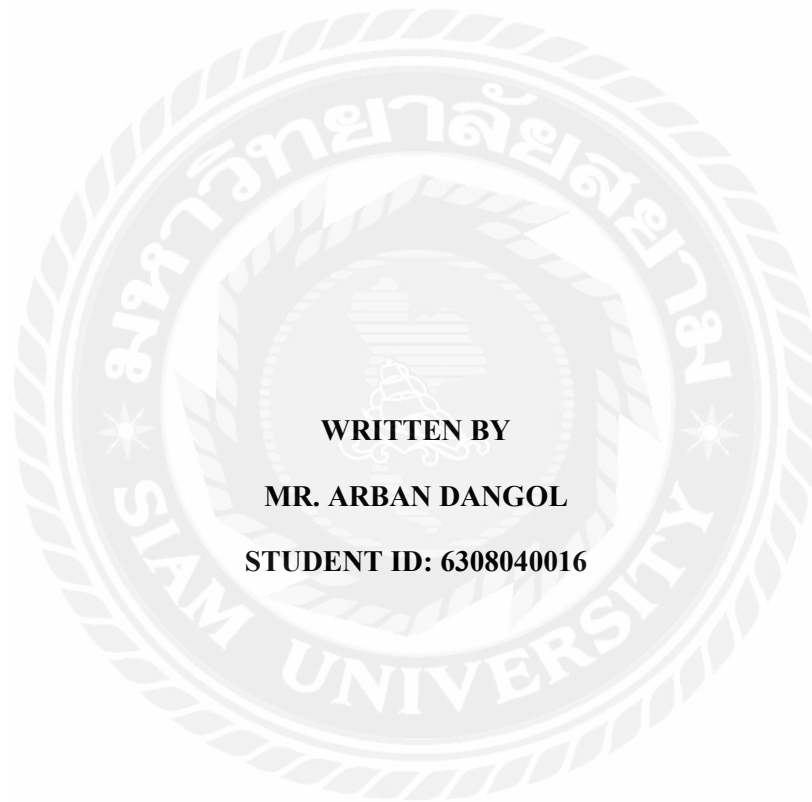




**CORPORATE EDUCATION REPORT:
NAVIGATING THE DIGITAL SOCIAL MEDIA LANDSCAPE AT ITOB**



**THIS REPORT IS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR COOPERATIVE EDUCATION, FACULTY OF BUSINESS ADMINISTRATION,
ACADEMIC SEMESTER 2/2023**

SIAM UNIVERSITY

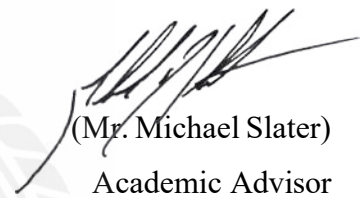
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ABSTRACT

This article, emphasizing real-world skills obtained during an internship, provides an in-depth look at Associate Digital Media Manager position at ItoB, a unit of Amnil Technologies. An outline of ItoB's goal to improve businesses' online visibility through creative digital marketing techniques. It highlights how crucial it is to manage social media using a data-driven strategy and examples of how campaign tactics may be informed by analytical insights to maximize customer engagement.

A SWOT analysis outlining ItoB's goal of enhancing client satisfaction through cutting-edge digital marketing techniques addresses the company's shortcomings, such as a small workforce and dependency on client finances, while highlighting its strengths, which include a robust business portfolio and strong client relationships. The analysis also highlights the need to adapt in a rapidly changing market.

Several tasks were completed Throughout the cooperative experience, such as creating social media campaigns, working with graphic designers, and creating content calendars for well-known companies such as Nabil Bank. Among the main goals were gaining skills with products like the Meta Business Suite and improving collaborative skills. The difficulties encountered at this time, including managing the workload and meeting client expectations, are discussed along with the solutions.

The main tasks completed for the internship are listed, such as organizing campaigns, creating content, and working with graphic designers. The essay emphasizes the value of cooperation and excellent communication abilities that develop through the practical application of theoretical information. The difficulties encountered throughout the internship are also discussed,

offering insights into the problem-solving techniques used to get by in a hectic work environment.

Keywords: digital marketing, social media, customer engagement, communication skills



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I am grateful to Amnil Technologies and its subsidiary ItoB for giving me the chance to conduct at their company. I learned a lot from the experience, and I now have essential information and abilities that will support me in the years to come.

I want to thank Mrs. Kritma Shrestha for providing me the chance to work on real-world projects and learn from experienced experts, as well as for helping me get used to the office setting.

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Mr.Arban Dangol

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LIST OF ACRONYMS

KCM: Kathmandu College of Management

CCU: Corporate Communication Unit

ATL: Above-the-line marketing

BTL: Below-the-line marketing



CHAPTER 1

INTRODUCTION

1. Company's Profile

Amnil Technology was founded in 2009. Three young IT entrepreneurs established the firm to build a successful digitalization enterprise in and outside of Nepal. Over a decade of expertise and specialization in the industry, they created solutions for various businesses and clientele. The company's major priority is to deliver the highest level of client service and satisfaction by concentrating on complete support at every step. They provide creative solutions to each customer due to their adaptive approach and broad experience.

The company's culture is primarily focused on youthful energy, the ability to interact with one another for the greatest outcome, being open to new ideas and perspectives, and establishing a dynamic atmosphere in which everyone can contribute to success. Pharmaceuticals, automobiles, tourism, and government investment boards are among the clientele. The primary focus on innovation and client-oriented focus is the primary reason for long-term client relationships and sustainable growth. The organization is well-known for its work, and it is also ISO 27001:2013 certified, an internationally renowned specification for an Information Security Management System. (Amnil Technologies Pvt. Ltd., 2024)

Amnil has 3 other subsidiaries ItoB, which mainly focuses on digital marketing. Epharmacy, which is an online medicine delivery service. And finally Quick Fox Technology mainly focuses on software & website development. I worked closely with the ItoB division of Amnil Technology. Itobe Pvt. Ltd. is a creative digital marketing firm dedicated to improving online visibility and engagement for businesses of all sizes. They provide specialized solutions that are suited to the unique demands of their clients, with an emphasis on creativity and imagination.

The department works on producing content, offering projections for the future, and providing guidance on where to take the brand. The department is also responsible for publishing, managing comments, and developing content. Each work is made in partnership with the customer and the team. Ensuring that the intended audience understands the content's purpose. Additionally, respond to each audience member's question to build a strong relationship between the client and their intended audience.

ItoB Pvt. Ltd. is a digital marketing company that helps in the success of companies on online platforms. They are known for both their commitment to client fulfillment and their creative, outstanding work. They are therefore a fantastic option for companies trying to boost their online presence and achieve their marketing objectives. Some of the Major clients of ItoB are Nabil Bank, NBank, Jeep, Yamaha, NETA, CG | MotoCorp, Hero MotoCorp, NAS-IT. ItoB's major goal of ItoB are as follows:

- To achieve 100% customer satisfaction and retention
- To achieve communicated and achievable campaign objectives

1.1 Mission of the company

To continuously innovate, for clients through our highly experienced and qualified team members.

1.2 Vision of the company

Adding real value for our clients by creating integrated campaigns with quality content that connect with customers and rapidly "ignite" online visibility.

1.3 Strategies of the Company

ItoB has been in the digital marketing market over the past 7 years and has contributed to multiple developments in the online presence of multiple brands. Especially the development & growth of multiple brands in banking. During these 7 years, ItoB has undergone multiple changes and had to adapt during the ups and downs of the business. One of the major reason for their strong presence in the market are the following strategies:

- **Data-Driven Approach:**

ItoB uses strong data analysis to identify trends in the social media platform. The business leverages these analytical insights to craft a communication plan accordingly. The analytics track website / social media traffic and consumer behavior on certain posts & campaign performance. These data points can help the company to identify the pain points of the customer and help optimize their service and products accordingly. They provide a detailed

report after every campaign providing insights such as Engagement Rate, Bounce Rate, Conversion rate, etc.

- Continuous Innovation & adaptation:

ItoB has always been open to new ideas and innovation to make things more efficient over the years. They are known to provide training for programs like Meta Business Suite, Figma, Canva, etc. to help develop the skills of its employees. ItoB has expanded to focus on not only Digital Marketing but also traditional forms of media, which are still big in Nepal.

- Client-Centric Approach:

ItoB makes sure that they understand their clients' needs. When organizing any kind of program, the business goes through multiple meetings to understand what the client wants for the event. During the designing process, the client is given full transparency on what is going on, and the business is completely open to the client's feedback and changes.

- Strong Cross selling strategy:

ItoB cross-sells products of its sister company to its clients to increase business revenue. While ItoB mostly focuses on marketing, it cross-sells the products of its sister company, Quick Fox, which provides website management services, Data storage, app development, etc. By helping cross-sell products, it helps Amnil Technology grow as a business.

2. Organizational Structure

The ItoB organizational structure consists of four major players: upper management, Senior Digital Media Managers, Associate Digital Media Managers, and graphic Designers. Everyone in the team is required to perform their tasks & activities in the proper manner to run the business smoothly without any hassle.

2.1 Organizational Structure Diagram

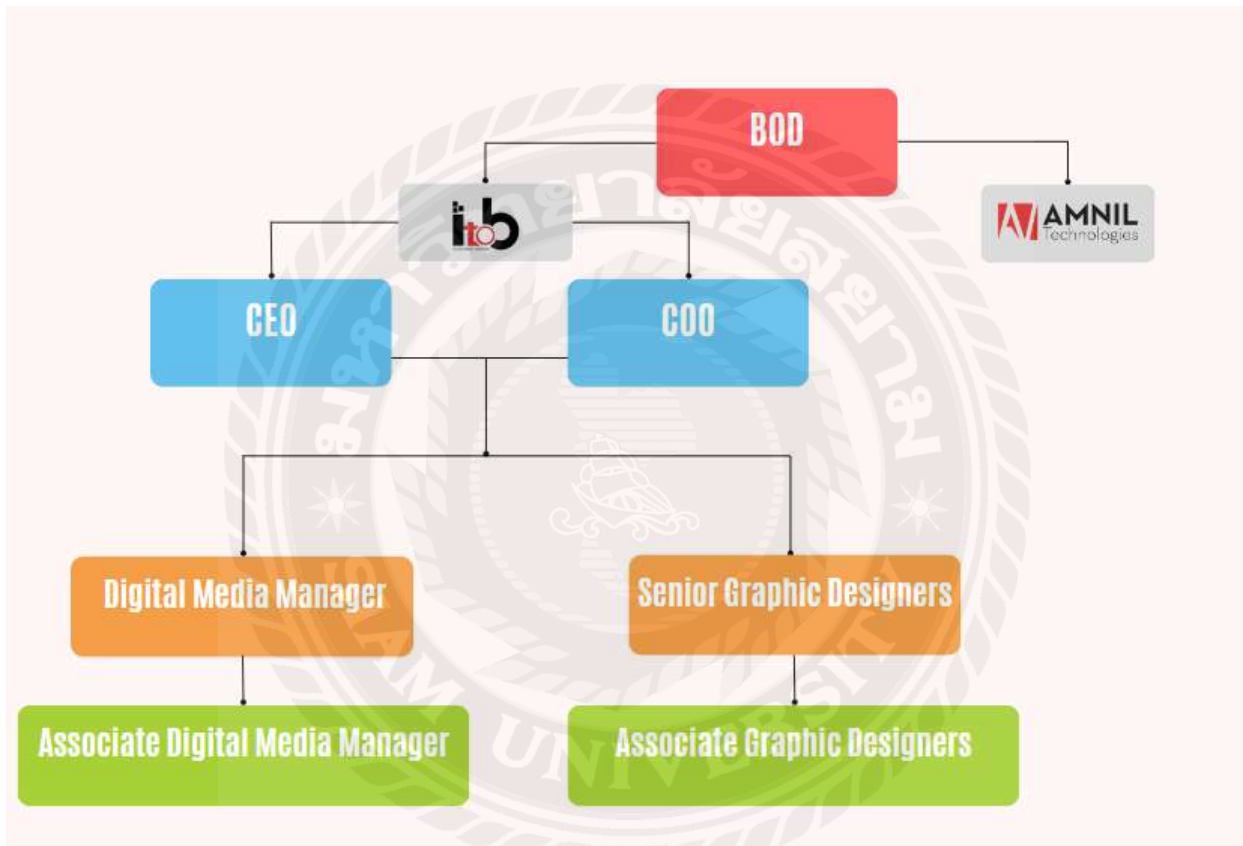


Figure 1: Organization Structure

2.2 My Job Position

I was assigned the role of Associate Digital Media Manager at ItoB & had to respond to the Senior Digital Media Manager.

- Starting Date: June 28, 2024
- Department: ItoB
- Duration: 4 Month

2.3 Job Position in the Company's Organizational Structure

The Organizational structure at Itob places the CEO and COO at the upper level, as they both oversee whether or not the business is running smoothly. The CEO mainly focuses on building relationships with Clients and bringing in new clients, while the COO oversees the proper operation of employees, billing, negotiation, and other day-to-day operations.

Senior Digital Media Managers look after the Major Clients and make sure that the clients are fully satisfied with the work. They are assigned work directly from the clients. Senior Digital Media Manager directly responds to the CEO and COO. Associate Digital media managers are assigned clients under the guidance of Senior Digital Media Managers. They are assigned work through Senior Digital Media Managers. Associate Digital Media Managers are to respond Directly to Senior Digital Media Managers.

Senior Digital Media Managers and Associate Digital Media Managers assign graphic designers tasks based on urgency. They don't interact with the client directly; they respond to the person who has assigned them the task.

2.4 Intention and Motivation

One of the main reasons for joining ItoB was to sharpen my skills that I had developed during my time at KCM. At KCM, I was working as one of the major graphic designers for most of the programs, from developing backdrops to creating Social Media posts for events like the Hult Prize and Battle of Brains. I wanted to bring my skills to the professional level and prove myself capable of thriving in the real world.

I have noticed during my time at KCM that I lacked in major aspects such as communication & teamwork, I preferred doing most of the work alone. But I realized that working alone won't take me very far. Hence, one of the major motivations for being an Associate Digital Media Manager was to develop a professional communication skill of bouncing ideas from one person to another. I wanted to build teamwork skills to push myself forward from where I once stood. So, working in a team at ItoB has shown me how important communication is while working in a team.

One of my favorite subjects that I got to study was Integrated marketing communication and Advertising. I love how we were given creative control to develop campaign plans for those subjects. So, I wanted to see how different campaign planning and execution were in a simulation at the college and in the real world. I want to learn more about quantifying the success or failure of a campaign. How can I design a campaign for one specific target group?

During my time at KCM, I wanted to learn about social media marketing tools such as Meta Business Suite. However, we were only taught to use it for 1 class, which left me wanting to learn the ins & outs of the program. I created a dummy account and did practice Meta Business Suite, but I found it to be a bit confusing and wished I had someone to teach me how to use a specific tool for a specific situation. I wanted to learn how to track an awareness post and see how well it performs against other posts.

3. Strategic Analysis of the Company (SWOT Analysis of ItoB)

Strength	Weakness
<ul style="list-style-type: none">● Strong Business Portfolio● Data-Driven Approach● Strong Client Relationship● Wide range of product offering	<ul style="list-style-type: none">● Small workforce● Few employees training● Dependence on client's budgets
Opportunity	Threat
<ul style="list-style-type: none">● Attract Global clients● Growth & Expansion● Promoting small and local brands for the global market.	<ul style="list-style-type: none">● Work Overload● Rapidly changing market trends● High / unrealistic expectation from the client

Table 1: SWOT Analysis

4. Objectives of the Co-Operative Study

My main objective for Co-operative Study are as follows:

- To develop a strong connection & network in an advertising agency.
- To learn the basics of Meta Business Suite
- To Sharpen my social media marketing skills
- To get better at working with a Team.
- To develop my communication skills to deal with clients.
- To learn how to plan and execute social media campaigns.

CHAPTER 2

COOPERATIVE STUDY ACTIVITIES

1. Job Description

As an Associate Digital Media Manager, I am assigned to look after Nabil bank's social media page. I am to write content as transferred to the CCU (Corporate Communication Unit) of Nabil bank. I must create a content calendar for Nabil Bank's social media accounts, assign content design to the Graphic Designers, create online campaigns, develop promotional plans for social media, and perform other tasks the Senior Digital Media Managers assign to me.

I have to work with the graphic designer to bring the client's idea and message into the best communication artwork for social media. It is my job to create a suitable caption for the post & search for the relevant hashtag to go with the post for the post to get more views. Once the Artwork is ready, I have to send it to the client for approval & feedback. If anything needs to be changed, the client will let me know what the changes are, if things are approved. I will schedule the post on social media according to the Client's instructions.

2. Job Responsibilities and Work Duties

I had 3 different types of jobs that I needed to perform while I was working as an Associate Digital Media Manager. The jobs were either directly assigned to me by the clients or were assigned to me by the Senior Digital Media Manager. My jobs were as follows:

Job responsibilities and work duties for Daily Tasks:

- Plan out a content calendar at the start of the month.
- Send the content calendar to the Nabil bank's CCU for review.
- Once the calendar is finalized
- I create content according to the calendar
- I send the necessary content to the Graphic designer
- I send a basic framework of how I want the artwork to be to the designer
- I wrote a caption for the post.
- Once the artwork is ready, the designer sends me the design.
- I review the design and send it for corrections or client approval with the caption.

- The client gives feedback, and I forward it to the designer.
- After approval, I send the design and posting time to my supervisor for LinkedIn and Twitter.
- I finally scheduled the post on Facebook & Viber.

Job responsibilities and work duties for Email Tasks:

- I get assigned these tasks by the Senior Digital Media Managers via email.
- I then review the email and schedule a meeting with the Nabil Bank's CCU team.
- During the meeting, the CCU team briefed me on the task.
- After the meeting, I create a plan and forward it to the CCU team.
- Once the plan is approved.
- I sent the designer to create artwork for the plan.
- I review the artwork and then send it for corrections or client approval.
- The client sends feedback, and I pass it on to the graphic designer.
- Once approved, I send the design and posting schedule to my supervisor for social media.
- I finally scheduled the post on Facebook & Viber.

Job responsibilities and work duties for Social Media Campaign Planning:

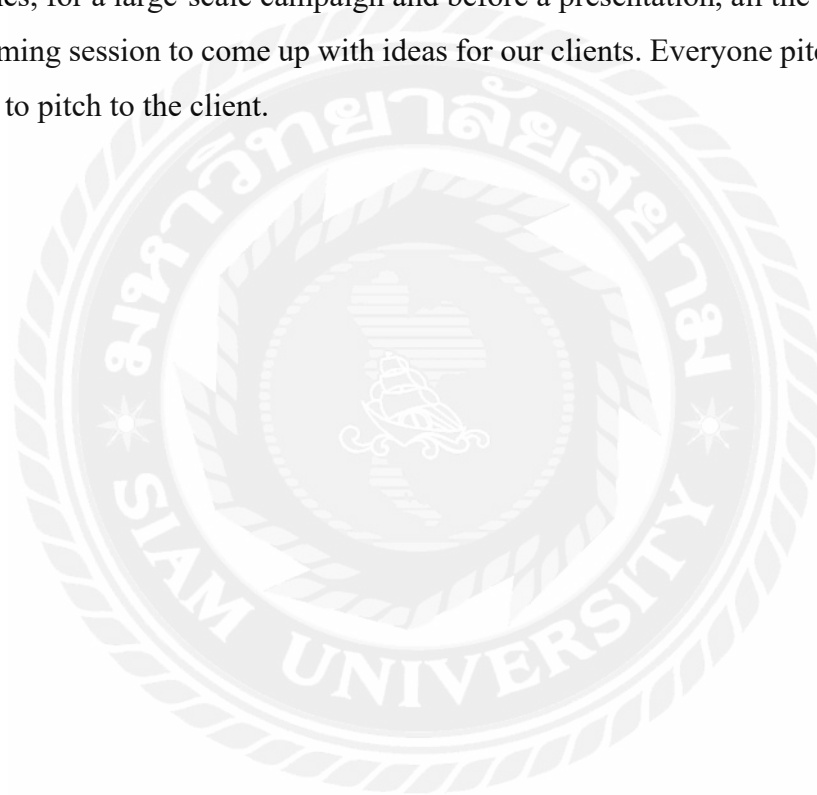
- The CCU team emailed the task to the senior digital media managers and me.
- The Senior Digital Media Managers and I have a small brainstorming session.
- I created a PowerPoint presentation based on our ideas.
- My work supervisor forwards the presentation to the CEO.
- Once the CEO reviews our ideas. They provide feedback.
- After applying the CEO's feedback, I set up a meeting with the Nabil Bank's CCU team.
- During the meeting, my supervisor and I presented our ideas to the CCU team.
- We then send the presentation to the CCU team for their internal discussion.
- After a while CCU team gets back to us with approved Ideas.
- We then apply the campaign Plan to our daily calendar for execution.

3. Activities in Coordinating with Coworkers

Some of the major activities that we coordinate with coworkers are major events when we all have to pitch an idea to a client, even if we are not directly connected to the client in any form. We have a daily internal standup meeting at around 10:30 AM in the office to see what tasks everyone's doing and if there is any urgent task to prioritize.

At around 11:00 AM, my supervisor and I have a Daily standup with Nabil's CCU team to determine what tasks are essential to deliver that day. After that, my supervisor and I discuss creating a to-do list for the day.

Sometimes, for a large-scale campaign and before a presentation, all the team members have a brainstorming session to come up with ideas for our clients. Everyone pitches in an idea that can be used to pitch to the client.



4. Job Process Diagram

Job responsibilities and work duties for Daily Tasks:

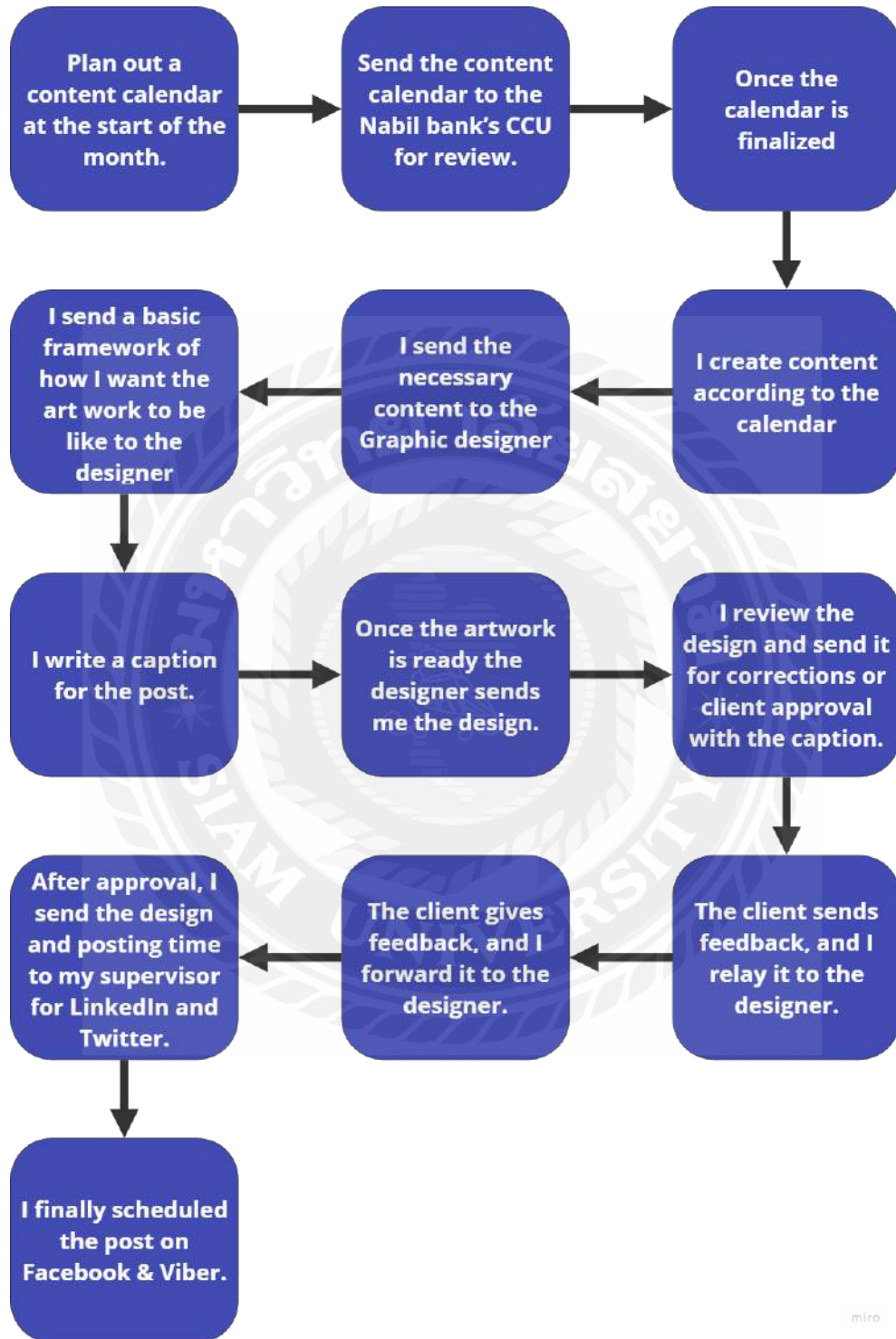


Figure 2: Job responsibilities and work duties for Daily Tasks

Job responsibilities and work duties for Email Tasks:

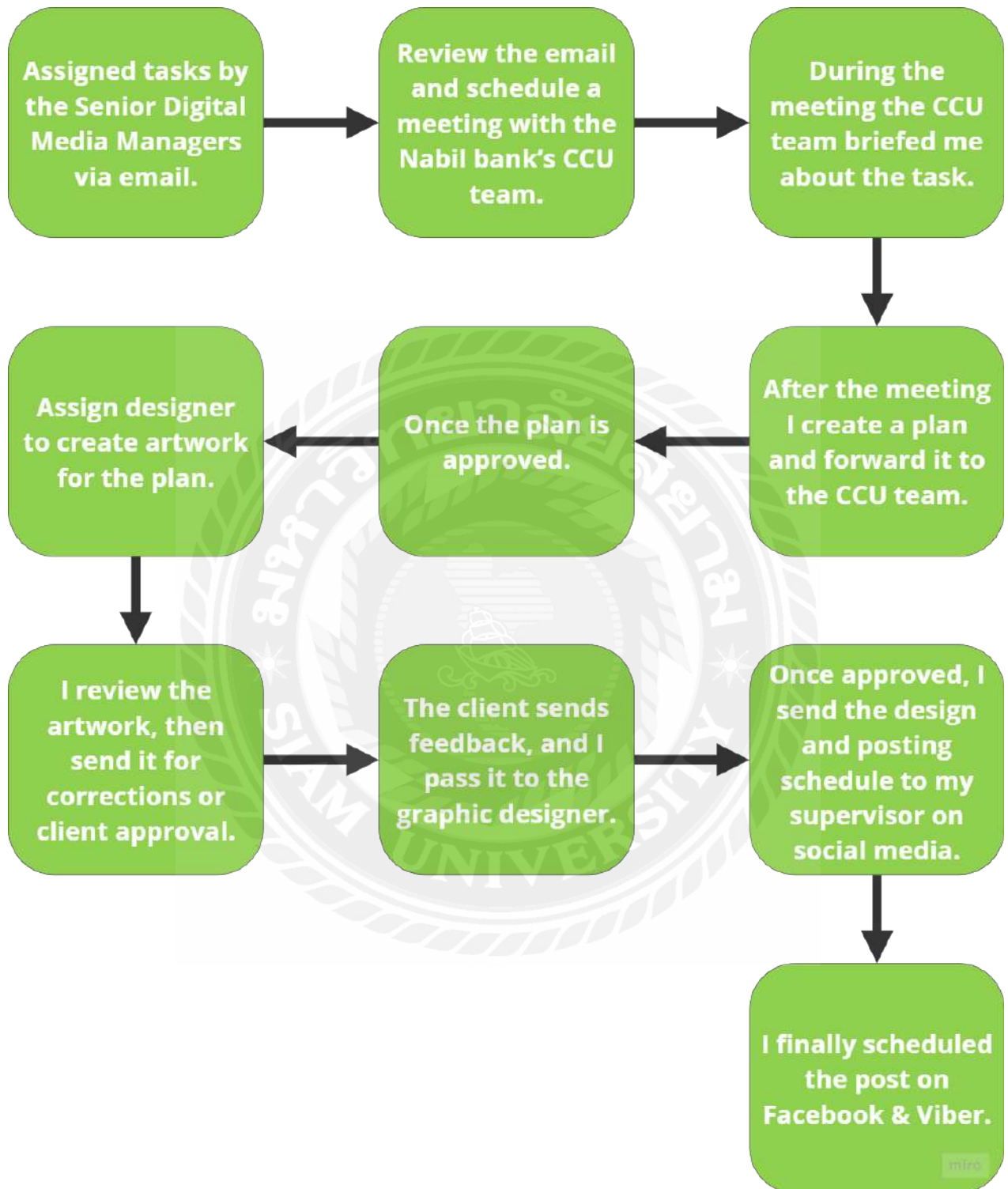


Figure 3: Job responsibilities and work duties for Email Tasks

Job responsibilities and work duties for Social Media Campaign Planning:

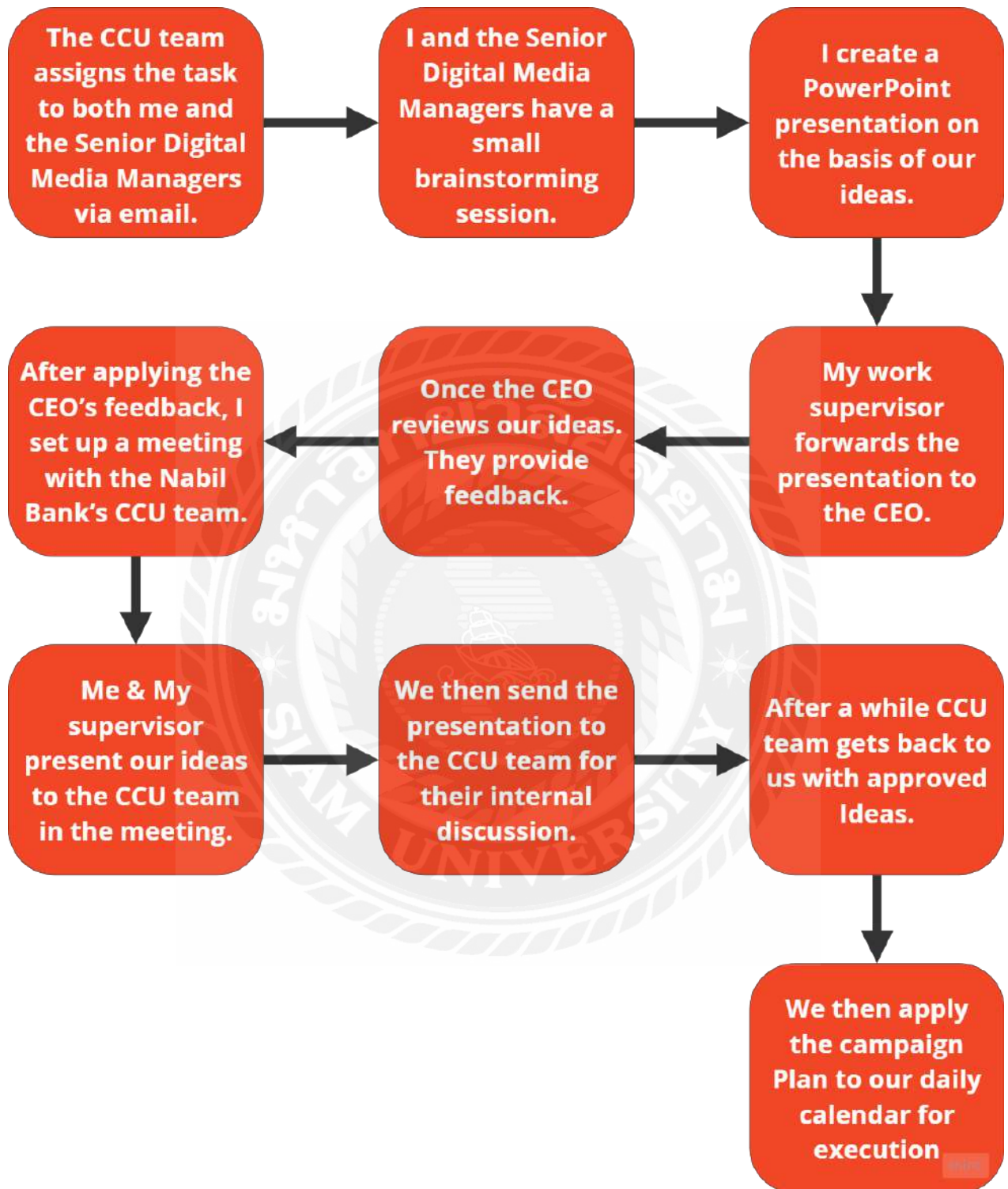


Figure 4: Job responsibilities and work duties for Social Media Campaign Planning

5. Contribution as a Cooperative Student to the Company

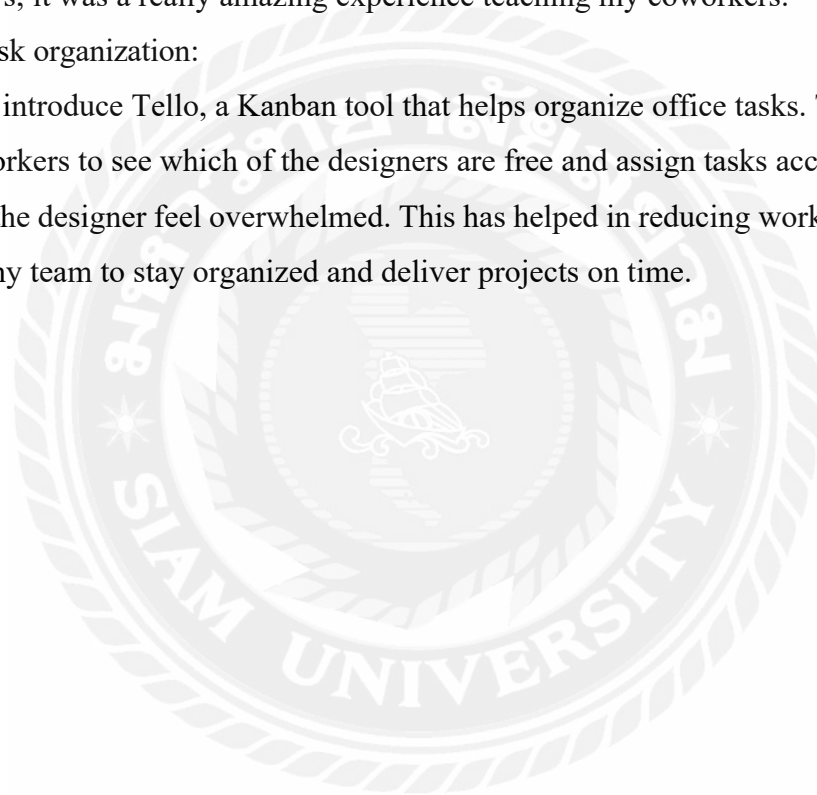
Some of the major contributions of the student to the company are as follows:

- Canva classes:

Canva is a web-based software program used to create social media posts, videos, presentations, etc. I was assigned by my COO to give a weekly Canva class to the Senior Digital Media Managers & Other Associate Digital Media Managers to reduce dependency on designers completely for minor changes in the design. The classes were fun to take as everyone was really interested in learning Canva. The Canva classes lasted for 4 days; it was a really amazing experience teaching my coworkers.

- Better task organization:

I introduce Tello, a Kanban tool that helps organize office tasks. This has helped my coworkers to see which of the designers are free and assign tasks accordingly without making the designer feel overwhelmed. This has helped in reducing workload & has helped my team to stay organized and deliver projects on time.



CHAPTER 3

LEARNING PROCESS

1. Problems Faced

During my internship, I encountered several challenges that tested my ability to adapt to a professional work environment. These encounters tested my adaptability and greatly improved my problem-solving abilities. Every problem I faced was a learning opportunity.

Some problems that I faced was as follows:

- Challenges while working with clients:

Working with my clients (i.e Nabil bank's CCU team) presented me with many challenges. Managing through their expectations, as Nabil Bank is regarded as one of the country's best banks, so maintaining their brand image was crucial to my job. Due to communication difficulties, just a few daily 30-minute sessions were scheduled, and most conversations took place over WhatsApp. This method slowed down development and caused delays in the communication process as a whole. Also juggling & balancing the tasks needed to be completed in a specific time.

- Managing Deadlines:

One of the major challenges I faced was managing the deadlines of the tasks that were assigned to us by our clients. Our clients sometimes set unrealistic deadlines for the completion of projects. Managing projects would have been easier to manage if the task had not been assigned on an urgent basis. When an old remaining task was almost said to be done, a new task with higher priority arrived. This caused us to keep the project on hold, and we had to divert our resources to complete the new task as it was more urgent. This led to a lot of disruption to our plans and our workflow.

- Managing the organization's workforce:

Since our office had a smaller workforce, assigning tasks with higher priority slowed overall tasks. I had to choose how many tasks to be assigned to the designer for a smoother workflow. During the start, it was a major challenge as balancing urgent tasks with

ongoing tasks required careful planning and proper resource allocation skills. Assigning too many tasks at once could overwhelm the designers which could lead to lower quality output. Hence proper distribution of tasks to reduce burden on the designer was really necessary.

- Creative Resource Allocation:

I am a creative person during brainstorming sessions for specific tasks. I tend to create a lot of plans on how we could tackle the task. During one of my pitches for nBank (Nabil's bank's mobile banking app), the main objective was "How can we make our audience more engaged on social media?" I suggested creating an animated video introducing the audience to a new nBank customer persona who will guide them on how to use their product, share banking tips & help spread cyber security awareness. Most of my coworkers liked the idea, but the issue was that an animated video could take a lot of resources away from our other ongoing projects which could slow down other tasks. I realized that my ideas were constrained by the company's resources and structure limitations.

- Navigating Team Dynamics:

During the start of my professional journey at Itob. I struggled with teamwork, I mainly found it challenging collaborating effectively with my coworkers. I mainly only focused on my task and didn't want or ask for help from my other coworkers. I did help my coworkers if they approached me. Even my supervisor noticed that I preferred doing my work all by myself without taking any input or assigning other coworkers tasks to reduce my workload.

- Creative block:

This had to be one of the biggest roadblock during my internship. The clients always wanted new ideas & new ways to advertise their product. After 2 months of working and being known as a creative person I faced a creative block, which made it difficult to come up with new & fresh ideas. These moments were challenging as the looming deadlines were getting tighter. This made me often feel unoriginal as I started taking ideas from other inspiration through pinterest. I told myself I was not giving my 100 percent and it was a very bad mindset to be in.

- **Work life balance:**

I struggled a lot to create a proper work life balance. As I was handling one of the top banks in Nepal, I was obligated to be present sometimes after work hours and even some weekend holidays. On top of that I was not feeling creative enough which made me look for ideas on how to take certain things forward more creatively during my off hours. It led me to spend less and less time with my family & friends which made me feel isolated and disconnected. The pressure of deadlines and lack of creativity made me frustrated and I always felt drained.

2. Problems Solving

Under the supervision of my supervisor I figured out that I should not be concerned about the client's need but the need of the target audience of the brand. The difficult task was to convince the client why our idea would work. I realized that when my supervisor deals with the client, they understand they are very cooperative with her. This is because my supervisor and the clients have a strong connection as they have worked for very long. My supervisor knows the likes and dislikes of the client helping her better connect with them. I realized that having a strong bond between clients is necessary to work properly.

So I started connecting with them by making sure I was as polite as possible during meetings with them. I ensured that my clients could always rely on me to get the work done, building trust through consistency and dedication.

In the book *Surrounded by Idiots*, the author writes that, we are able to convince people more effectively if we are able to understand how they perceive the world, i.e we have to see the world from their point of view. Or else we all will believe that everyone who disagrees with us are just idiots who know nothing (Erikson, 2014). This opened my eyes and I realized why my supervisor was able to convince them easily while I failed repeatedly. I started to understand my clients and while pitching I took into consideration how they would perceive my pitch and explained in detail about my plans and finally I was able to connect with them more effectively.

Understanding that a business will always have limited resources & time was important before making any plans & campaigns for marketing. I wanted to do a lot of things while working there but soon realized that due to certain limitations it was very difficult to execute. So I tried my best to make the best out of the resources that I have. I started researching how I can

make my workflow better. I found out about the Kanban Method. Kanban is a Japanese word which means visual board or sign. It is used by companies like Toyota to organize their workflow (Naydenov, n.d.). Some principle of Kanban is that it helps visualize workflow, it manages work not the workers (Alaidaros, Omar, & Romli, 2021).

I started using the Kanban method in my work and it did help better manage the resources & time to deliver a quality result. I found an application called Trello which I have been using to monitor the day to day activity at work.

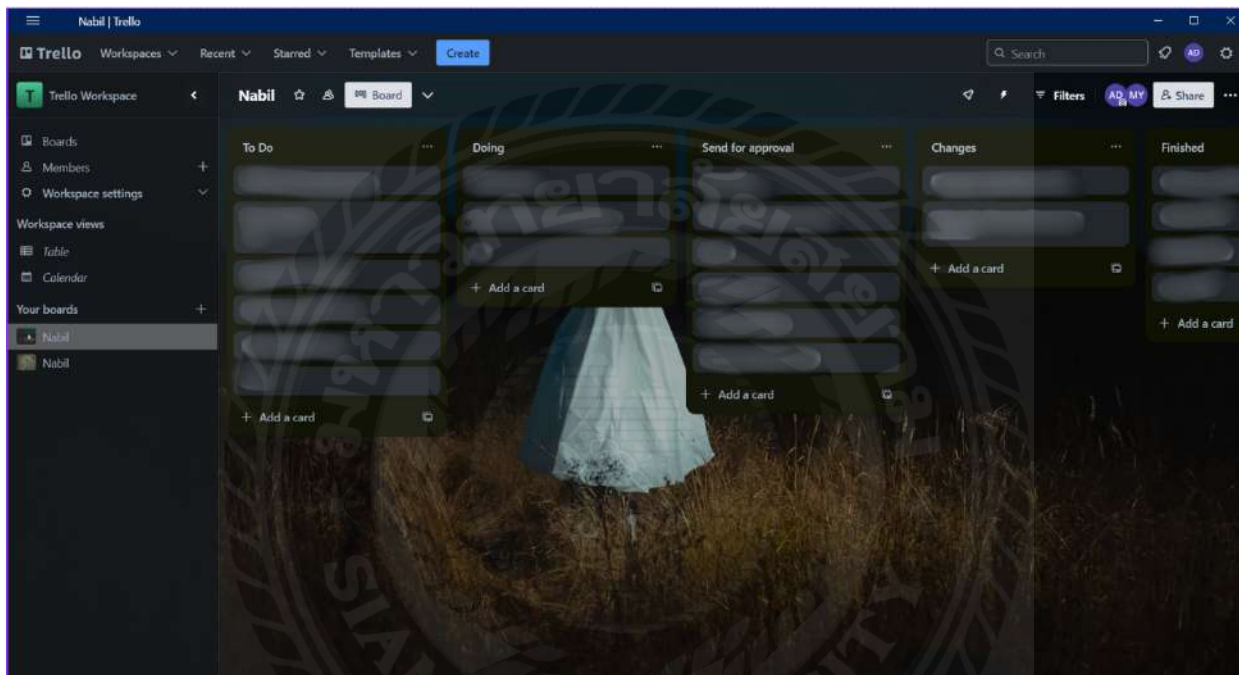


Figure 5: Using Trello to help me stay organized

Understanding that all work can't be done by myself and it will just affect me in a negative way. I did some reading on how to work better in a team. I found an article in asana talking about how assigning your team the task that they are good at will help boost team efficiency. The article stated that no one team member is great at everything, everyone has their own skill and talents to do a particular task (Asana, n.d.).

I was really frustrated when it came to creative aspects. I was not able to come up with anything to do in a new way as the client had requested. I was doubting myself whether or not I was even creative. During that time I found a book *The art of creative thinking* by Rod Judkins. The book was a collection of stories on how most of the creative people came to become

creative. I came across a chapter talking about how every creative mind in the world faces a creative block and how feeling inadequate is the reason people will always look for a new outlet to express themselves. In one chapter the author writes that a person should be a beginner, forever. They argue that if a person becomes a master he/she has nothing to learn anymore. Hence if a person wants to move ahead they should always act as if they are a beginner (Judkins, 2015). It made sense I just needed to explore myself more. I started to observe my surroundings more and came up with an exciting creative plan for dashain and how the audience can be more connected with the brand.

Work life balance is one of the main problems that I struggled with. I was always aware and looking for new ideas for work which might have ended up making me feel exhausted every time. So I ended up trying meditation to control my very active mind. I also started reading few articles on how to achieve a proper work life balance the article mentioned about 3Rs reflect, refine, repeat how we should always reflect an action on how it is affecting us mentally and how we can refine said activity to better suit our mindset and then repeat to have a better work life balance. I started using this to reflect while meditating (Coursera, n.d.). I also realized the importance of creating a proper boundary to reduce stress.

By the end of my internship I was able to manage my personal life and my professional life without causing stress to myself. I was able to plan ahead if a particular event was on the horizon. By this I was able to deliver a few of the work before the assigned deadline. Which boosted the trust of my employers and the client towards me.

3. Recommendation to the Company:

Recommendations to the ItoB:

- With the current workload & strict deadline to complete the pending tasks, this will probably lead to burnout among the designers. I believe the correct course of action is to hire a few more designers. Adding more designers will enhance productivity, lower stress levels, and produce higher-quality work. The designers will feel more inspired and involved with a more balanced workload, which will encourage creativity and ensure that we constantly satisfy our clients' needs.

- I believe exploration of smaller clients will benefit ItoB in long runs. During my internship at ItoB I have noticed that a lot of our clients are Big widely known brands here in Nepal. Such as Jeep, Nabil, Hero, Yamaha, Neta, etc. I realized that most of these are already well established, and they have discovered their style to communicate with their audience. While working for Nabil Bank as a client, I realized that most of my ideas for marketing campaigns for Nabil bank were phased out. It was deemed too risky, and they wanted to stick to the old ways. Helping grow a smaller brand will require more time, but it also provides the chance to explore innovative strategies that distinguish the brand in a competitive market. Smaller brands can quickly adapt to changing consumer preferences, allowing for creative marketing approaches that resonate more with their audience.
- One of the things I noticed that was really lacking while working in ItoB was proper communication & communication channels. During my work sometimes clients mail urgent notices to my supervisor or the CEO regarding the work that I have been looking after. By the time I receive some changes in the work schedule it's either the end of the day. Many tasks could be more effectively completed if the information was timely.
- One of the major recommendations I would like to give to ItoB is that the business should have regular well-being checks with its workers. This will help to positively boost a person's morale and help to identify the major problems they are facing at the workplace. Regular well-being checks can be conducted monthly to see how the person is doing. As I have noticed, dealing with clients can be difficult, and sometimes, it can demotivate employees.

4. Learnings

I was able to take in a lot of new perspectives, skills and industry knowledge while working at ItoB. This has helped me to grow better as a person & as a marketer in the long run. Looking back, when I started, I was scared as this was something that I had never done before. Dealing with clients was one of the scary parts as now I was representing myself and my company. But with the dedication to improving and learning, I overcame my fears. Over the last 4 years, these are some of my significant learnings:

- Communication:

Communication is one of the most important parts of my job. My job requires me to build relationships with our clients so that they can trust us as an agency to help take their brand ahead. Hence, I was able to properly communicate with the clients, build bonds, and ensure that they felt confident working with me. I figured out that communication is a process where we have to understand who we are talking with and help them better understand us using their perspective.

- Teamwork:

I realized that Teamwork is really important for an organization to succeed. I realized that distributing my work among my coworkers was not to burden them but to make the organization work more effectively. To run the organization more smoothly without any issues, I figured out that using each individual's strengths and helping each other out to fill the gap for their weaknesses was necessary.

- Campaign Management:

One of the main things that I learned during my internship was Campaign management. I learned to create a social media campaign plan according to the project's objective, target audience, and budget size. During the campaign, I had to continuously track and adjust, ensuring it stayed smooth and effective for the brand's better performance. After the campaign ended, I had to create a report on how effective the campaign was by calculating the engagement and impressions the post generated.

5. Application of Coursework Knowledge to Real Working Situation

During my work as an intern, I could apply the theoretical knowledge I had learned from my course. This theoretical knowledge helped me fill the gap for my lack of practical skills. It helped me better understand and absorb more practical knowledge faster than normal.

A lot of coursework has helped me develop skills mainly responsible for my work at ItoB. Some of the courses that made a massive impact on my work are as follows:

Subject Name	Course Code
Integrated Marketing Communication and Social Media	133-311
Logistics and Supply Chain Management	133-411
Brand Management	133-413
Direct Marketing	133-406
Sales Management	133-305

Table 2: Subject names and course code

- Integrated Marketing Communication and Social Media:

In this course we learned how to develop plans, create a marketing campaign for a business, and execute it. This is one of the crucial aspects of my work at ItoB. I had to plan and make sure that all the messages are interlinked so that there is no misunderstanding on the end of consumers. In this course we were taught to create marketing plan calendars which has come in very handy at work as it was one of my first tasks while working there. This course taught us how to perform quantitative market research, which has helped me in identifying the needs and wants of customers at work by using ATLAS.ti.

- **Logistics and Supply Chain Management:**

In this course, we were taught how an efficient logistic system will help reduce the wait time for the development of the products and help organize a business. One of the companies that we were taught about was Toyota and How it mastered just-in-time inventory with the help of Kanban. During my work, when I needed to organize, I rediscovered kanban and have been using it to do my daily tasks ever since.

- **Brand Management**

Brand management was the course that made me fall in love with marketing. In this course we were all assigned to manage a real-life bed sheet brand. We all had to make a buyer's persona; this has been effective in helping me give a clear picture to my clients of who our target audience is. Plus, in this, we learned logos, color, and tagline are an essential part of a brand and its personality. This course has been beneficial as it has given me the necessary theoretical knowledge on how a brand should function.

- **Direct Marketing**

Direct marketing was the course that gave me more practical experience while gaining a basic foundation in theories. Understanding different direct marketing mediums has helped me construct proper marketing campaigns to boost the awareness of products. Direct marketing mediums such as SMS marketing, banner ads, Direct mail, and content marketing are some of the mediums that I have used at my work. Which has helped build trust and proved that I am reliable in the company's eye.

- **Sales Management**

Sales is a crucial aspect of all the business. During our sales management class, we were taught how to show potential customers a value proposition. This involves outlining a product or service's benefits and solutions in an accessible and convincing manner. We discussed a variety of tactics, including figuring out the customer's pain points, emphasizing unique selling propositions (USPs), and customizing sales pitches to meet their demands. These theories have been very important in pitching the ideas.

6. Special Skills and New Knowledge Learnt

Working for an advertising agency taught me many new things about how a TVC is created. I was allowed to make a TVC draft to be presented to the clients at the presentation. During my research to make a video, I was taught the basics of how to draft a script; I was taught how to make a short story for a Remittance advertisement showing the struggle of people who are working in countries abroad to provide their family a happy life. I was also given a small part to act in said TVC.

I was also told to draft a storyboard for a new series that will be going live. I was already really good at drawing, so it was not difficult. I created a short storyboard for a how-to series for nBank. The following is the storyboard that I worked on.



Figure 6: Storyboarding

I was also given the opportunity to run multiple social media campaigns during my period while working there. I was able to create a few campaigns like Father's Day campaign where people share their photos with their father, and the Teej campaign, where people use the Nabil Teej filter to click their photos and share them on their socials.

CHAPTER 4

CONCLUSION

1. Summary:

In summary, this report aims to document my journey as an intern at Amnil Technology as an Associate Digital Media Manager in the IToB department to complete my Siam University's Co-op Education requirements.

In my Associate Digital Media manager internship, I was assigned to look over Nabil Bank as a client. I directly worked with Nabil Bank's Corporate Communication Unit (CCU) to run Nabil Bank's social media page as smoothly as possible. My main job was to create creatives for Nabil Bank's social media page by working with the designer as assigned by Nabil Bank's Corporate Communication Unit (CCU) team. I was also assigned a task to take the page forward in a new and fresh way and was given the freedom to make changes under the approval of the Corporate Communication Unit (CCU) team. I also plan campaigns for events such as Nabil Bank's 40th anniversary, Father's Day, and Teej festival during my work. I was also allowed to lead a Small team to create a plan for Nabil Bank's remit product. I created TVC dummies, storyboards & scripts for future shows and advertisements and got to be a part of Nabil Bank's 40th-anniversary ad.

As an intern, I faced challenges that changed my view of professional work. I have taken these challenges as a learning experience to improve myself. The challenges are as follows:

- Challenge while working with the clients
- Difficulties in managing deadlines
- Managing limited work resources
- Navigating Team Dynamics
- Struggles with Creative Blocks
- Managing work-life balance

To tackle said problems, the solution I would recommend as per my literature reviews are the following:

- Communicating and building strong relationships with the clients to understand their perspectives.
- Using the Kanban method to help manage time and limited resources at work.
- Understanding the team's strengths and assigning tasks accordingly.
- I take inspiration from others and am always looking to be a beginner to learn more.
- I use the 3Rs—reflect, refine, repeat—to understand my behavior and create a boundary between my work and personal life.

2. Evaluation of the Work Experience

I enjoyed working with ItoB department. Everyone there was really kind and was willing to help me learn new things. Working there made me feel like the workplace was my second family.

Working as an Associate Digital Media Manager was fun as I was able to unleash my creativity, the one aspect that was difficult for me being an Associate Digital Media Manager was dealing with the clients I am introverted to, which made it a tough challenge to overcome. But with my supervisor's help I overcame my fear of communicating with the clients. I am now able to express myself better and connect better with my fellow coworkers.

I was very lucky, as everyone in the office noticed my drive to learn more and my creative thinking, which led them to provide me with new tasks and opportunities to express myself more. Previously, I was only looking after the digital aspect of Nabil Bank. Now, slowly, I am also moving to learn more about the ATL/BTL activity of Nabil Bank, assisting my supervisor in some of her work as well.

I was also awarded the Rookie of the Year for my dedication to my work even though I was just starting out. This award has helped me boost my confidence in my work, and I want to work even harder to make a difference.

3. Limitation of Cooperative Studies

Cooperative studies have helped me recognize what I want in my professional working life. It has helped build a strong foundation of skill & knowledge preparing myself for the future

endeavors. Even though it has been really helpful some of the limitation that I have seen are as follows:

- Time constraint:

One of the main limitations is time constraints. The cooperative study only lasted about four months, which I believe is short. It takes at least two months for an Intern to adapt to their environment properly and another two months to open up and be noticed in the company as a valuable member. I was shocked at how fast four months had passed while writing this report.

- Limitation Access:

As an intern the company only allows limited access to information, software & learning opportunities. That is why I needed to be very proactive to get assigned a task and had to throw myself on the office floor to get the experience I needed. I have noticed sometimes that companies will only let interns perform low skilled tasks. Which makes it hard for the intern to develop professionally.

4. Recommendation for the Company in terms of Cooperative Studies

As a Cooperative Studies, I wish Amnil Technologies had provided more opportunities to help develop my skill by allowing me to attend a specific workshop around the city. I also believe Amnil technologies should check up on their employees monthly to reduce work pressure and help keep them motivated. Otherwise, I really love the family environment of the workplace. I really appreciate my supervisor for understanding my limitations and helping me overcome the difficulties and challenges I faced while I was working there.

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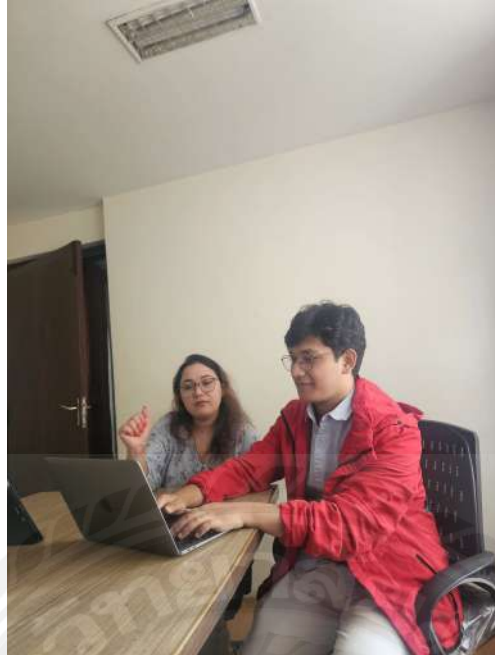
ANNEXURE



Picture 1: Picture with my coworker



Picture 2: Picture of discussing task with the designers



Picture 3: Picture of me and my supervisor (Mrs. Rumani Maskey) attending meeting with Nabil Bank's Corporate communication Unit (CCU) team



Picture 4: Picture of Internal discussion / Brainstorming session



Picture 5: Picture of being Awarded Rookie of the year at the Company's annual event.



Picture 5: Picture of the award.