



Cooperative Education Report

**Using social media to the fullest for Promoting Products and Services during the
COVID -19 pandemic**

Written by

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Abstract

This co-op report investigates various marketing and analytical tools to understand markets to cater businesses and brands that were impacted physically by opening up new opportunities through the global platform of social media. With the help of various subjects such as statistics and marketing, going hand in hand, I was able to help clients and business grow through various social media platforms by creating brands and opportunities in the online platforms, which was not possible due to the Covid 19 pandemic. An asset that most brands in this context were not able to use due to limited resources. As one of the core team members of the creative agency, Evo Work Studios, I got the opportunity to cater to various different clients ranging from clothing brands to restaurants to logistical companies as well as healthcare services. Some notable brands that I have worked for include Easy Healthcare 101 and Evoke Café and Bistro. My roles in the upcoming brand included 1) providing creative content both photos and videos, 2) graphical and informative design, and 3) social media handling of the brand and complete remodeling of the brand. 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, content, reports, work

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Yours Sincerely,

Vansh Thaman

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Figure 1: Organizational Structure



Chapter 1: Introduction

1.1 Company Profile

Evo Work Studios was made with the sole purpose of making sure that the client that they cater to have a social media portfolio that they are proud to showcase as well as keeping their customer base feel active and paid attention too by giving services in the online world.

Opened by a group of 6 people who work as designers, photographers, and videographers with experience in marketing products such as food, clothes and various other products, Evo Work Studios makes sure that they provide their clients with engaging and creative content for their clients.

As a startup or small business owner, you can accomplish your marketing goals and connect with your target customers easily via online marketing. With digital developments all around the world, millions of people use at least one online platform to get information about several services and products. (DAN, 2020) . Currently, they cater to clients such as Evoke café and Bistro and Easy Health care 101 to name a few. The main services provided by Evo Work Studios include photography of products, food, ambiance, visual and video representation of various products services and graphical instructions for various services. They also include 101 consulting relating to any services for such as boosting on social media and how to increase customer satisfaction.

1.2 Organizational Structure

Evo Work Studios 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: -

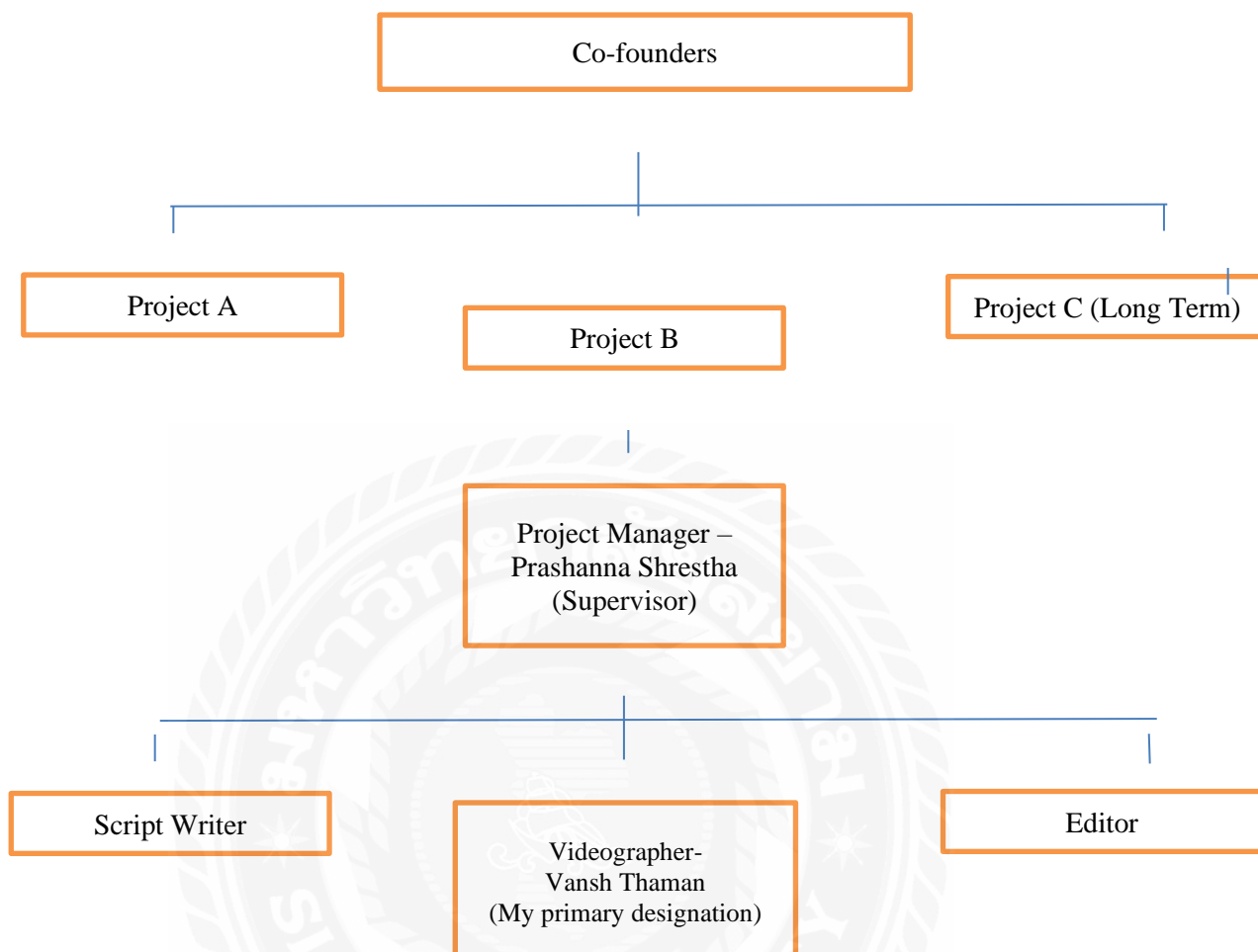


Figure 1 Organizational Structure

I worked as an assistant videographer, photographer and editor at Evo Creatives, whose main job was to aid the main Directors of any project. In both pre shoot and post shoot scenarios by researching and giving input that were both creative and applicable in today's market.

My main intention for joining Evo Creatives for my final year internship had two main goals. The first was to improve upon an already existing skill that I had and supporting it with my BBA degree. I had worked as a social media manager for 2 other restaurants before interning at Evo creatives, therefore, joining a professional brand in the sector would help me hone my skills through exposure in larger projects, something I could not achieve while working as a freelancer. Also, since this was in the midst of a pandemic, Evo Creatives had a wide connection in the marketing industry and since people were not allowed to meet, there was a

huge gap in the connections and networking I was planning to do. Therefore, Evo Creatives became a platform that provided me the opportunity to connect with freelancers, even during the midst of a pandemic.

1.3 Statement of the report

80% of executives who have implemented digital transformation technologies say they are able to deliver better products and improved value. (Brenner, 2019) In order to create engaging digital content for social media, it is an absolute necessity for the brand to have personnel that are well versed and have experience in the digital marketing sector of the economy and is up to date with the recent trends in the society and market, both online and offline. The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales. (Info, 2019) And with the lack of proper experienced and well-versed personnel in the field of digital marketing in Nepal, has led to many brands putting out mediocre and sub average content for interacting online with their customers. That is where I come in for Evo Work Studios.

The 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 holders.
2. To study need and interest of digital marketing services
3. To learn the alignment of financial numbers with the media content

1.5 Roles and responsibility

Internship Role: Main Videographer, Photographer, and assistant marketing consultant.

Internship Description: Interns at Evo Work studios require to work under a person who has taken up the client sole i.e., project manager. And under the guidance of the project manager, scheduling of the media plan of the client is done accordingly and various activities such as photo and video are done. And after the shoots are done, the products are sent to the designer for the final product. Then the intern must meet up with the clients to prepare a post product report.

Primary Responsibilities:

1. Brainstorming ideas for different marketing campaigns and plans
2. Client-Servicing
3. Product shoots for photos and videos
4. Determining the cost per impression of the advertisement being run
5. Making cost-benefit analysis of different clients and the company
6. Research and Development - understanding different industries and developing content for them to grow.
7. 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

My internship at Evo Work Studios has been a very hectic yet fruitful journey. With times where shoots that take up to two days to film, to meeting that have been as long as three hours with the clients, all of these instances and time have made me learn a lot about dedicating my time to a craft and creative process. With little to no room for error, working with big clients, dedication and being creative have been the key qualities that a person must have to be part of the creative industry. With the inclusion of many brands focusing solely directed towards providing creating content, after the lockdown, the market for such services has become very competitive, wherein the client is constantly not satisfied, and work needs to improve on a daily basis with better and innovative ways to improve upon the product.

Being one of the main videographers and having a key role in the creative process, the work that needs to be done requires constant awareness of the marketing trends and the need to keep innovating and work harder. Such an environment has made me evolve into a completely different person with a serious work ethic and the need to learn more.

2.2 Assignments and responsibilities of the internship

My activities during the internship were focused around Creating and finding the best way to promote a product. The responsibilities and detailed description of the work I had to do during my internship period are enlisted below: -

1. **Brainstorming:** This step included brainstorming about various topics such as the target market for the client as well as looking for references and weighing in the pros and cons for various ideas that suit the goals of the product as well and then brainstorming the social media schedule for the clients.
2. **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.

3. **Research and Development** - Market research gives marketers the chance to obtain vital information that can help them in planning the right strategy to ensure their brand's digital marketing success. (Bee, 2020) In fact, market research helps you find ways to market your business more effectively. 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. *If you have been avoiding digital marketing, is it because you think you are simply not ready? Do you think you just need some time to get established and then you will figure out the digital marketing angle?* The problem with this approach is that your customers and potential customers are already online. Right now. Today. There's a good chance they might already be looking for a business like yours, but if they can't find you easily, they are probably going to choose someone else. (DMI, 2018)
4. **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.
5. **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 faced during the internship.

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. **Mismanagement** – Being part of a growing brand, having many orders and responsibilities to handle with little margin of error made it very hard to learn and execute to the best on a consistent basis.
2. **Miscommunication** – Having to complete many projects at once, wherein client retention was a must due to the initial establishment of the organization, a lot of miscommunications was made due to the fact that I was unaware with various protocols and processes that needed to be undertaken.
3. **Time allocation** – Due to the new work environment and the professional approach that we had to take while dealing with clients, having not taken this approach very often before led to a lot of deadlines not being work and a lot of late submissions.
4. **Lack of creative space** – working in a creative agency, meant being innovative in every step and adding value to everything so that it stands out from the crowd and the competitors. Having a lack of experience in the field often led the entire team being frustrated due to the work not being innovative on a regular basis.
5. **Portfolio management** – In a very price sensitive market, wherein the client tends to look for the highest value from the cash that they spend, newer businesses often falter, due to the fact that they have nothing to show for their creative minds and ideas, due to lack of experience and not having a proper portfolio to prove it. Being in such an organization made me realize the potential and necessity of having a portfolio that can be your footprint digitally and be your marketing tool. Not having such a portfolio made it very hard to convince clients to sign contracts as well as assuring them that their budget is being fully utilized. Digital portfolios help develop soft skills because they require people to articulate their experiences and present

them in a way that is easily digestible to others. (BDP, 2019)

6. Subjectivity – Since making a creative or drawing an illustrative, to making a video for an ad or even a script, has various perceptions in everyone’s minds. Meaning that a positive for one person is a negative for the other as well. And in a price sensitive market and a customer base that is influenced by various factors such as religion and various social norms, coming out with a final product that pleased both the customers and the client has been very tough and almost impossible. With multiple reshoots and newer.

7. Pricing – Putting a price tag on work was very difficult, because the effort on various projects were different. As with pricing every other service, the formula is simple: $\text{cost} + \text{markup} = \text{price}$. You start with your cost, then add how much you need to make your business profitable. Some projects needed a lot of logistical work and labor, whereas a lot of projects required a lot of brainstorming and work on scripting. Therefore, having a fixed price and setting a quotation and justifying it to the client were one of the toughest and most challenging things to do

3.2 Solving the problems with examples

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

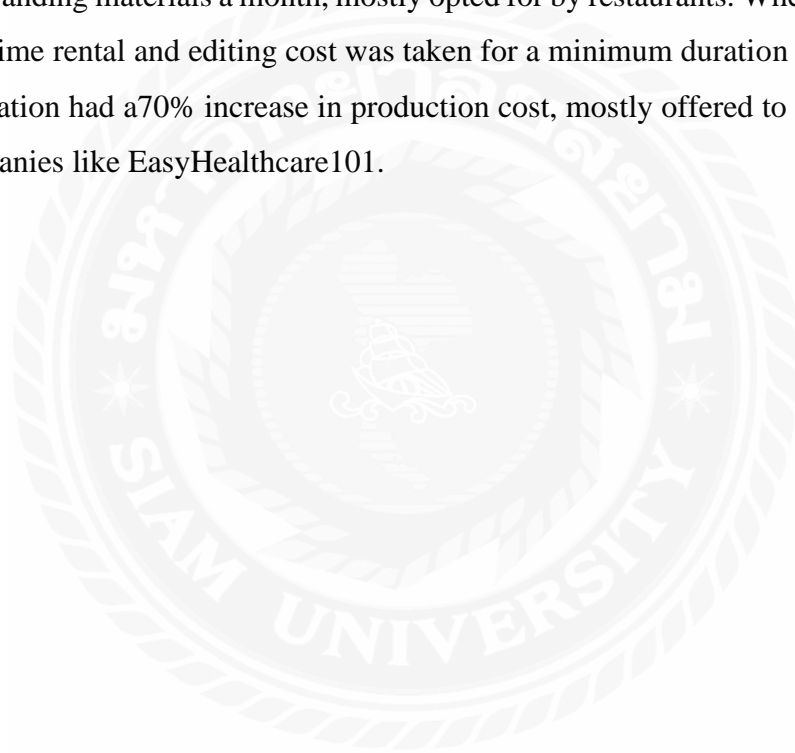
1. Having a total of six team member and numerous other people ranging from clients to scriptwriters, models, actors, logistic and hiring companies, there were a lot of miscommunications. And with the ongoing pandemic happening, miscommunication was bound to happen. And in an industry, wherein brainstorming was the first and most crucial stem to getting a better product out, it was very uncertain, and a lot of obstacles were on the way when it came to bringing out a creative ad or video that no one had ever thought of. This step introduced a lot of miscommunications within the team as well as outside parties. In order to tackle most of these problems, we came up with online solution to keep everyone on the same page. Using various routine and scheduling tools such as Slack to keep all the team members updated and to have Zoom Meeting prior and after the shoot and creative process was one of the key steps that the team took in order to overcome the obstacle of miscommunication.
2. Mismanagement – Working with a young team did have a lot of space to grow, meaning that every team member had a lot of potential yet to be discovered and used properly. However, this also led to a lot of problems in the creative process. Having not enough experience also meant that most people were doing projects for the very first time, meaning that it was their hit or miss opportunity. They had never done a task similar to it before, and they had to execute it perfectly in the very first try. Due to this a lot of deadlines had to be extended and a lot of retakes had to be made as well. Since dropping clients wasn't an option in such a situation, trial and error was the only way to correct such mistakes to get the desirable product. In order to clear such a mess, we had various counseling classes with mentors and seniors who had experience in such a field. By taking advice from them, mismanagement and use of time was way more efficient. And if the work was something out of our hands, we would outsource it to an agency or similar organization that could do such work.
3. Time allocation – Working with clients that are paying you by the hour meant that it was important that the deadlines were met on time and the work given was done in a very systematic and sequential way, especially when an entire team is involved in the creative process, ranging

from sound work to the color grading process. Time allocation and proper coordination was something that needed to be learnt and made as in office culture. But not having worked in a professional setting before, meant that it would take time to learn that a lot of hours was needed to be set out, in order to make sure that work ran smoothly. Therefore, we used to work extra hours on Saturday by setting team meeting and team related work such as the sound and editing processes by not taking leave.

4. Like every other creator in the market, we stumbled upon the lack of innovative ideas to stand out of the crowd. We weren't able to provide with various newer ideas or come up with solution to various obstacles that the companies were facing such as the lockdown, time restrictions etc. Due to which we were forced to give up a lot of offers and leave a few clients dissatisfied with the work that we presented to them. In order to overcome this hurdle, we set out on having regular meetings with the clients wherein we had a cause stating that we will be sitting to a minimum of 2 meeting before we actually shoot for the client, making sure that we got enough understanding and knowledge about the product and ideas on how it needs to be portrayed from the client.
5. Portfolio management – Having a lot of completion in the ad market of Nepal, having a portfolio is a must to show the client what you can offer. And having a portfolio can be a deciding factor as to whether the client picks or drops you in a very price sensitive market. Being a part of a growing startup, not having a portfolio often meant that the clients were not willing to pay advances or were skeptical in the initial phase of the contract. Therefore, in order to tackle this problem, we made sure that we charged less for the client in the first order and then if they were satisfied with the result, they could be charged with the market rate. We even added a free reshoot and edit so that we had a better idea of what the client wanted and so that they could see the potential of the team.
6. Subjectivity – Since portraying any materials, may it be for branding or for sales, differs from company to company. With different perception due to the brand image in the market, to the customer base they are targeting, getting the message across in a direct and meant to manner is everything to increase sales and customer interaction in order to have a good brand image in the minds of the consumers. Therefore, in order to tackle the everlasting problem of subjectivity, we used to have revision meetings with the clients. Meaning, after the work is

designated to us by the client with the allocated budget, an on air date is set, when the content will be aired on any social media platforms, and before this deadline, a minimum of 2 sit in meeting of 2 hours will be done with the client in order to get feedback from them regarding the changes, so that the content that is being pout out matches their brands mission, vision and goal.

7. Subscription pricing – Due to the inability of setting a price for the amount of work done, subscription packages for regular and one time project clients were made, which meant that a 15% subsidy or discount were made for clients that signed a contract for 6 months + which included 10+ branding materials a month, mostly opted for by restaurants. Whereas for onetime projects, a onetime rental and editing cost was taken for a minimum duration of 1 minute, and each added duration had a 70% increase in production cost, mostly offered to one-time ads for logistical companies like EasyHealthcare101.



Chapter 4: Contribution and Learning Process

4.1 What are the things you have learned during the internship?

Internships are beneficial because they help develop your professional aptitude, strengthen personal character, and provide a greater door to opportunity. By investing in internships, you'll give yourself the broadest spectrum of opportunity when seeking and applying for a job after college. (Kilgore, 2017) The contribution made during the internship was focused on 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 contributions 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.
3. Being one of the main contributors in the video content team, I was responsible to contact the logistic companies that were need during shoots that required extra equipment, meaning that I was the main channel between the team and the outside outsourcing agencies that we communicated with.
4. I was responsible for making the soundtracks for the Easy Healthcare 101 ad that we shot in October, along with various out duties such as making the base sequence for the entire ad as well as hiring the actors that were best fit for the role.
5. Being a part of a small team gave me the opportunity to work with various different clients as

well, learning how to deal with them as well as negotiating, coming up with different ideas for a possible brand ad as well as an overall package to work with

Attached down below are a few examples of work done for a few brands social media platform.

4.2 How student could conceptualize the knowledge gained from coursework to the real-world situation.



Image 1: Travel Commercial Shoot for a local travel backpack brand called Mheecha.



Image 2: Infographics design for restaurants such as Evoke Café and Bistro and Mike's by Evoke.

4.3 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.

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 wherever you read it whereas practical learning has a lot of external factors 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.

Learning for me was that everything is written by someone, what matters are how it is 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 sometimes 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 was a very important and learning period that I believe will give me competitive advantage in the future.

5.2 Benefits from the internship for your future career

This internship made me revises 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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<https://collegesofdistinction.com/advice/the-importance-of-internships-in-college/#:~:text=Internships%20are%20beneficial%20because%20they,for%20a%20job%20after%20college.>

Annex 1



Image 3: On set for a commercial shoot for Easy Healthcare 101



Image 4: Post Shoot editing with the lead editor. Since I didn't have the job description that fit for an editor, I had to learn this skill while working from the employees that were more well versed in this sector.



Image 5: Pre shoot planning at our office. Before a shoot, all the editors and producers used to sit together to brainstorm ideas that were well suited for the project, making the work more polished and refined. A good exercise to improve teamwork.



Image 6: Covid - 19 prevention video shoot for Swornim Boutique Hotel. Since our internship happened when the pandemic was present, but the lockdown was removed, a large portion of our clients needed materials showing how their establishments have used various methods to prevent the spread of Covid in their premises.



Image 7: Magazine Article Shoot for Hotel Himalaya, a well-established Hotel in Nepal, that was rebranding their services through online and offline means.



Image 8: On the set of a podcast shoot for the 16th KCM ICMC, focused on promoting the overall major event through social media engagement



Image 9: Pre shoot at the office of Easy Healthcare 101, filming a commercial for their new services that catered to the people who needed urgent medication during the lockdown.



Image 11 : On set of the new commercial for the newly formed clubs of KCM. The video was filmed for rebranding the newly formed clubs on all social media platforms.

Since most of my work involved me to be behind the camera and postproduction work such as editing and sound design, I have provided some work that I have created along with the links to various videos that I've shot and edited on my own.

- <https://www.youtube.com/watch?v=8OltGxmIdmA>
- <https://www.youtube.com/watch?v=5hGaV7Oukok>
- <https://www.youtube.com/watch?v=EFB2KV02wEI>
- <https://www.youtube.com/watch?v=u2F5rRZHHsQ&t=1s>
- <https://www.instagram.com/suiro.teas/>
- https://www.instagram.com/mikes_by_evoke/
- https://www.instagram.com/evoke_jhamsikhel/
- <https://www.youtube.com/watch?v=dMaI1vN5vXE>

Annex 2

Shrestha, Prashanna
Sankhamul, Kathmandu

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CORE COMPETENCIES

- Solid experience of 6 month in management as well as work experience at Krishna Readymade Udyog.
- Experienced in handling external affairs, management, and marketing.
- Focused on better and efficient management of the below mentioned events.
- Ever willing, punctual and dedicated.
- Experienced in conducting national level college events such as Inter College Music Competition (ICMC), Nepal Management Symposium (NMS), and Basketball Bash 2018.

CAREER ASPIRATIONS

To foster better and efficient accounting standards in the Nepali market, I plan, in the next five years, to start up a business that deals with accounting, which is unique and equally beneficial to all.

EDUCATION

Kathmandu College of Management

2017-Present/Kathmandu, Nepal

Bachelors of Business Administration in Marketing.

- Concentration in Organizational Management,
- Secured 2.08 CGPA
- Opportunity to learn beyond classroom.
- Highly appreciated Presentations in subjects such as Psychology, Economics, and Accountancy.
- Actively organized in events like Inter College Music Festival (ICMC),2018; Nepal Management Symposium (NMS),2018; Basketball Bash ,2018.
- Strong case studies focused, and presentation led learning classroom method.
- Participated in Rise of Tycoons ,2018; Mad Ads (winner), 2018.

V.S Niketan School, Baneshwor

2007-2017/Kathmandu, Lalitpur

Central Board of Secondary Education (CBSE) in Management.

- Secured 7.6 CGPA in grade 10.
-

WORK EXPERIENCE

Mero Lagani Pvt. Ltd.

Kupondole, Lalitpur

- Experience in Customer Management and KYC department
- Experience in sharing Mero Lagnal Accounting and Shares Package
- Experience in maintaining the customer portfolio of clients and brokers.

LANGUAGE

- Native: Nepali
- Fluent: English
- Conversational: Nepali

COMPUTER

- Microsoft Office Package(PowerPoint , Word, Excel)
- Adobe Photoshop, Filmora.

PERSONAL DETAILS

- DOB: 10/12/1998
- Hobbies- Share Market Portfolio maintenance, Trading

Annex 3

Thaman, Vansh
Kupondole, Lalitpur
+9779808526298.vansh2021@kcm.edu.np

CORE COMPETENCIES

- 2 months experience as a Marketing and Branding Intern at Khaalisisi.com
- 2 months experience as sales intern for GO Ford Nepal
- Experienced in handling external affairs, event management and marketing
- Focused on better and efficient management of the below mentioned events (branding head for all KCM events)
- Ever willing, punctual and dedicated.
- Creative and Media Head for numerous college events as well as startups.
- Experienced in conducting national level college events such as Inter College Music Competition (ICMC), Nepal Management Symposium (NMS), and Basketball Bash 2018.

CAREER ASPIRATIONS

To foster creative ideas and businesses in the Nepali market, I plan, in the next five years, to start up a business which is unique and equally beneficial to all, which focuses on mainly on capitalizing on the social media opportunities and digital age.

EDUCATION

Kathmandu College of Management

2017-Present/Kathmandu, Nepal

Bachelor of Business Administration in Marketing.

- Focused on Digital Marketing and Promotion/Branding.
- Secured 3.44 CGPA
- Student Council member 2018-19.
- 1st Runner up at Ace Spectrum 2019 (Strategic Management) and 1st Runner up for Contingent Award.
- Actively organized in events like 8th Annual Irrigation Conference ,2018; Inter College Music Festival (ICMC); Nepal Management Symposium (NMS); Annual Drama; Basketball Bash; Kathmandu College of Management's Annual Day, 2018; Part of the Yearbook Committee , 2018; KCM Paralympics;
- Creative and Media Head for all Major Events at KCM.
- Participated in Rise of Tycoons ,2018; Mad Ads (winner), 2018; Color Republic Talent Show (Qualifier),2018; 3x3 Basketball, 2018.

D.A.V.Sushil KediaVishwa Bharati H.S.S.

2007-2017/Kathmandu,Lalitpur

Central Board of Secondary Education (CBSE) in Management.

- Secured 83%
- Was part of the school orchestra and the Prefect Council.
- Winner of the Math Olympiad (2012).

WORK EXPERIENCE

Khaalisisi.com

Chandol Chowk, Kathmandu

- Experience in Marketing and Website development of the firm
- Experience in communicating and aiding the process of recruiting Khaalisisi dai's.
- Experience in designing various logos for the firm. Led the "Safa Generation Campaign"

GO Ford Nepal – Marketing Intern for the NADA Auto show.

LANGUAGE

- Native: Hindi
- Fluent: English
- Conversational: Nepali

COMPUTER

- Microsoft Office Package(PowerPoint , Word, Excel)
- Adobe Photoshop, Premiere Pro, Lightroom

PERSONAL DETAILS

- DOB: 09/02/2000
- Hobbies- Videography/Photography, Photo editing and designing,