to interact to people in the job. Be it an open-office culture, there is still a pattern that people follow to communicate. These things were also learnt.

I got the knowledge and insights of different vertex of digital marketing. I was working with the latest technology, thus also obtained the knowledge of using various software and professional tools to aid the digital marketing. By working on live projects, how the work is processed in the industry was learnt. This made me get through the use of Search Engine Optimization, paid ads using Search Engine Marketing, Pay per Click, and many more.

I was able to learn and understand the scope of digital market both in the global and local context. The world is said to reach around 10 billion populations by 2050 (NEWS WIRES, 2017). A major of this proportion of population is going digital. This further broadens the scope of digital marketing where each individual or an organization would like to break the geographical barriers and become global.

One of the smartest things that I learnt was we can't trick Google. There are no shortcuts if we want to improve our Search Engine Optimization (SEO). The only way we will rank in the long term is if we make our website matter. This means that content thrown together just to fool Google into making our site rank for certain keywords will work against us.

Another learning for me was that everything is written by someone, what matters is how is it written. Every header, every call-to-action, every page summary, every tiny message has been written by someone who put thought and effort into them. Though they may seem standard to the user, the feel of a website can really be taken to the next level by slightly changing the wording. For example, "Learn More" is a call-to-action that makes it sound like you're signing up to put in effort, which internet readers never want to do. "Expand" on the other hand, is a call-to-action that yields immediate gratification. You click the button and the article expands so you can read the rest of the content. Much easier for the reader to engage with, and latch on to.

It was understood that digital marketing is so deeply intertwined that it's critical to have a base knowledge of everything before we specialize in one thing. Furthermore, honing each of our skills on a regular basis will speed up our growth (and career advancement) more than mastering one skill before moving on to another.

## Chapter 5: Conclusion

### 5.1 Self-assessment as a professional

The experiences of working as an intern in a digital marketing firm were fascinating and helped me mould myself as I advance into my career. Taking the internship somewhere else from my home country was a challenge for me, and took some times to get used to. Once I got used to it, I started performing.

The company had a great hand in helping me understand the underlying importance of a team and an environment to work with and on. Everyone I met, helped me grow, both as a professional and a person.

This summer internship also resulted into me understanding three important things. First, always ask for feedback. Feedback is important for improvement in work. Second, don't be shy to follow up on the information you need from someone and don't be shy to share your two cents on how a process/product could be better. Third, always have an open mind to incorporate knowledge and ideas. Having the opportunity to hone my financial skills and learn more of the marketing element opened wider doors for me.

It enabled me to understand some aspects of being successful in digital marketing. It is important for an individual to have the ability of multi-tasking during work hours. This internship made me much for efficient that I was in handling more than one tasks at a time. I also realized that it is important to maintain punctuality in order to climb the ladder of success.

Internship is the most ideal approach to put the theoretical learning into practice. I definitely don't claim that I have fully turned into a professional in these 3.5 months but I would say that it was a very important and learning period that I believe will give me a competitive advantage in the future.

This internship made me revise my own strength and weakness, which enabled me to hone my strength further and turn my weaknesses into strength. I was able to understand the fact that opportunities and chances are available around us. All we need to do is grab them as much as we can. Skills such as communicational skills, networking skills, multitasking, and social skills which are required in a future professional, are somehow inhibited in me and have been nurtured over the internship tenure.

I believe that I would be able to do good not in one field precisely but be able to take along both marketing and financial field and achieve my ultimate goal of becoming an entrepreneur.

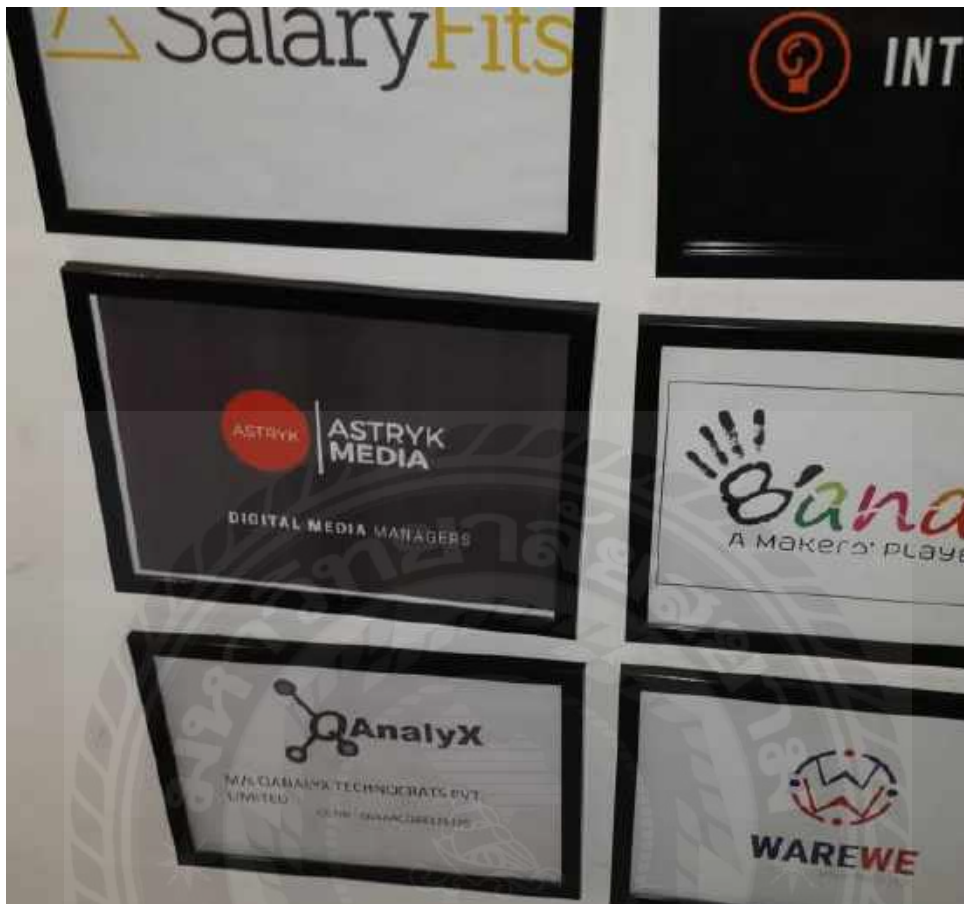


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## Appendices



*Figure 5 Astryk Media's board*



*Figure 6 A glimpse of social media marketing team meeting*



*Figure 7 Working under the guidance of the supervisor (Head of Finance)*



*Figure 8 Main supervisor Mr. Abhijeet Singh going through the work being done*





*Figure 9 A happy picture with the Head of Creatives on the last day of internship*



*Figure 10 A happy picture with the Head of Finance on the last day of internship*