



## **COOPERATIVE EDUCATION REPORT**

Exploring the Use of Data Analytics by Arbitrary Digital Marketing Agency to  
Understand Consumer Behavior

WRITTEN BY

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This Report Submitted in Partial Fulfillment of the Requirements for Cooperative  
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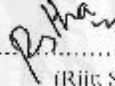
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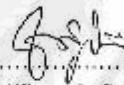
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**Project Title:** Exploring the Use of Data Analytics by Arbitrary Digital Marketing Agency to Understand Consumer Behavior

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## ABSTRACT

This report is a summary of my 16 weeks of internship experiences at Arbitrary Digital Marketing Agency which is a company based in Nepal. The main objectives of writing this report are (1) to understand how works are conducted and coordinated at a digital marketing agency, (2) to be helpful with our abilities to help businesses create and maintain a presence through online marketing, (3) provide complete and smart technological marketing solutions to business enterprises and (4) to link and apply the theories that I have learned in real working scenarios. Arbitrary Digital marketing agency specializes in designing, executing and managing various social media marketing efforts of the companies/businesses with the use of data analytics. This helps in building companies'/businesses' social identity and leverage popular social networks to help them reach their target audience and connect with them on a personal and unique manner. With the company I was working in the operations department as a Client Servicing Manager and directly worked under the supervision of the COO of the company. As a marketing agency they had several clients from various industries, I worked with two clients one of which was Air experts, and the other Divya Electrics. Both are national brands under home appliances and electrics category. This report details the summary of the works carried by the intern. It also highlights the problems encountered during the internship period with the possible solutions applied to solve those problems. In the world of technology, arbitrary digital marketing agency focuses on creating an emotional connection between the brand and their audience. Experimenting on new spurs creativity and when the creativity is blended with their expertise of a decade, they make their client's business soar high in the digital landscape using data analytical tools to make informed decisions that creates impactful results. Under the completion of the internship, I was given the opportunity to learn how to use these data analytical tools and apply them when working with the clients on several projects. It has given me the exposure to learn about the digital marketing activities, knowledge and tools that are performed in organization. Hence, the desired objectives for joining the company as an intern has been fulfilled which has been rewarding, knowledgeable and memorable.

**Keywords:** digital marketing, Client servicing manager, data analytics

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I offer my most noteworthy thanks to Kathmandu College of Management and Siam University for giving me internship opportunity in Arbitrary Digital Marketing Agency, which was an extraordinary shot for me to get a down to earth usage of my insight that I picked up in my 4 years of BBA program. I take this opportunity to express a deep sense of gratitude to Arbitrary Digital Marketing Agency for accepting me as an intern and providing the opportunity to experience real life working condition. I would also like to extend my special thanks to my job supervisor Mrs. Riju Shrestha for her utmost support, supervision and guidance throughout the internship period. It was a wonderful learning experience as well as an opportunity for my career development.

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## LIST OF ABBREVIATIONS

BBA:	Bachelors in Business Administration
ROI:	Return on investment
KPIs:	Key performance indicators
SMM:	Social Media Marketing
SEO:	Search Engine Optimization

AI:	Artificial Intelligence
ML:	Machine Learning
COO:	Chief Operations officer
CEO:	Chief Executive officer
CFO:	Chief Finance Officer
CPO:	Chief Production officer
USP	Unique Selling Point
KCM:	Kathmandu college of Management
STP	Segmentation, Targeting and Positioning





# CHAPTER 1

## INTRODUCTION

In this chapter, the background of Arbitrary Digital Marketing Agency is described. The following is a list of the company's profile, strategies, organizational structure, and my reasons for selecting the company and writing this report:

### 1. Company Profile

With roots in music production and event management, the Arbitrary group was founded in 2016. Arbitrary Digital Marketing Agency is one of the company's five branches in media production, digital marketing, and event management. Arbitrary Digital Marketing provides digital marketing and consultation services with a unique approach using the latest digital innovations. The company is committed to developing effective and winning strategies based on extensive data analysis to deliver tangible and rewarding results. Arbitrary Digital Marketing has a successful track record of delivering delightful results by reimagining the digital scene in Nepal to drive engagement, change behaviors and positively affect lives. Collectively, Arbitrary has a huge audience on our digital base, which is over a million people. These are the services provided by Arbitrary Digital Marketing Agency:

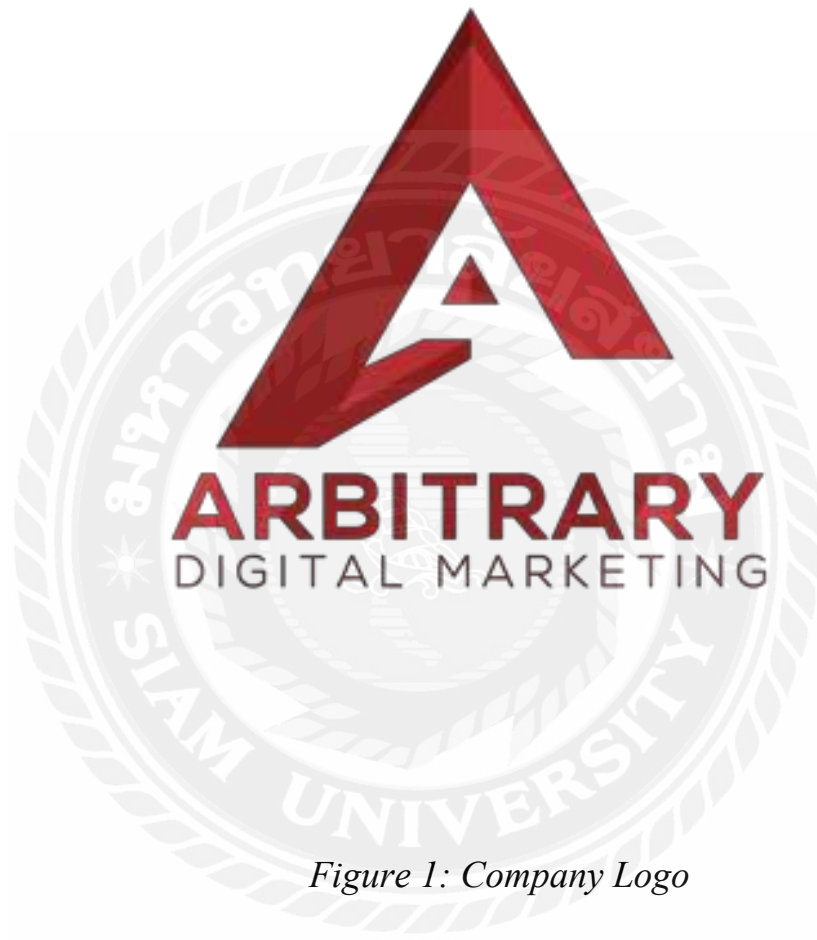
- **Data Analytics:** Before beginning with any digital marketing campaign, a thorough analytics is done to gain insights to understand the targeted market groups, their behavior and similar interests. This helps take an informed step forward. The company also perform real time data overview of all the marketing campaigns to bring attention where needed and to validate the effectiveness of our campaigns.
- **Google Ads Words Campaign:** They promote products and content that has been developed through the world's most powerful marketing tool "Google AdWords". They find KEYWORDS

that are associated with products which potential consumers might look for. With this they make sure that each and every product receives a maximum digital exposure.

- **Marketing Planning, Content creation, Implementation and Execution:** All the marketing plans and contents for the campaign along with the selection of dates and timings for the digital release are based on the results of data analytics. The performance of the campaigns and the plans are more effective this way as it reaches the right crowd, at the right time. Also, the company works very closely with their clients throughout this whole process, so that they have their inputs and are able to communicate their ideas well.

**Social Media Marketing:** The setup of all social media platforms for the clients as required and handling of the paid promotions on all social media outlets and creation and deployment of interactive contents are done by Arbitrary. This way, they guarantee an effective Customer Relationship Management platform through all of the client's social media platforms. They also use the social media platform of The Arbitrary Group for cross platform promotions, which further helps our clients garner immediate exposure.

- **Training and Reports:** They train the in-house team on how to handle digital media outlets including managing comments, content creation and negative posts. They provide detailed reports of all the digital activities we performed for every product at the end of a marketing campaign. The reports help clients understand all that has gone into the creation of their campaign and its results.
- **Web/Mobile Application Development and Maintenance:** Arbitrary Digital Marketing setup a complete Management Information Platform for their clients. This service includes development of a website and a Mobile application where the client's customer base can login. The client will also be able to monitor customer and employee activities through the system.



*Figure 1: Company Logo*

# CLIENTELE



Fig 2: List of Clients



Figure 2: List of Clients



**Total Impressions**  
**13 million**



**Reach**  
**492000**



**Engagement**  
**254000**



**closeup**<sup>®</sup>



**Total Impressions**  
**24.4million**



**Video View**  
**3.16 million**



**Unique Engagement**  
**1.89 million**

# TITBORG OPEN SESSIONS



**Total Impressions**  
**20.5 million**



**Reach**  
**78 million**



**Engagement**  
**1.9 million**

*Figure 3: Successful projects by Arbitrary Digital Marketing Agency till date*

### **1.1 Mission**

To provide practical and result oriented digital marketing consultation service to corporate companies

### **1.2 Vision**

To see our work virtually touch lives

### **1.3 Strategy**

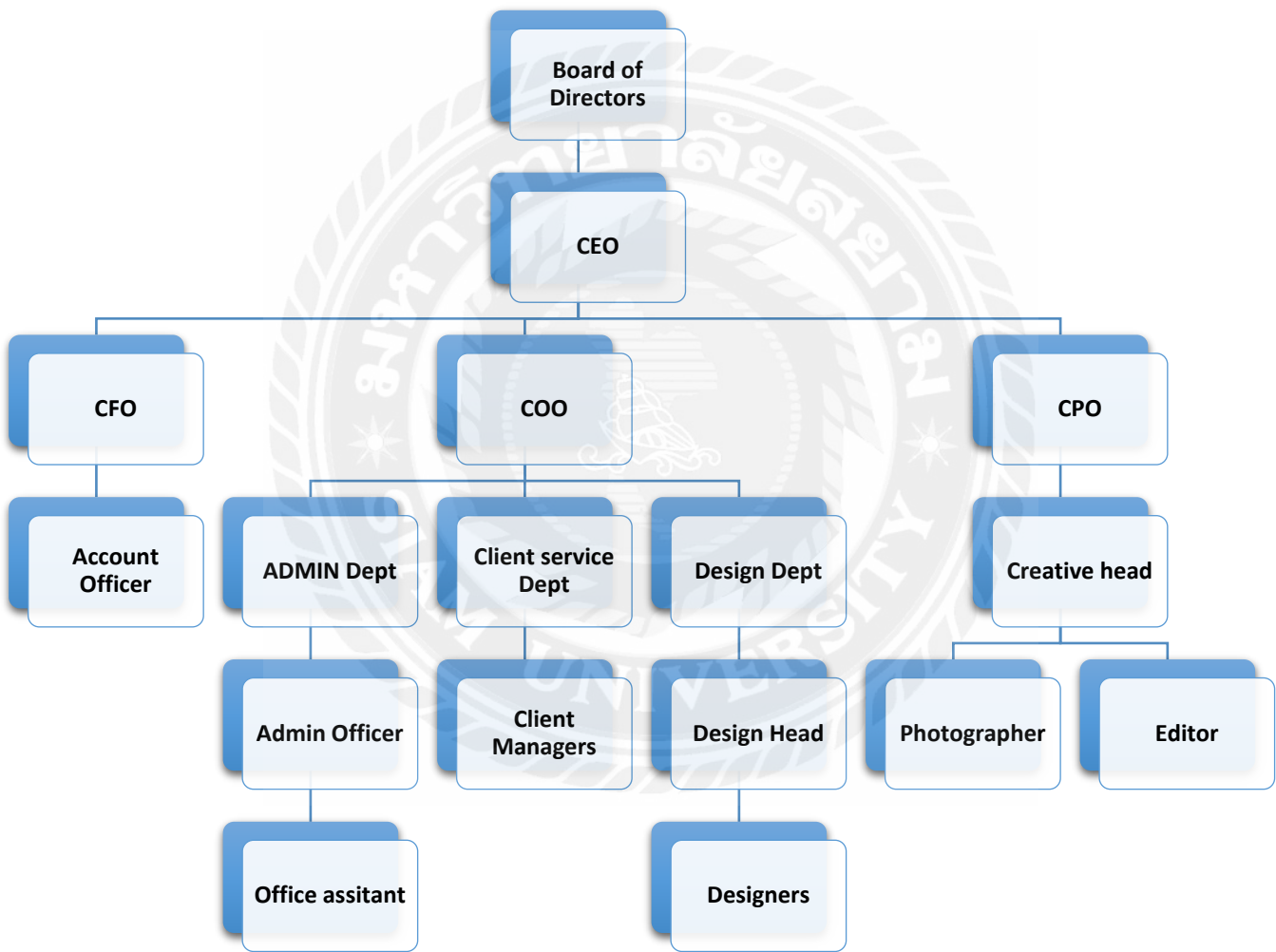
Their approach to digital marketing is unlike any and that's what sets the company apart. The key to all projects undertaken by Arbitrary Digital Marketing is the use of thorough data analytics to understand consumer behavior in a digital space. The results are then used to custom craft contents for an effective delivery and solid impact. They have launched many successful campaigns with this approach till date.

## **2. Organizational Structure**

The way activities like task distribution, coordination, and supervision are oriented toward the attainment of organizational goals is defined by an organizational structure. It defines how particular operations are directed in order to meet an organization's objectives. Rules, roles, and obligations are examples of these activities. The flow of information between levels inside the corporation is also determined by the organizational structure.

The organizational structure of Arbitrary Digital Marketing Agency is of a functional structure. The company is organized into different departments based on the areas of expertise. There is the finance department, Operations department and the Production department, each department are led by a CFO, COO AND COP accordingly. The structure of the organization provides clarity as to how the organization is divided, when it comes to communication all the departments act as a connected sphere rather than treating it individually. There is creative and open communication among all the team members, a team hierarchy rather than a top-down hierarchy. The entire teams consist of an expert data analyst, social media managers, client managers, digital marketing strategist, content writers, web/app developers, client mangers, graphic designers and SEO experts which make up the entire team at the company.

**2.1 Diagram of the organizational structure of Arbitrary Digital Marketing Agency**



*Table 1: Organizational Structure*



## **2.2 My job position in Arbitrary Digital Marketing Agency**

I started my internship as a Client Manager from the 1st of Jan 2022 and have been activity working ever since. I am currently a Client Manager for two brands, one of which is Air experts which is one of the most preferred air conditioning companies in Nepal, that acquire their systems from globally esteemed manufacturers such as Midea and Mitsubishi. Another is Divya Electrics brand, that entered the LED Lighting Industry in 2015, with Distribution spread over 72 districts all over Nepal, and were declared Nepal's No.1 lighting Brand from 2017 on-wards. I am responsible for planning and executing all digital marketing, marketing database, email, social media and display advertising campaigns, production projects, landing pages etc. in collaboration with the internal team especially the designers and clients to optimize user experience. In addition, I collaborate with the finance team on both ends to ensure contract execution and renewal adjustments. Each function in the organization is T-shaped, which means that there is a need to be able to grasp a wide range of disciplines while also having in-depth knowledge and abilities in one or two of them.

As a Client Manager, for instance, I understand how a ready-to-implement social media marketing plan that I pitch to clients fits into the larger digital marketing strategy. From organizing a first meeting on a new account to investigating media outlets for a campaign, as a client manager I connect the agency's creative efforts with the advertisers' objectives. I act as a liaison between the organization and the clients. I am responsible for managing relationships with client executives, supervising the agency's account staff across all disciplines, and building client strategies. In other words, as a client manager I am responsible for all areas of the client's work delivery. However, the job entails more than simply fulfilling a client's wishes. Client service managers are problem solvers who research markets and assist advertising in setting business objectives for their services.

2.3. Diagram of my job position in the organizational structure

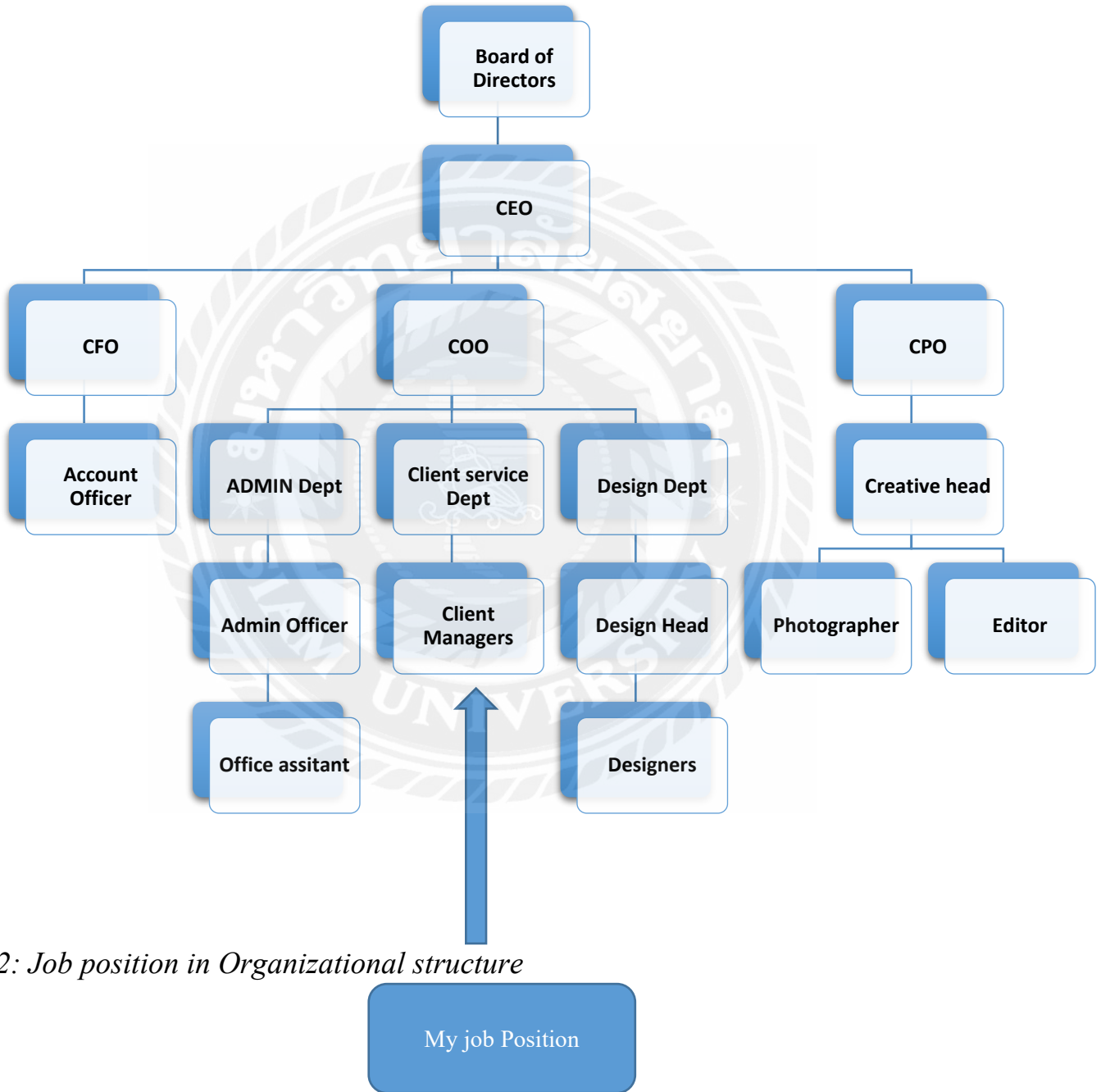


Table 2: Job position in Organizational structure

### 3. My intention and motivation to choose Arbitrary Digital Marketing Agency as my CO-OP studies workplace

There are several reasons as to why I was motivated to choose Arbitrary Digital Marketing Agency as my CO-OP study workplace they are as follows:

- My interest in marketing and my academic background: as a marketing student, I wanted to put my theoretical knowledge related to marketing into practice. I wanted to be able to apply my theoretical knowledge to practical tasks such as advertising, content creation, article writing and website creation. With a marketing degree, I want to find a career that aligns with my skills and interests and this company seemed perfect for it. Throughout my semester in college, I developed a specific interest in digital marketing and the growth potential and popularity of this field made me want to explore it more. Thus, I choose to work at a digital marketing agency.
- To gain valuable work experience: this internship had several goals, one of which was to get valuable job experience. I was able to apply what I'd learned in class to real-world situations, getting a firsthand look at the kinds of tasks they'd be doing in their chosen sector. I also gained some transferable abilities, such as communication, teamwork, and computer expertise. Another goal of the internship was to improve and strengthen my existing talents. This internship provided me with the opportunity to learn about my skills and limitations as well as receive valuable feedback from supervisors and other professionals in the sector. It also provided a once-in-a-lifetime learning experience that you may not have had as an adult.
- The cliental network at Arbitrary Agency: Arbitrary agency has several well established national as well as globally recognized clients. The opportunity to work with such brands and organization was another reason I decided to choose this organization. I knew I would not be working with companies in just one sector but will soon get the opportunity to work with brands and companies in different industries also allowing me to figure out which industry I am particularly interested in and would see myself working in. in the future.
- Networking and communication: this internship required me to work both individually and within a team. This proved beneficial in term of learning to communicate in new ways to build professional working relationships with people of all ages. This was great because it allowed me to be open to other people's ideas and to get creative in a team in order to build better ideas and ultimately, to build a better company. As an intern, I was surrounded by professionals which also gave me the opportunity to network with them.
- Mentorship: The most beneficial mentor relationships frequently begin with a personal connection that benefits both the mentor and the mentee. Working as an intern, I was provided with the opportunity to meet a possible mentor in a natural setting and create a relationship that will assist me in determining my

professional path. When one meet in person, they have the opportunity to express themselves and show deference and respect while seeking advice and input. And so, I knew this internship would help me grow a mentor relationship naturally, even if I end up working elsewhere in a full-time position. Guidance and mentorship at an early stage is always beneficial for both parties.



#### 4. Strategic Analysis of the Company: SWOT Analysis

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Data driven marketing: use of data analytics to understand consumer behavior and create engagement campaigns. More informed decisions are made rather than based on assumptions which gives impactful results</li> <li>• In house production team: allows for tasks to be completed more efficiently and reliably. Saves on cost</li> <li>• Detailed oriented: comprehensive set of services like sales funnel, SEO, Web development. It is more of a connected sphere rather than individual</li> <li>• Young team: avg age of employees are between 25-30. The team consists of people who are able to keep up with the technological trends and move beyond traditional marketing.</li> <li>• Diversified clientele: Allows for every concept to be unique and less risk when it comes to business</li> </ul>	<p><b>WEAKNESS</b></p> <ul style="list-style-type: none"> <li>• Young team: lack of experience in the traditional aspects of building a brand or branding and more expertise in marketing</li> <li>• Lack of independent core active team: there is more focus on digital marketing rather than the overall building of a brand in the company</li> <li>• Lacks a solid business process: a standard procedure that new hired employees can follow and can be implemented for all clients</li> <li>• High employee turnover: most employees in the organization lasts for a year or two. Most see it as a stepping stone and not a permanent place to work being a startup</li> <li>• Communication gap between the production team and operations team: since the location of the production team workplace is different there is always difficulty in conveying what is needed and miscommunications happening</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Digital marketing is a growing sector</li> <li>• New platforms are being developed for such practices</li> <li>• the end goal of marketing is converting sales, so there is more work that can be done towards sales conversion like implementing new conversion tracking</li> <li>• New social media trends and ad concepts</li> <li>• Increased consumerism</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Govt policies in Nepal: for boosting budget gov't has several restrictions which limits the firm and elongates the whole process</li> <li>• Small market: service sectors in Nepal do not get paid very well as it is not a tangible good that is being sold</li> <li>• Competitors increasing the budget trends</li> <li>• Remaining relevant in the market with increased competition</li> </ul>

*Table 3: SWOT Analysis*

## 5. Objectives of this co-operative studies

The major goal of this report is to raise awareness about our country's digital trends and where we are now in terms of digital marketing. As the world becomes more digitalized, it is critical that we stay informed about the business trends that are occurring in our country and how organizations are evolving digitally. My time as an intern at this company has been really beneficial in terms of developing my public relations skills because I was able to network with a variety of people. I had the opportunity to put the theories I'd learned thus far into practice. I had the opportunity to observe and participate in the management of corporate activities. I also had the opportunity to meet accomplished individuals who could provide me with guidance, criticism, and support, as well as expand my network of business specialists. The following are some of the study's primary objectives:

- **To gain a better understanding of the most popular digital marketing tools used by businesses and to research the growth of digital marketing services:**

Companies are spreading their marketing spend across paid and owned media in response to faster marketing trends. Customers are spending more time and money on owned-media channels like websites, mobile applications, and customer service channels. Customer conversion rates have also increased, with social and digital video channels generating the biggest returns. As a result, digital marketing is more important than ever. However, digital marketing strategy differs from traditional marketing methods. It is data-driven and analytics-driven; personalized rather than one-size-fits-all, provided via social media marketing and broadcast media, interactive and "always on" rather than static and periodic, and iterative rather than one-shot campaigns. As a result, digital marketing is now a growth engine for a wide range of businesses.

- **Re-examine all of my previous work, focusing on what is lacking and adding more consideration to areas where I am already great:**

We are all aware of the saying "Knowledge has a beginning but no end" so we are learning everyday as there is always place for growth and improvements. Similarly, I want this to be an opportunity for me to understand and identify my strengths and weaknesses so I can further improve my strengths and change my weakness into strengths. Having hands on experience and working while learning will be one way to do that. Knowing one's strengths and shortcomings allows one to gain a better understanding of oneself and how to operate most effectively.

- **Know how an organization works and become familiar with it so that it can be useful in the near future:**

Purpose and clear expectations produce an organizational culture-driven work environment.

Employees are more involved in their work activities and relationships with others as a result of this. It also promotes high levels of employee engagement, which boosts productivity. Working in such an organization and having that experience can be put to use in the future. In addition, it also helps develop organizational and work ethics in oneself.

- **To understand the use of data analytics by businesses to predict consumer behavior, improve decision-making across the board and determine the ROI of its marketing effort:**

For marketing and sales, Big Data is the most game-changing opportunity. The big data explosion has unleashed gigabytes of information on everything from customer behavior to weather trends to demographic shifts in emerging markets. It is essential in this day and age when we have access to such data to understand how to analyze big data and make informed decisions to mitigate risks. Data analytics can help with risk mitigation decision-making. To put it in a statement; companies may utilize analytics to make informed, productive, and safer decisions across the board by defining clear parameters against which to analyze risk.

Therefore, so far, these are the primary objectives of this co-operative studies and I strongly believe as I further go on with it, I will realize and have other goals that I can achieve over time.

## CHAPTER 2

### CO-OPSTUDY ACTIVITIES

This chapter highlights my job description, job responsibilities, activities, job process diagram, and company contributions.

#### 1. Job Description

Client manager's role at Arbitrary digital marketing Agency is to create long- term, trusting relationships with customers in collaboration with the internal team and to oversee a portfolio of assigned customers, develop new business from existing clients and actively seek new sales opportunities. The responsibilities of a client manger are as follows:

- **Design, build and maintain client’s social media presence:**  
This involves delivering recommendations to improve client’s site rankings and traffic and/or other measurable results, based on agreed KPIs/ business objectives for the project, handling and posting regular contents on client’s social media sites and participating and ideating marketing campaigns to increase user engagement and create brand awareness. Most importantly, stay ahead and informed of the trends in the market.
- **Develop precise business objectives and direct contracted business interacting with clients and partner agencies:**  
Offering advice to clients on services and trends, developing surveys to capture client information, supervise day-to-day operations in the customer service department. Dealing with client requests and troubleshoot problem by respond to client issues in a timely manner.
- **Monitor and measure client satisfaction:**  
Stay in contact with the clients to fulfill all their needs and provide them with regular updates on the projects in progress and potential future projects, be it through pitching campaigns or reports. Get regular feedbacks on every project and prepare detailed reports on your findings. Maintain accurate records and document of all customer service activities and discussions.
- **Liaise with different departments about client queries to:**  
Plan and execute all digital marketing, marketing database, email, social media and display advertising campaigns, production projects, landing pages etc. in collaboration with internal team and client to optimize user experience. Develop customer satisfaction goals with the clients and coordinate with the team to meet them on a steady basis.
- **The skills that are required for this job are:**  
Proven working 2 plus years’ experience in digital marketing and/or advertising. Having the skill set of content writing will be preferred. Excellent client-facing skills and highly creative



with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate. The candidate should have experience in optimizing landing pages and user funnel along with A/B and multivariate experiments. Strong analytical skills and data-driven thinking is needed and they should be up-to-date with the latest trends and best practices in online marketing and measurement.

In general, Client service managers have certain personality and job characteristics in common. They can balance several customer needs while navigating market changes in a timely manner. People skills are also required because they interact with a wide range of people from various fields. Client managers must work through conflicts between creative employees and clients, which necessitates diplomacy. Curiosity and an interest in keeping up with new technology and developments, as well as how they effect a client's business, are also vital. Finally, because agency personnel work long hours and meet tight deadlines, the ability to establish a healthy workplace culture is critical.



## 2. Job Responsibility

At Arbitrary Digital Marketing Agency, I work as a Client Manager and handle two brands one of which is Air Experts and the other Divya Electrics. Both are national brands under home appliances and electrics category. Air experts is one of the most preferred air conditioning companies in Nepal, they acquire their systems from globally esteemed manufacturers such as Midea and Mitsubishi. On the other hand, Divya Electrics is one of Nepal's no.1 lighting brands from 2017- onwards. With distribution spread over 72 districts all over Nepal, they sell various electric products from LED light bulbs, ceiling fans to premium switches. Some of the daily duties and responsibilities I had to look after for the two brands as an intern are as follows:

- **Serve as a day-to-day point of client contact:**  
Interact with existing clients and internal contacts as scheduled. Every day is different for client services managers, but routine tasks include updating status reports for clients, receiving creative changes from clients, relaying those changes to creative staff and supervising the account's finances. Collaborate with finance team on both ends to ensure contract execution and renewal adjustments. Researching and preparing client presentations, reports and conducting in-person or online client meetings to keep clients updated. Pitching new ideas to create brand awareness or increase viewers engagement. Research on industry & competitor trends to apply best practices.
- **Develop and execute best practice in campaign management, business development and client management systems:**  
Maintaining and growing client relationships, and managing client expectations — for example, keeping them realistic about timelines for delivering campaigns. Doing research on various campaign ideas and product launch ideas to keep their presence on social media relevant. Continuously recommend ideas/tactics and formulate campaign optimization plans. Creating and pitching monthly plans of contents for social media to keep their social media presence and boost sales.
- **Creative content creation:**  
Coming up with creatives contents for promotional materials pertaining to marketing and Search Engine Optimization (SEO), Social Media Marketing SMM and related Activities. Executing these monthly contents while collaborating with designers. Brainstorm new and creative growth strategies to identify trends and insights and performance based on insights and data analytics. Manage, create, and publish original, high-quality content and copy for social media platforms, email marketing, online banner adverts and other online and offline campaigns
- **Use of analytical tools to make informed decisions and report it to clients:**  
As soon as I joined, I was given access to the brands various tools such as Ads manager, Google Analytics, Meta Business suite and Creator studio. Such tools allow me to daily gain insights on how each page is performing. What we can further do better and present to the client's data analytical reports to gain approval on new ideas that can be a proven success based on its previous success. E.g.: we had run an engagement campaign "Like, share and win for a different brand and that was a very successful campaign. So we presented the data

showing the viewer engagement the campaign received to have our clients on board to go ahead with something similar for our brand as well.

- **Research is an essential part of the role:**

Research about what more can our organization do to promote itself in the digital platforms. It is important for the client manager to be an industry expert, so daily research on our competitors and staying updated on trends that we can implement is also a part of the job. Researching and keeping on top of market trends for each client is key. Writing up the findings and sharing it with clients.

Overall, every day is different, but routine tasks include Writing contents for certain clients, updating status reports for clients, assisting my supervisor when required. Daily responsibilities involve maintaining and growing client relationships, and managing client expectations and having discussions regarding how we can add value to our clients

## 2. Activities in Coordination with Co-Workers

There are several campaigns and activities I coordinated along with my Co-workers. Among which are a summer campaign for Air experts called Midea ko coolest Garmi. for which I assisted the production team for a photoshoot for Midea Air experts, a New Year 2079 engagement campaign for Divya electrics, and assisted the web development team on meetings to make several changes to the Air experts' website. Below are the activities in more details:

- **Midea ko coolest garmi summer campaign for Air Experts (Worked with the production team)**

One of the project and campaign, I worked on along with the production team is the Midea ko coolest garmi summer campaign for Air Experts. I was in charge of the execution of a planned social media marketing campaign and social media advertising strategy to improve brand awareness, social media user interaction, as well as business goals or KPI's (key performance indicators), which are measured through analytics and sales revenue outcomes.

**Air Experts, Mideakocoolestgarmi offer**, a summer campaign with one of Nepal's well known TV personality, Sanjay Silwal Gupta. This is a summer campaign to boost air conditioner sales for the summer of 2022. In coordination with my supervisors, I assisted on the ideation, planning and pitching the plan to the clients as well as on the execution of the campaign. The campaign consisted of three parts:

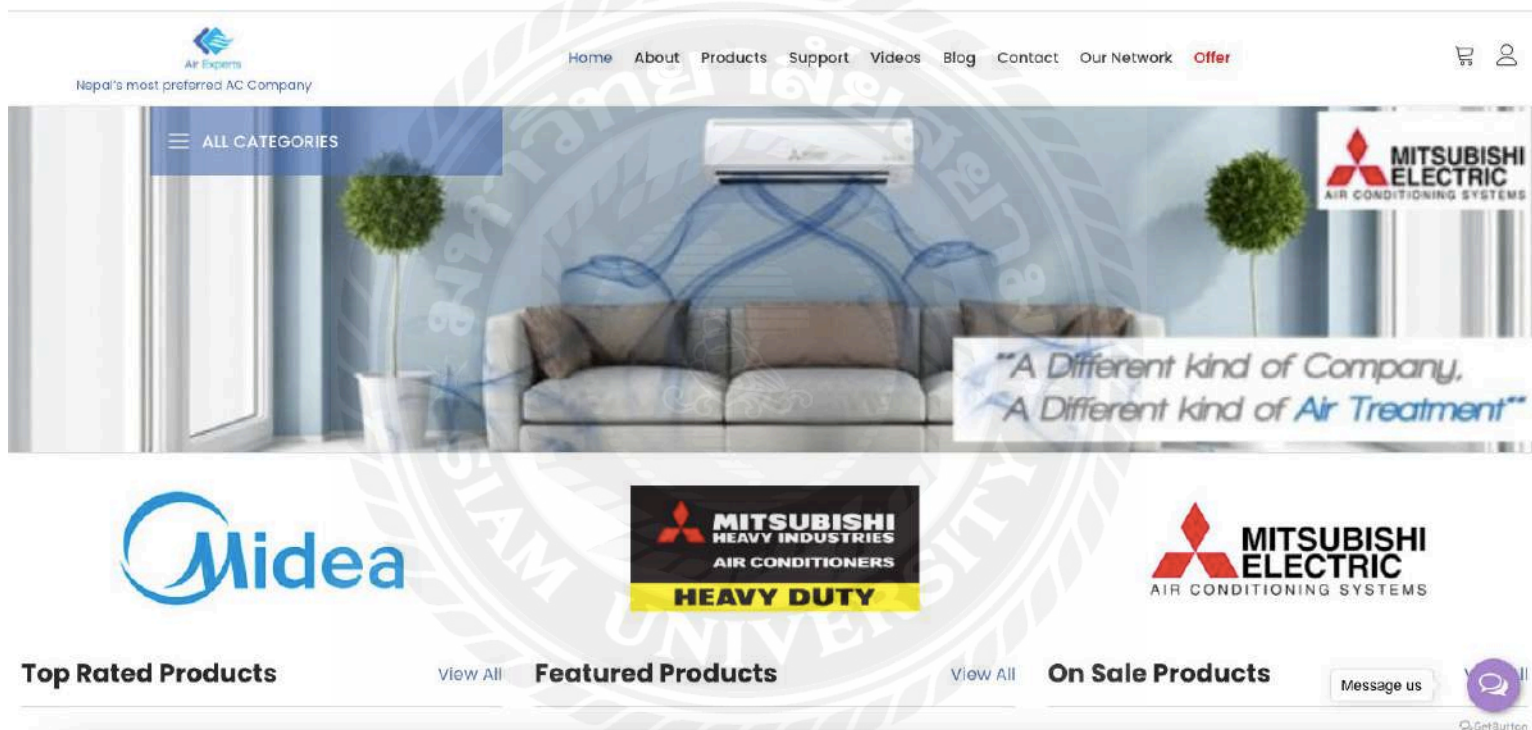
1. A photoshoot with the Tv personality
2. An engagement post to increase traffic in their social media and increase sales
3. A testimonial video shoot to increase the brands goodwill and credibility



Figure 4 Midea ko coolest Garmi Summer Campaign Announcement flyer for social media

- **Lead the meetings with the client along with the Web development Team and was in charge of making sure all the website changes were made**

I was in charge of making sure all the changes in the Air experts' website were carried out according to the clients need. I had to schedule meetings with the clients and note the changes they needed in their website and pass on the information to the web development team. I also was in charge of making minor changes in the website like adding blogs and pictures to the blogs, creative contents for the website like flyers and banners and uploading them to the site. Some of the major changes make were adding CSS and change the format to HTML, update the offer tab with our latest offer, create a pop up with survey for viewers who are in the site for more than 4 mins, and add description to our SEO blog "AC price in Nepal".



*Figure 5 Air Experts website after the changes were*

- **Nepali New Year 2079 engagement post for Divya Electrics (Worked on this project with my supervisor)**

Nepali New Year 2079 engagement post for Divya Electrics was another project that I worked on along with my supervisor to maximize the brand reach. The Facebook post engagement is the measurement of users' interaction with the posts and ads, the likes, comments, and shares that occur. Strong engagement on Facebook posts is one of the best ways to maximize the brands reach. When posts are engaging, people will share them with all of their followers and tag their friends in the comments. When people engage with the posts, it will reach a wider audience and attract new potential customers.

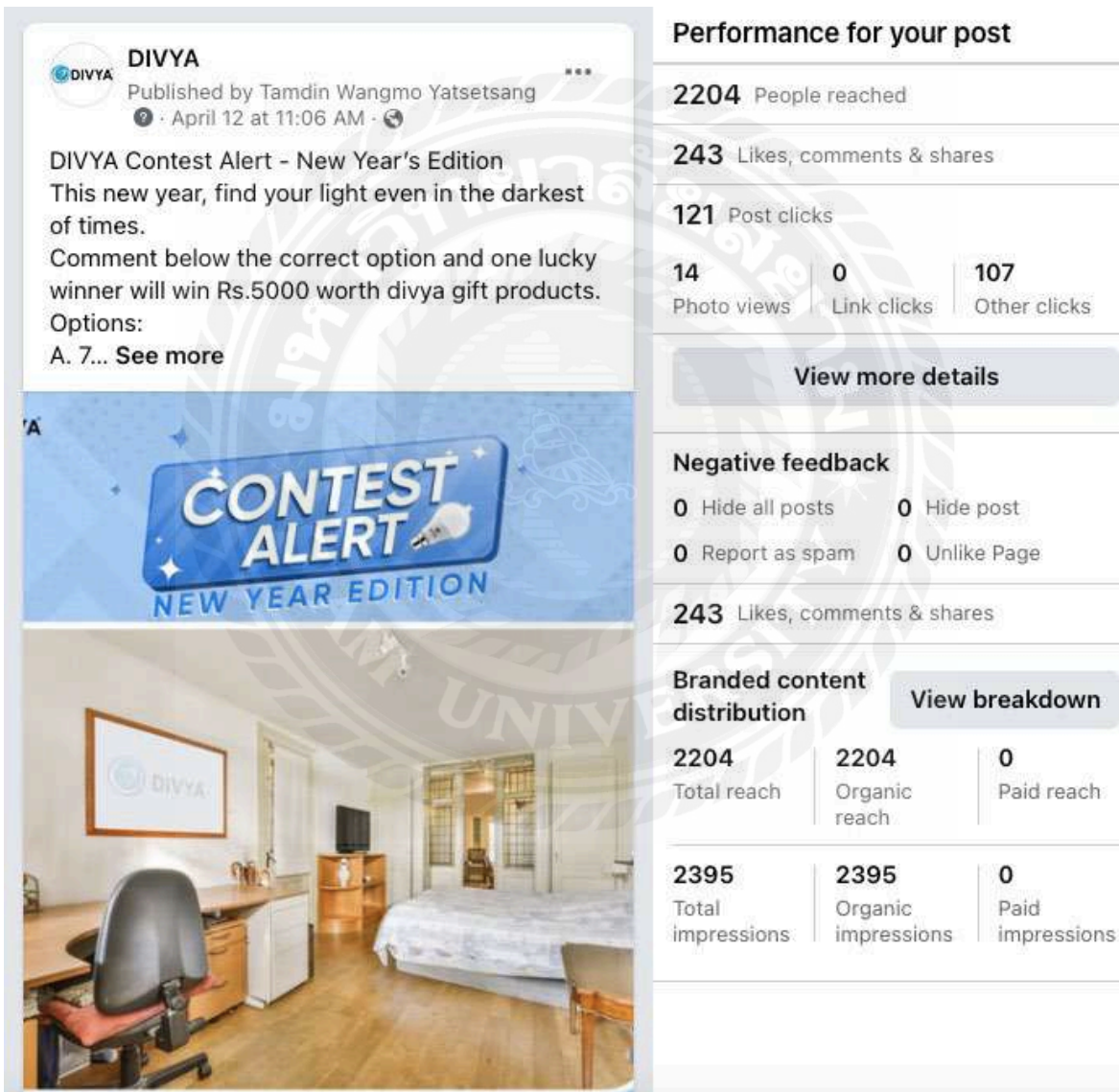


Figure 6: New Year 2079 Engagement post

- **Assist my supervisor in weekly meetings with the clients and the production team in photoshoots with our Brand ambassador**

I also assisted my supervisor in weekly meeting to update them of the work in progress and of any new ideas that needs pitching. I was also given the opportunity to be present in a meeting with Midea China, our client's main suppliers in China. The agenda of the meeting was to plan a launch of a new product in Nepal. A new series of Midea air conditioner called Breezeless. Assist and supervise the Production team in photoshoots with our brand ambassador to make sure they get what is needed. Help the production team get shots which we can later use for various contents.



*Figure 7: Photoshoot for Air Experts with Production team and the Brand Ambassador*

#### 4. Job Process Diagram

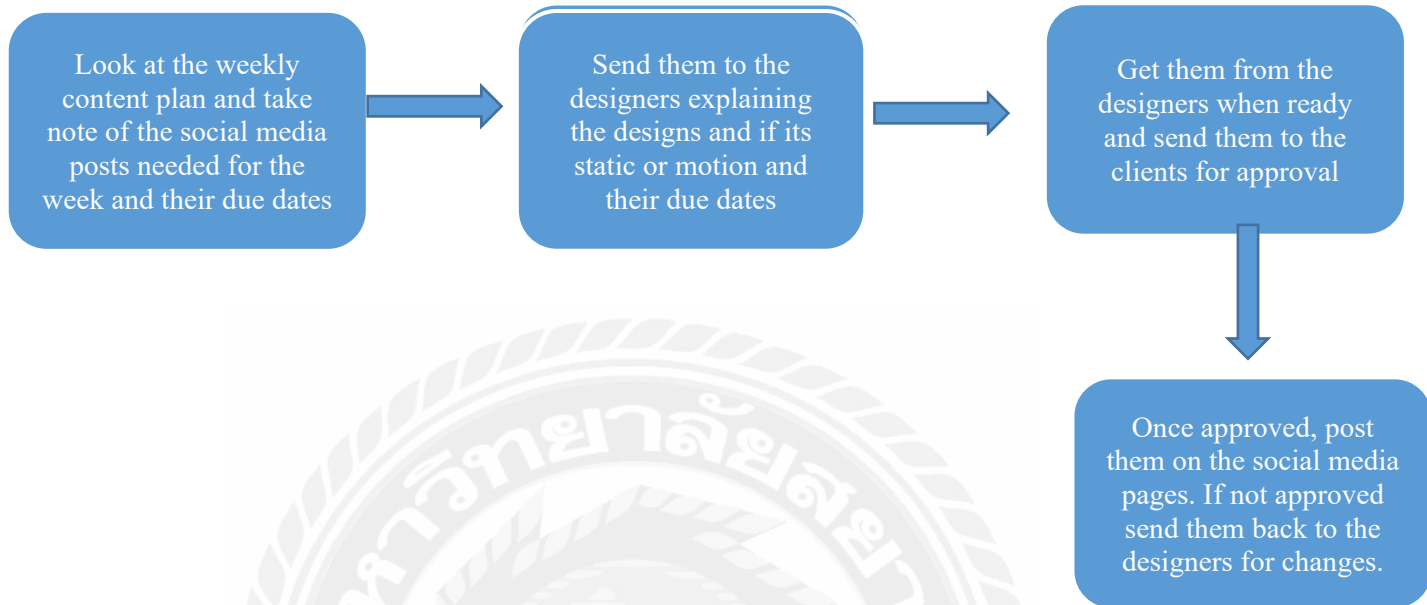


Figure 8: Job process diagram for content/ post execution and approval

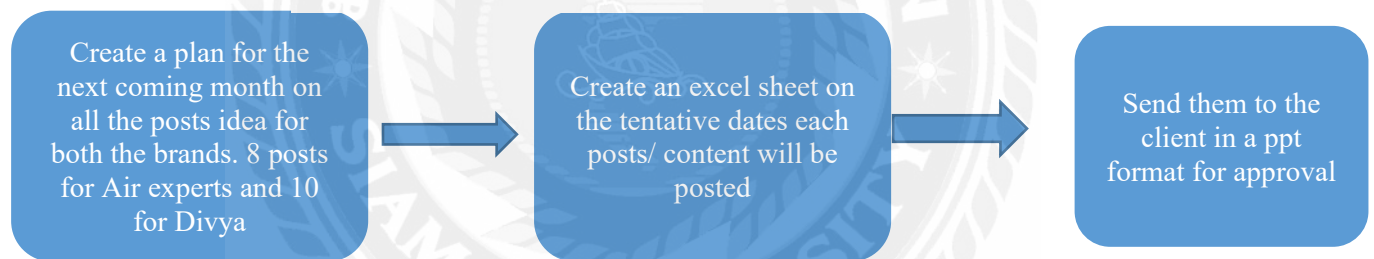


Figure 9: Job process diagram for content planning for upcoming month for the clients

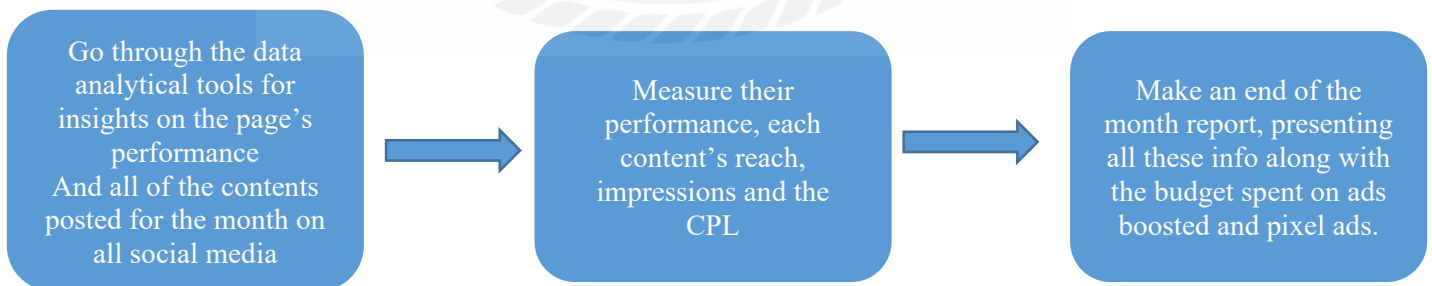
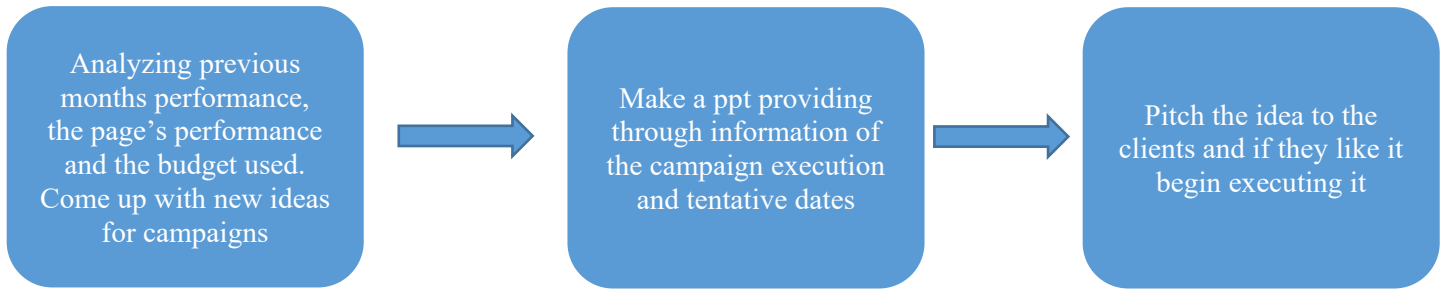
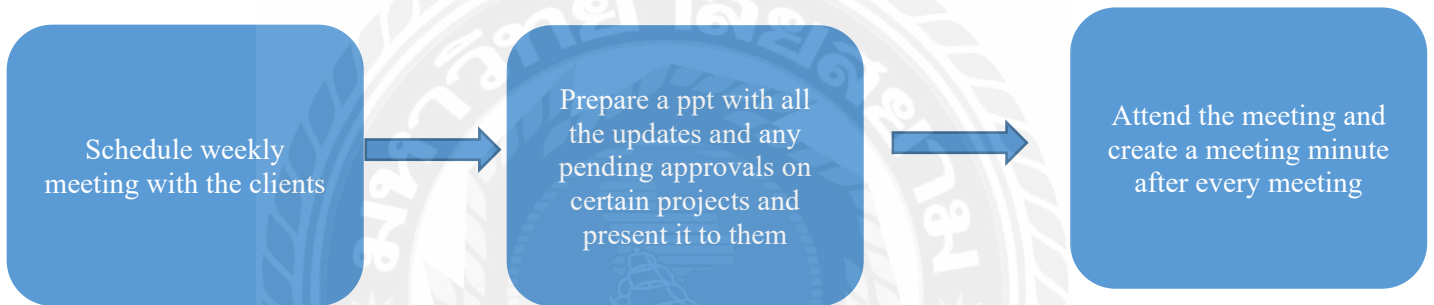


Figure 10: Job process diagram for end of the month report for the clients





*Figure 11: Job process diagram for idea pitching for the clients*



*Figure 12: job process diagram for weekly meeting with clients*

## 5. Contribution as a Co-Op Student in the Company

In my opinion, I think I did contribute adequately being an intern and given the position of a client servicing Manager handling two brands simultaneously, I had to finish a given task of a both the brands in the give time frame which was challenging and at the same time doable. I have contributed my ideas for several campaigns and have been contributing my time and effort as well. Working as an intern 10am to 6pm was pretty hectic but keeping that apart, I think I worked hard for 14 weeks at Arbitrary Digital Marketing Agency. As I had added responsibility, the pressure also started building up which was actually good because it helped me grow as an individual. I believe I helped the organization too as I completed all the tasks that was given to me on time. With that, I also assisted former employees when needed. Truth be told, the workplace is exceptionally casual and the vast majority of the representatives are urged to add their own curve to their work and work freely more often than not.

**Some of the generic contributions that I made as a Co-op student to the company are as follows:**

- Create end of the month reports and provide data analysis using analytical tools
- Create a ppt providing a monthly content plan for the upcoming new month based on

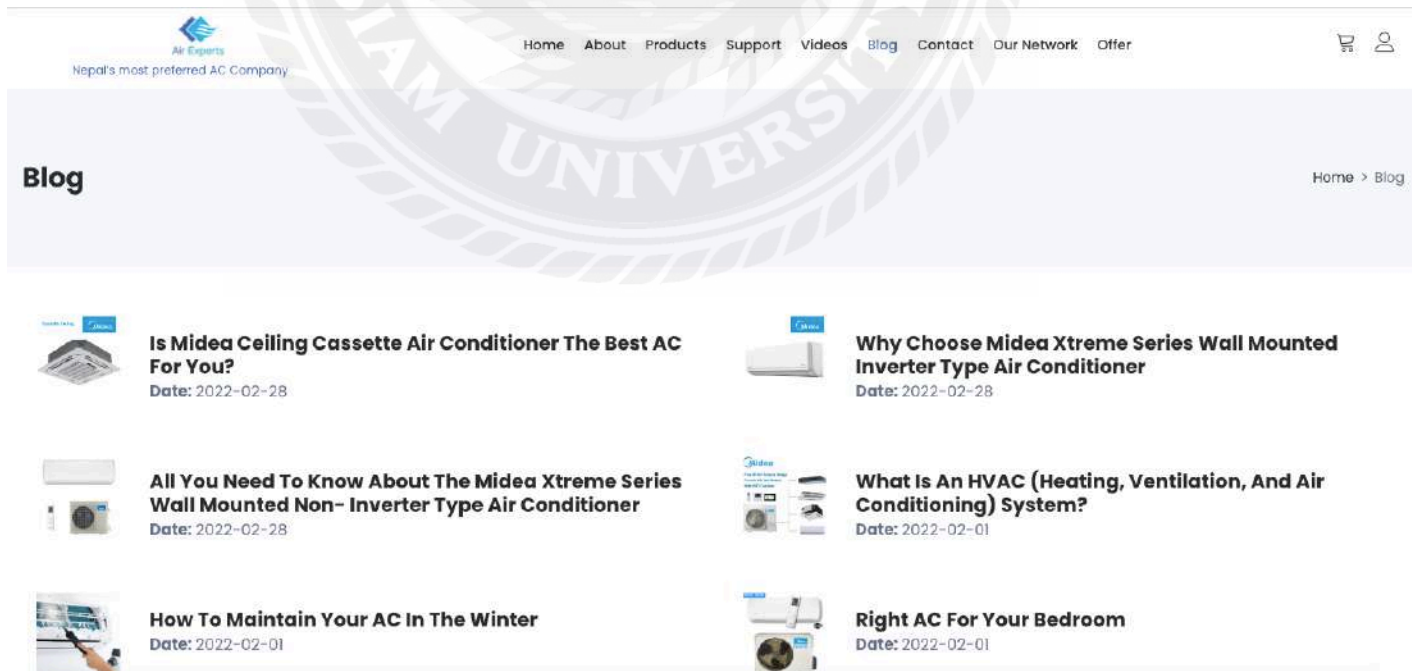
the previous month's performance

- Communicate and fulfill the needs of our clients
- Help write contents for clients
- Attend weekly meetings with my supervisor
- Research where our potential customers for each client dwells
- Know the measurements of our potential customers
- Social Media analysis of different organizations and our clients as well
- Generate different ideas when it came to campaigns
- Discussions regarding how we can add value to our clients
- Research about what more can our organization do to promote itself in the digital platforms

**Some specific contributions are as follows:**

- **I wrote several blogs for our clients which got posted onto their websites on a weekly basis.**

These blogs helped boost SEO quality by positioning the website as a relevant answer to the customers' questions. Blogging posts that use a variety of on-page SEO tactics can give more opportunities to rank in search engines and make the site more appealing to visitors.



*Figure 13: Blogs posted on Midea Air experts' website*

- **In charge of ideation, implementation and execution of the Mother’s Day campaign for Air experts**

On occasions, our brand’s social media platforms have a lot of potential of gaining immense engagements. So, I was in charge of the ideation, implementation and execution of the Mother’s Day campaign for Air experts to boost their engagement on all social media platforms. The Campaign was called #mom says so. It was a one-week engagement campaign that asks customers to share a quote or dialogue often used by their mothers for a chance to win vouchers. Such engagement posts retain followers and keeps them engaged on social media platforms as well as increases reach to gain more potential new customers through likes and shares.

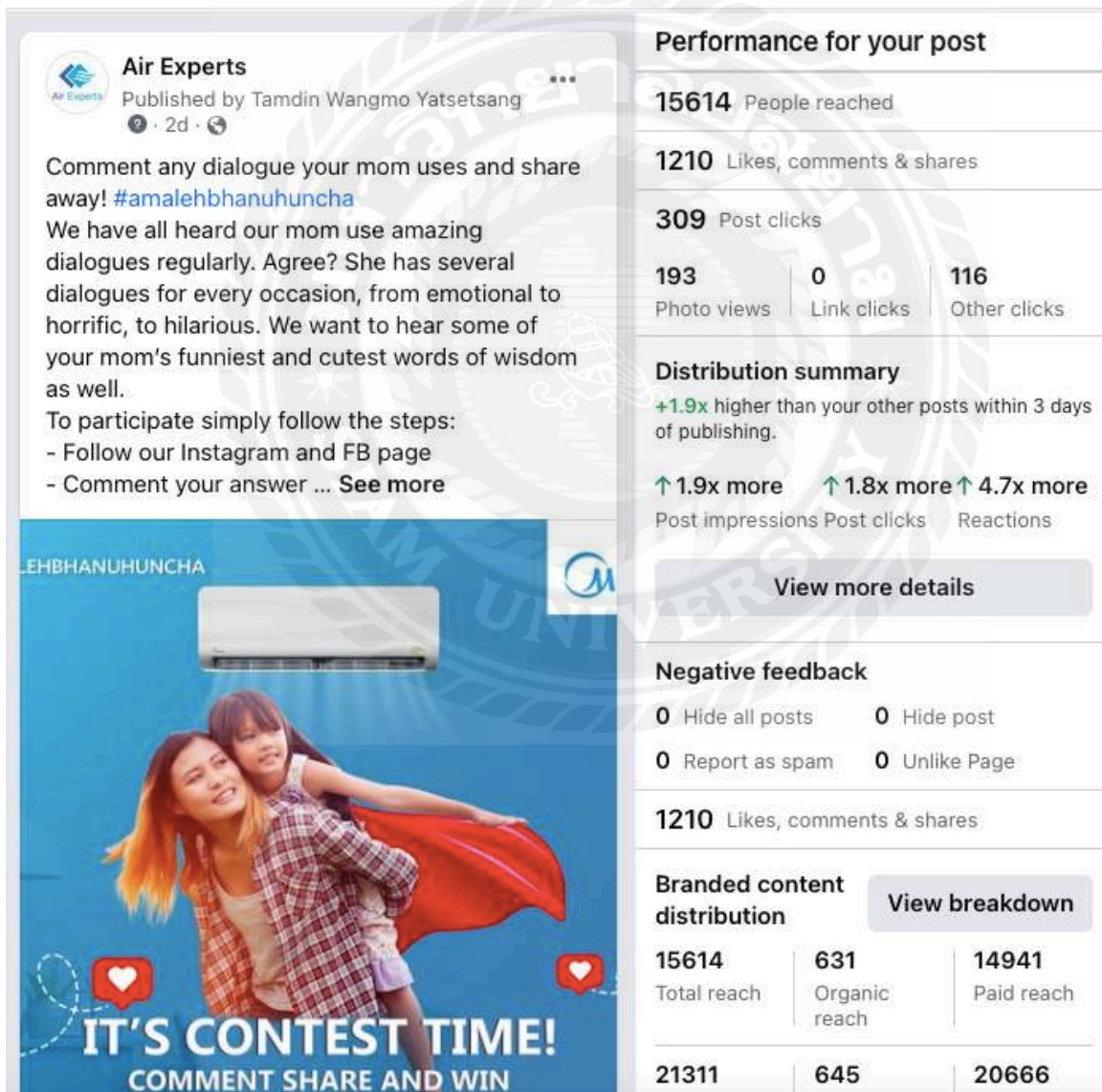


Figure 14: Mother’s Day campaign for Air experts

## CHAPTER 3

### LEARNING PROCESS

In this chapter, I provide the list of problems I experienced throughout my internship and how I was able to resolve them. I will also discuss about theories and related research on the topics, which assisted me in resolving the challenges. I also included a summary of knowledge I learned over my 16-week internship. As a newcomer, I learned a variety of new abilities and acquired new professional experiences that will benefit me in my future career.

#### 1. Problems of Arbitrary Digital Marketing Agency

Arbitrary Digital Marketing is a comprehensive digital marketing company with 4 sister companies, Arbitrary Records, Arbitrary Events, Arbitrary Production, and Arbitrary Influencers. They provide digital marketing and consultation services with a unique approach using the latest digital innovations. They are committed to help you develop effective, winning strategies based on extensive data analysis to deliver tangible and rewarding results. Arbitrary has a successful track record of delivering delightful results by reimagining the digital scene in Nepal to drive engagement, change behaviors and positively affect lives. They also have a huge audience on our digital base, which is collectively over a million people.

During my Co-Op Studies at Arbitrary Digital Marketing Agency, I found that they have these challenges as follows:

##### 1) **Staying ahead of the trend in data analytics:**

The field of data analytics is growing rapidly, with companies recognizing the importance of utilizing technological innovations to drive marketing. Arbitrary Digital Marketing agency is one the companies using analytical tools to understand consumer behavior and reach their target audience. In the past, marketing was about hitting as many people with the company's message as it could and hoping it impacted some of them enough to close a sale. Today's marketing is more streamlined thanks to data analytics. The business only sends its marketing message to the customers most likely to buy. However, keeping myself updated of all these analytical trends and educated about these tools was a huge challenge for me during my internship period.

##### 2) **Understanding the skills needed to embrace these data analysis trends:**

In today's marketing world, it's not enough to just have creative skills. Future professionals in this field must have a zeal for data-driven digital marketing, as well as other essential elements. When I first started my internship, I was able to do with ideation, and coming up with creative contents however, I lacked the skills needed to understand marketing using big data and making informed decisions and having my ideas formed based on the result or data. For e.g., if I come up with a campaign for a brand and the campaign does well but it doesn't reach our targeted customers because I wasn't able

to understand who our customers were or analyze the data to form a persona of who our potential customers are then the whole campaign will not end up giving an impactful result such as sales conversion, which is our ultimate goal.

### 3) **Lack of effective communication:**

Since the entire digital marketing process, such as Search Engine Optimization and Social Media Marketing, is a real-time activity. To post on their brand page, we'd need the client's permission. That's the problem because clients are busy, so we get delayed approvals, and we use WhatsApp to communicate with them to gain their approvals. When we meet, they keep telling us to remind them all the time, and that if we put pressure on them, we'd do it, but when we start, they get frustrated. That's the reality, and we can't say we blame them. If we must follow the trend, we may not gain approval till the trend has passed.

## 2. How to Solve the Problems

### Literature Review

- Based on the Forbes article by Saran, (2018); Data analytics is the study of transforming raw data into knowledge. The value of data analytics in digital marketing lies from its capacity to pinpoint information that would otherwise be missed by casual observers. The ability to recognize patterns is at the foundation of data analytics. Big data - large collections of information from numerous sources — is used in current digital marketing tactics. Data analytics transforms this information into useful information for businesses. Target marketing is one example of how analytics can help a business make better decisions. A firm can start building a community by creating rich, useful content that appeals to the key values of its target consumer group. The company gathers information about each user when they access the content. It can then create profiles for all members of its community, which will help it better its advertising. Furthermore, by gathering information about products that are comparable to or identical to a company's offering, the company can modify its pricing to be more competitive. Access to this data allows organizations to develop stronger sales tactics in large marketplaces. Additionally, cheaper pricing can entice potential clients who were previously loyal to a competitor.
- According to an article by Fallah, (2018); The following trends in data analysis are likely to continue: **Increased Use of Artificial Intelligence (AI) and Machine Learning (ML):** AI and ML form the most cutting-edge advances that technology can offer the world. In the field of marketing, there has been a push to increase automation by incorporating self-correcting ML algorithms. Additionally, AI engines have been developed to manage data classification and storage. Some of these innovations may fail to make their expected impact, as is often the case with experimental technology. However, many of them will survive and find their way into the system as useful tools. **Increased Cloud Adoption:** Another cutting-edge advance available to digital marketing is cloud architecture for storing, accessing, and processing big data. Thanks to

the massive volume of data coming into the system every minute, it would be increasingly difficult to process data with a traditional relational database model. As companies start adopting big data, the necessity of cloud computing will also increase. **Focus on Customer Experience:** Customer experience remains crucial to a business's success. By leveraging AI chatbots to offer more "human" assistance - and then making adjustments based on customers' questions - a company could offer consumers a higher level of service. Furthermore, incorporating ML into these chatbots could allow the system to learn from the questions and responses, enabling it to provide optimal answers to an increasing number of complex questions. **Social Media Marketing:** With platforms such as Facebook and Instagram offering easy access to demographic targeting, the use of social media advertising is likely to skyrocket into the near future. By using data analytics to collect information on consumers, a business can better inform its marketing department of the people it should be targeting for its digital ad campaigns. The campaigns, in return, generate more data through conversions, creating a positive feedback loop.

- Murray, (2019) analyzed and have listed that in data analytics, there are some skills and qualities employers require of all applicants, regardless of the position. A person considering a career in data analytics needs to hone several skills to succeed in this type of environment. **Data Visualization:** Making numbers usable is what data analysts do. Data visualization allows them to present the meaning found in the data rather than just a series of numbers. **Critical Thinking:** Like other scientific disciplines, the ability to interpret information is important to the field. Understanding what the data suggests to the company is the core responsibility of the data analyst. **Communication:** The data analyst should be able to present the data in a form that management and other departments can comprehend. Communication, in this case, includes both the development of reports and presentations as well as verbal communication between departments. **Business Acumen:** The only way for a data analyst to know whether something is essential to a business is to understand how the company functions. Business awareness will help the analyst determine what is critical and what is noise. **Technical Skills:** Proficiency with programming languages designed for big data (R, Python, etc.) is crucial to data analytics. For example, using algorithms on multiple data sets to define similarities produces insights that allow marketers to make informed decisions.
- Bond, (2021) writings examines and lists out strategies for agencies; One's efficacy as a digital marketing Client Manager and even the success of one's agency rests in large part on their ability to report and collaborate effectively. If one takes the steps to be more transparent, empathetic, self-aware, contextually minded, and flexible, the five essential pillars of effective client communication they will start noticing an improvement in their client relationships in no time. Further explaining the five essential pillars of effective client communication: **Transparency:** The importance of transparency is two-fold. Primarily, you need to be transparent because you're partially responsible for the success of somebody else's business. You can never forget that you're spending someone else's hard-earned money. They deserve to know what it's yielding—and, perhaps more importantly, what it's not yielding. **Empathy:** If you think of yourself as an external contractor, everybody's worse off," says Conor. "You should consider yourself a legitimate part of the team at every business you serve. You'll feel more engaged by the work you're doing and you'll drive better results for your clients. "Why? Because thinking of yourself as a member of your clients' teams forces you to put yourself in their shoes, and putting yourself in their shoes enables you to more closely align with their ultimate goal: to grow their

businesses. **Self-awareness:** In the context of communicating with a client, self-awareness means distinguishing and recognizing the roles you each play. This, like being transparent, is pretty straightforward. **Context:** Contextualization is all about framing the challenge or question you're facing within the bigger picture. The fifth and final key to communicating with clients in a healthy, effective manner is your ability to adjust to different personality types- **flexibility.** Some of your clients will treat you like a friend—taking interest in your personal life and expecting you to reciprocate. Others will be strictly business—wanting nothing more than for you to stop talking about your unremarkable child's baseball team and start telling them what they need to know. Clients are not only different in terms of how much—if at all—they want to be your friend; they're also different in terms of how much they want to know about their accounts. Again, flexibility is essential to your success.

### 3. Recommendations to Arbitrary Digital Marketing Agency

In my opinion, Arbitrary Digital Marketing Agency is an exceptional digital marketing agency and consultation services that provides various marketing services with a unique approach using the latest digital innovations. The company is committed to developing effective and winning strategies based on extensive data analysis to deliver tangible and rewarding results. Arbitrary Digital Marketing has a successful track record of delivering delightful results by reimagining the digital scene in Nepal to drive engagement, change behaviors and positively affect lives.

I consider working in such a company as a great opportunity to learn and grow as an individual and in terms of career development, I was able to acquire new skills that I can apply later on in life. From my experience as an intern, there are certain areas where Arbitrary can do even better and would recommend these points:

- **Have a standard procedure for new employees:** As an intern, it was difficult to understand the standard procedure of how each task were executed and took some time to learn it. I was only able to understand it, after several mistakes. I would recommend having a solid business process, a standard procedure that new hired employees can follow and can be implemented for all clients. It can be steps an employee takes every time they accomplish a task. Implementing a business process in an organization can increase workplace productivity and ensure better management of various tasks. Knowing about various business processes can help organizations reach their goals and achieve long-term success, which I think would be beneficial for the company in the long run.
- **There should be a better way to fill the communication gap between the production team and operations team:** Maybe have them in the same office building or even have a meeting twice or thrice a month to be updated of all the projects and their progress and execution, so everyone is on the same page. Since the location of the production team workplace is different there is always difficulty in conveying what is needed and miscommunications were regularly happening.

Besides these points, I believe Arbitrary Digital Marketing agency has gotten everything covered. I was able to gain more insight into how Digital Marketing and Marketing works as

a profession. It has given me the confidence in areas that I hadn't studied at university, like giving presentations, interacting with clients, advising clients and suggesting how to improve campaigns. When I eventually graduate, I believe this will give me a big head start and might even put me ahead of other applicants for the position.

### 3. What I have Learned During Co-Op Studies

When it comes to my learnings during my Co-Op studies, this internship period was a time when I got hands-on experience and a better understanding of complex topics including content marketing, search engine optimization (SEO), and use of data analytics to make informed decisions. I was also able to build a wider network of professional contacts while helping to grow my passion for digital marketing.

**Team work: I learnt how to work as a team.** Now, working in a team at an organization was completely new thing that I encountered. Team work for me meant brainstorming every possible detail and thinking about what if option as well, having a backup for a certain thing and what not. Our supervisor would always ask the team if we needed anything or needed any help and so on. Not only that, the CEO himself would get involved with us and help to lift each and every employee's mood. I brushed upon professionalism as I was required to be punctual and finish the assigned work at a certain period of time.

**The importance of a proper working environment:** Sometimes, I could feel the pressure of having to complete a certain task at a certain time frame which was a completely new experience for me. The challenges that I faced was not that much because the team itself was so helpful. They would offer to help if someone was not being able to finish a certain project. I was able to build some amazing personal relationship with the employees at the office. The working environment of the company was so relaxing, friendly and welcoming that I instantly felt a connection and a bond between the employees.

**Expanding my technical skills with hands on experience in digital marketing:** Furthermore, I was accepting a range of duties and responsibilities designed to enhance my knowledge of digital marketing. I learned to develop digital marketing strategies, content, and other deliverables that help meet specific client goals and objectives. I was also responsible for generating content for a variety of media platforms, for which I had to examine data analytics reports to achieve a better understanding of the effectiveness of content marketing strategies and how to improve them, which I had no prior knowledge of. I worked to create and implement effective social media strategies designed to help clients find new ways to market their business. Along with this I had other important duties, such as assisting with marketing for campaigns and creating monthly



reports for clients. Not only did these responsibilities provide me with an invaluable learning opportunity, the information I received has been helpful in other ways. With constructive feedback from my superiors, I was able to better determine my strengths and weaknesses to become a stronger competitor in this field. My knowledge about digital marketing certainly expanded.

Interning at a digital marketing agency also provided me with an opportunity to implement my theoretical knowledge that I have gained in college to real life working scenarios. This has allowed me to explore further career prospects and understand my interest in various fields. This was actually a step into my career. I found out that I do have an interest in Marketing and Operation. I also got a chance to discover my strengths and weaknesses. I have to further work on when it comes to my weaknesses.

#### 4. How I applied the knowledge from coursework to the real working situation at Arbitrary Digital Marketing Agency

As a student of marketing, I had learned a great deal about this subject. While interning, it was for me to be able to understand which theories I learned can be applicable in which scenarios. I was able to connect and apply several of my learnings to practice and use them to solve certain problems and guide me while working on specific tasks. Some of the learnings that I used were as follows:

- **The difference between inbound marketing and digital marketing:** I was asked this question the first day by my boss to which I only knew the definition of the two terms but wasn't able to connect it and how it was relevant to data analytics. I knew inbound marketing is a methodology that uses digital marketing assets to attract, engage, and delight customers online. Digital marketing, on the other hand, is simply an umbrella term to describe online marketing tactics of any kind, regardless of whether they're considered inbound or outbound. Digital marketing is often compared to **inbound marketing**, but it doesn't differentiate between 'inbound' and 'outbound' methods. It's more of an umbrella term for all marketing that involves digital communication, while inbound marketing is more of a strategy. However, over my internship I learned that Digital outbound tactics aim to put a marketing message in front of as many people as possible in the online space regardless of whether it's relevant or welcomed. For example, the engagement campaign ads that are run by brands on social media platforms try to push a product or promotion onto people who aren't necessarily ready to receive it. On the other hand, marketers who employ digital inbound tactics use online content to attract their target customers onto their websites by providing assets that are helpful to them. One of the simplest yet most powerful inbound digital marketing assets is a **blog**, which allows the website to capitalize on the terms which your ideal customers are searching for. These digital inbound marketing tactics are employed with the help of big data or data analysis using analytical tools such as google analytics.

- **The 4 Ps of marketing:** Product, price, place and promotion, even though I was involved with the promotion part, it was essential for me to know what the products of the brands are, I had to understand its Unique selling point (USP) and the price range to see if that can be used as a competitive advantage while promoting the products and branding. From my prior knowledge of the 4 Ps, when I was assigned the two brands, Divya and Air experts I immediately did my research to understand its 4 Ps so I can become more familiar with the brands.

- **Use of big data and STP (Segmentation, targeting and positioning):** Big data has had a profound impact on numerous sectors today including the marketing space. Marketers across the world are leveraging the power of data analytics, thus using insights to generate tailored marketing messages. The analysis of these data requires ones understanding of STP. The model is useful because it helps you to identify your most valuable types of customers, and then develop marketing messages tailored to them. This allows you to engage with each target group more effectively, personalize your messaging, and – ultimately – increase your sales. Based on the demographics and personal behavior patterns, big data helps marketers develop assumptions about their consumers and segment the market, target the best customer sand potion the message.

## 5. Special Skills and New Knowledge Learn

During my internship at Arbitrary Digital Marketing, these are some special skills I acquired which ca be beneficial for me in the future:

- **Creativity:** I was often encouraged to think outside the box and be as creative as possible when it came to ideation and content planning. I tried not to limit myself to what the company have been doing and suggested new ways to further better their contents. For e.g., for Air experts an air conditioner brand, most of their contents were portraying ac's indoors but I along with my supervisor's help came up with creative contents that portrayed the ACs outside your normal house but focused on their features which made it look pleasing and eye catching. I was delighted to get good response from the client and they also decided to try this new way out.
- **Use of SEO:** SEO (Search Engine Optimization) is a technique used to increase traffic to a website using specific tools and strategies in order to become more appealing to search engines such as Google. Most people tend to purchase from companies that are highly ranked on search engines through ease, or simply because they appear more trustworthy. As a result, it was important to understand the basics of SEO and provide weekly updates to our clients on their ranks in the webpage. Some of the techniques learned included: Google Analytics, Keyword usage and placement, Creating relevant website content.
- **Soft skills:** While technical skills were vital for securing a digital marketing internship, I was also able to improve the relevant soft skills to fit in well within the company. Some of the most desired soft skills that I improved were teamwork, communication. time management, organization, flexibility and emotional intelligence.

Over time, I was able to further improve my verbal and written communication skills, organization skills, and prioritization skills while also gaining a better understanding of complex topics including content marketing, search engine optimization (SEO), and data analysis.

# CHAPTER 4

## CONCLUSION

### **1. Summary of highlights of my Co-Op studies at Arbitrary Digital Marketing Agency**

My 16 weeks internship at Arbitrary Digital Marketing Agency, has allowed me to build not only the practical knowledge necessary for my professional career, but also good public relations with various corporate experts. Despite the fact that I have just been working as an intern for the company, the internal team has offered me with a wealth of knowledge and opportunities that will help me advance in my career. I was able to identify some of the legal and ethical principles that this organization adheres to. Working at Arbitrary Digital Marketing Agency has allowed me to hone my skills in functioning in groups, working under pressure, and adapting to the working environments of other professionals. This offered me a basic understanding of how personnel in an organization function on a regular basis along with technical skills that I can further use in other working environments. This opportunity represents a significant step forward in my professional development. I will make every effort to put my newly acquired skills and knowledge to the best possible use, and I will continue to work on improving them in order to achieve my career goals.

### **2. Evaluation of the work experience**

#### **2.1 Self-assessment**

The internship opportunity I had at Arbitrary Digital Marketing Agency was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period. I have learnt so many things professionally as well as individually.

I did have some difficulty with punctuality and time management as it was my first 10am- 5pm job and was never accustomed to working 6 days a week. I did enjoy my work but the time schedule was difficult to adapt to at first but now I am adapting to it. My supervisor has been very understanding and has guided me throughout this internship for which I am very grateful. I know that punctuality is one factor I need to still work on and I will do so. Besides this, I am learning every day at work be it technical skills or soft skills and am growing as an individual.

#### **2.2 Contribution to my career development Arbitrary Digital Marketing Agency**

I have learnt so many things professionally as well as individually. I have gained knowledge about several of the companies and their Digital Marketing Strategies. As there are several of departments, I have learned that communication is the key factor that keeps an organization intact. I have learnt several things about Digital Marketing as in today's world, it is very important to keep up with the ongoing trends and be up-to date on social media platforms. The

importance of the use of various digital analytical tools to understand consumer behavior by marketing agencies.

As a Client Manager I learned that it is equally important to grab peoples' attention through our own brand and the most integral part is to have excellent communication with our clients because at the end of the day, they are the ones that we have to convince and satisfy. In business, what's more important is to build a long-lasting relationship with our customers rather than the incentives we get from them. So, being loyal towards our clients is necessary. I have learnt that communication between other employees is equally important. As I am a beginner, getting constant suggestions and feedbacks is necessary as you will get to know where you went wrong. Knowing the background and the history about our clients is also important because we are the ones who are dealing with them so, a lot of patience and confidence is required while handling our clients as well.

### **3. Recommendations for Arbitrary Digital Marketing Agency**

Arbitrary Digital Marketing Agency, in my opinion, is a fantastic digital marketing agency and consultation service that offers a unique approach to marketing services while utilizing the latest digital advances. The organization is dedicated to generating effective and winning strategies based on in-depth data research in order to produce measurable and satisfying results. Arbitrary Digital Marketing has a proven track record of redesigning the digital landscape in Nepal to generate engagement, change behaviors, and positively impact lives.

Working in such a company provided me with an excellent opportunity to learn and grow as a person, and in terms of professional advancement, I was able to gain new abilities that I can employ later in life. Based on my experience as an intern, there are certain areas where Arbitrary might improve, and I would propose the company establishing a firm standard method on the execution of each assignment for new employees, which can be customized in their own style but can provide them with direction. Finally, I believe that bridging the communication gap between the production and operations teams should be a priority. To further explain these points:

- As an intern, it was tough to grasp the usual technique for completing each work, and it required some time to figure out. I only understood it after making multiple blunders. I would suggest developing a strong business process, a consistent approach that new hires can follow and that can be applied to all clients. It could be the steps taken by an employee each time they complete a task. The implementation of a business process in a company can boost workplace productivity and improve task management. Understanding diverse business processes can assist organizations in achieving their objectives and long-term success, which I believe will benefit the company in the long run.
- A better way to bridge the communication gap between the production and operations teams should be found. Have them all in the same office building, or have a meeting twice or three times a month to keep everyone up to date on all of the projects and their

progress and implementation. Because the production team's offices are in separate locations, communicating what is required is always challenging, and miscommunications are common.

Aside from these considerations, I believe the Arbitrary Digital Marketing agency has covered all bases. I was able to obtain a better understanding of how the professions of Digital Marketing and Marketing operate. It has given me confidence in areas I didn't study at university, such as presenting presentations, communicating with clients, advising clients, and suggesting campaign improvements. When I eventually graduate, I believe this will offer me a significant advantage over other candidates for the post.

**Below is the resume I emailed to the company while applying for the position**

## YATSETSANG, Tamdin Wangmo (Ms.)

<p><b>Contact</b> Boudha, Kathmandu +977 980-873-6596 tamdinwy@gmail.com</p>	<p><b>Objective</b> Creative and passionate college student aiming to grow my knowledge of the design and tech industry, and apply my research, communication, and organizational skills to contribute to and learn as an intern at Arbitrary Digital Marketing Agency.</p>
<p><b>Education</b> <b>Kathmandu College of Management</b> Gwarko, Lalitpur Anticipated graduation: June 2022 Current GPA 3.39/4 Bachelors in Business and Administration <b>Gems Institute of Higher Education</b> Dhapakhel, Lalitpur Year 2015- 2017 Cambridge International A level</p>	<p><b>Experience</b> <b>Worked at 88 Collective Marketing Consultancy</b> <b>Content Writer   Thirbam Sadak, Kathmandu   Apr 2021- Oct. 2021</b></p> <ul style="list-style-type: none"> <li>Conducted research, created content, and advised clients on their marketing strategy</li> <li>Wrote articles for and hosted the online WWF Wild Wisdom Quiz Challenge 2021 broadcasted on Facebook Live</li> </ul> <p><b>Launchpad Career Fair 2021</b></p> <ul style="list-style-type: none"> <li>Part of the organizing team managing the social media handles for the event</li> </ul> <p><b>Volunteer at TEDxDurbarmarg   Sep. 2020 - Mar 2021</b></p> <ul style="list-style-type: none"> <li>TED Women 2020 and Countdown event</li> <li>Assisted and contributed to the organization and marketing aspects of the event</li> </ul> <p><b>Participated in the Hult Prize 2021 challenge</b></p> <ul style="list-style-type: none"> <li>Awarded First runner up in the on-campus competition</li> <li>Attended workshops and seminars related to the competition</li> </ul>
	<p><b>Worked at Hyatt Regency</b> <b>Marketing intern   Boudha, Kathmandu   Jun. 2019- Aug. 2019</b></p> <ul style="list-style-type: none"> <li>Assisted marketing team in hosting the promotional events and created engaging content</li> <li>Conducted research for the new project of renovating the menu for the lounge</li> </ul> <p><b>Worked as a Marketing associate for the KCM Inter College Music Competition (ICMC) 2019.</b></p> <ul style="list-style-type: none"> <li>Raised funds receiving a total sum of Rs. 50,000 through corporate</li> </ul>

Marketing  
Business Acumen  
Content Writing  
Data Analysis  
Microsoft Office Package

- Participated in the South Asian International Model United Nations, 2015
- Awarded the Best Delegate in the Security Council at the British Model College United Nations, 2016

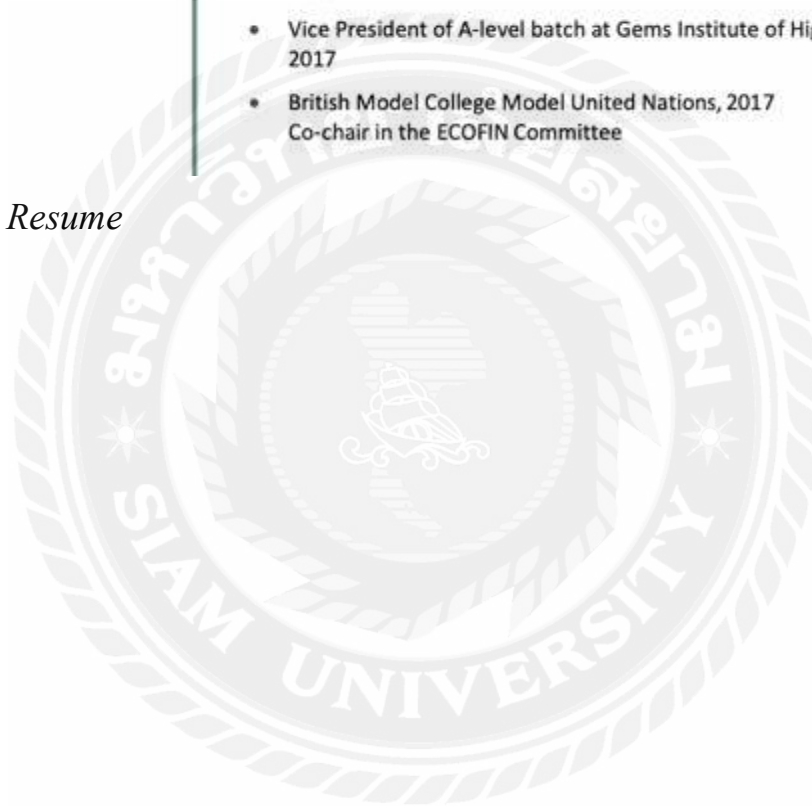
### Language

Nepali: Native  
English and Tibetan: Fluent  
Hindi: Conversational  
Chinese: Basic Level HSK1

### Leadership

- Hosted the WWF Wild Whiz Gear Up live mock quiz, 2021
- Facilitated incoming batch of students as a senior Student Mentor in the First Avocado Mentorship Program at KCM for the term, 2019-2020
- Recording secretary of the KCM Publication Club at KCM for the term, 2018-2020
- Vice President of A-level batch at Gems Institute of Higher Education, 2015-2017
- British Model College Model United Nations, 2017  
Co-chair in the ECOFIN Committee

*Figure 15 My Resume*



## ANNEX



*Figure 16: Women's Day event at work*



*Figure 17 Online meeting with our client's main distributors in China*





*Figure 18 Working with my colleague*



*Figure 19 Office Retreat to Riverside Spring Resort by the company*



*Figure 20 Lunch break with Work colleagues*



*Figure 21 My workstation at the office*



*Figure 22: Photoshoot for Midea Campaign*

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## APPENDIX



# EXPLORING THE USE OF DATA ANALYTICS BY ARBITRARY DIGITAL MARKETING AGENCY TO UNDERSTAND CONSUMER BEHAVIOR

Presentation by Tamdin Wangmo Yatsetsang  
6108040102

## ABOUT THE COMPANY



- The Arbitrary Group was founded in 2016, Arbitrary Digital Marketing Agency is one of the company's five branches
- Provides digital marketing and consultation services with a unique approach using the latest digital innovations
- Committed to developing effective and winning strategies based on extensive data analysis to deliver tangible and rewarding results



## **SERVICES PROVIDED BY ARBITRARY DIGITAL MARKETING AGENCY**

- ★ **Data Analytics**
- ★ **Google Ads Word Campaign**
- ★ **Marketing Planning, Content creation, Implementation and Execution**
- ★ **Social Media Marketing**
- ★ **Training and Reports**
- ★ **Web/ Mobile Application development and Maintainence**



## **VISION AND MISSION**

### **Vision**

To see our work virtually touch lives



### **Mission**

To provide practical and result oriented digital marketing consultation service to corporate companies



## CLIENTELE OF ARBITRARY DIGITAL MARKETING AGENCY

### Hospitality sector

- Hotel Barahi
- Sarangkot Mountain Lodge
- Vivanta Hotel and Resorts by Taj
- Barahi Jungle Lodge

### IT sector

- Worldlink communications
- Net TV
- Khalti digital

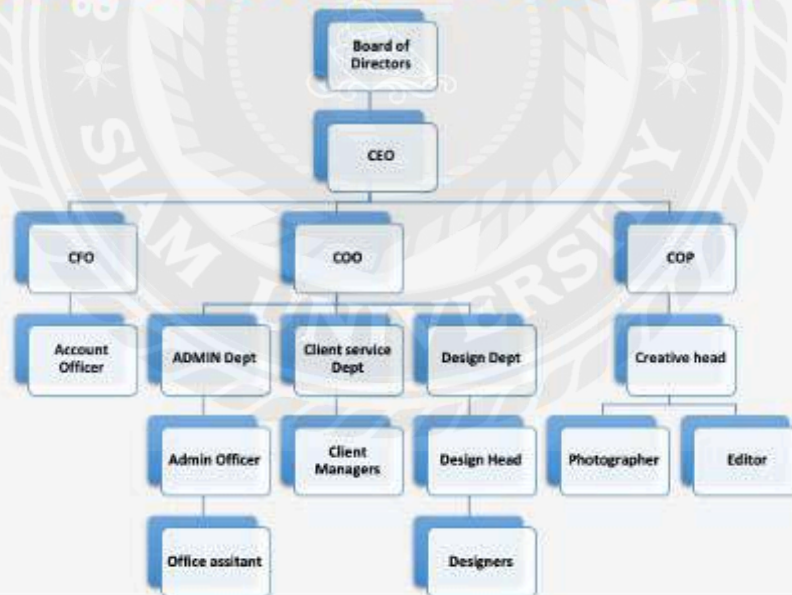
### Home appliance industry

- Divya Electrics
- Air Experts

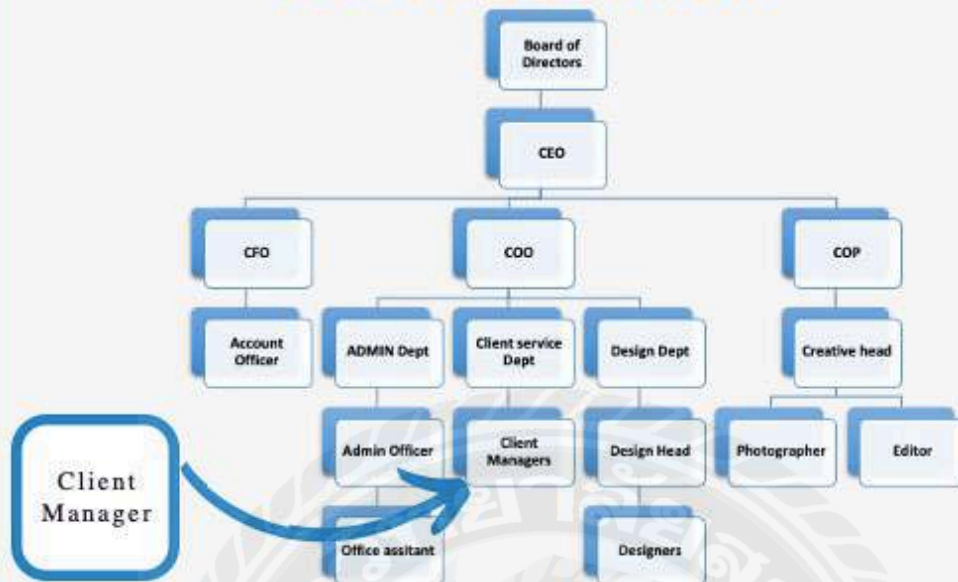
### Brewery Industry

- Gorkha
- Somersby
- Carlsberg
- San Miguel

## ORGANIZATIONAL STRUCTURE



## MY JOB POSITION



## INTENTION TO CHOOSE ARBITRARY DIGITAL MARKETING AGENCY

- My interest in marketing and my academic background
- To gain valuable work experience
- The cliental network at Arbitrary Agency
- Networking and communication



## OBJECTIVES OF THE CO-OPERATIVE STUDY REPORT



- 1 To **EXPLAIN** the most popular digital marketing tools used by businesses and to research the growth of digital marketing services
- 2 To **SUMARIZE** the use of data analytics by businesses to predict consumer behavior, improve decision-making across the board and determine the ROI of its marketing effort
- 3 To **SHOW** how an organization works and so that it can be useful in the near future
- 4 To **DEMONSTRATE** all of my previous work, focusing on what is lacking and adding more consideration to areas where I am already great



## JOB RESPONSIBILITY

### CLIENT MANAGER



Divya Electics



Air Experts

Air Experts

## DAILY DUTIES



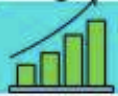
Serve as a day to day point of client contact



Develop and execute best practice in campaign management, business development and client management systems



Creative content creation



Use of analytical tools to make informed decisions and report it to clients



Research is an essential part of the role



## CONTRIBUTIONS AS A CO-OP STUDENT



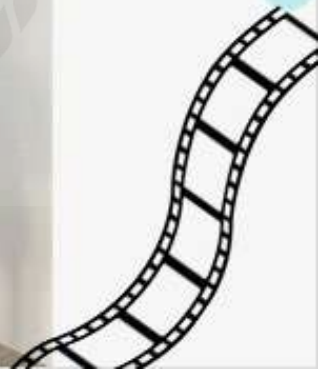
## In charge of ideation, implementation and execution of the Mother's Day campaign for Air experts



Performance for your post

61684	People reached
3122	Likes, comments & shares
1287	Post clicks
971	Photo views
0	Link clicks
316	Other clicks
<a href="#">View more details</a>	
Negative feedback	
0	Hide all posts
0	Hide post
0	Report as spam
0	Unlike Page
3122	Likes, comments & shares
Branded content distribution	
<a href="#">View breakdown</a>	
61684	Total reach
1127	Organic reach
60367	Paid reach
101462	Total impressions
1183	Organic impressions
100279	Paid impressions

## Worked with the production team on Midea ko coolest Garmi summer campaign photoshoot for Air Experts



# In charge of the execution of a planned social media marketing campaign and social media advertising strategy



Wrote blogs for our client's website which helped boost SEO quality by positioning the website as a relevant answer to the customers' questions.





## PROBLEMS

- Staying ahead of trends in data analytics
- Understanding the skills needed to embrace these trends in data analytics
  - Lack of effective communication



## SOLUTIONS

- Keep oneself updated of various data analytics trends
- Gain the five specific skills needed to embrace these trends
  - Use of the five essential pillars of effective communication

# Special Skills I gained



Construct designs and generate creative contents, encouraged to think outside the box



Understand the use of SEO, and learn how to use data analytical tools such as Google analytics, Meta Business suite, Bitrix 24



Improve my soft skills and understand the value of effective communication



Managing various brands through social media channels



## APPLICATION OF KNOWLEDGE FROM CLASS AT WORK

- 1 The use of the 4Ps of marketing to understand the brands assigned to me
- 2 Understanding big data analysis and using STP (Segmentation, targeting, and positioning to target tailored audience
- 3 Inbound and outbound marketing and the use of big data to employ digital inbound marketing tactics

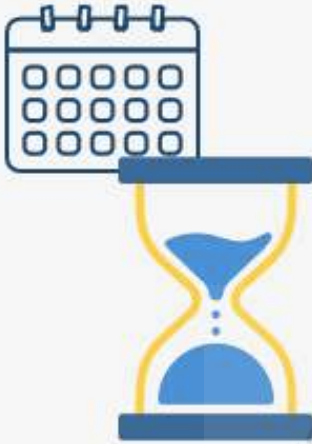
## HIGHLIGHTS OF MY CO-OP STUDIES AT ARBITRARY DIGITAL MARKETING AGENCY



- Gained practical knowledge and built good public relations
- Able to identify legal and ethical principles of an organization
- Was offered a wealth of knowledge and technical skills
- Sharpen my skills in functioning in groups, working under pressure, and adapting to the working environments of other professionals
- The opportunity represented a significant step forward in my professional development.



## LIMITATION OF MY CO-OP STUDES



New to data analytics and the tools, it took time to learn how to use these tools and apply them when making decisions

Due to the timings and no breaks on even Saturdays, punctuality was a problem in the beginning but i was able to manage it as it went by

Adjusting to a new working environment took some time

## Evaluation of work experinece

### SELF ASSESSMENT:

- Identified my strengths and weaknesses
- Encouraged to think outside the box and further strengthen my creativity
- Proper guidance and realization allowed me to focus on my communication skills and be more assertive
- Able to apply what, I learned theoretically in practice

### Contributions to my career development

- Meet and build good public relations with corporate experts
  - Offered a job at the company
  - Mentorship

## RECOMMENDATIONS



Have a standard procedure for new employees

There should be a better way to fill the communication gap between the production team and operations team

Have more brainstorming sessions and regular meetings once a week

## THANK YOU

