



Co – operative Education Report

"Visual Design and Branding: Crafting Compelling Visual Identities at SMP Pvt. Ltd."

Written By

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Siam University

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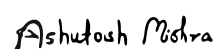
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Abstract

This report presents a comprehensive overview of my 16-week internship as a Graphic Design Intern at SMP Pvt. Ltd., completed as part of the academic requirements for my Bachelor's degree in Business Administration with a major in Marketing. The internship offered a unique opportunity to integrate marketing theory with creative execution in a real-world professional setting. It involved hands-on experience in designing marketing creatives, developing brand visuals, and contributing to digital campaigns under the guidance of experienced professionals. This report highlights the key responsibilities I undertook, the skills I developed, challenges faced, and the valuable insights I gained about the dynamic relationship between design and marketing strategy. The experience has significantly enhanced my practical knowledge and deepened my understanding of how design drives consumer engagement and brand identity in today's competitive market landscape.

Keywords: Graphic Design, Marketing Internship, Visual Communication, Brand Identity, Digital Campaigns, Creative Strategy, Design Tools, Professional Development

Acknowledgement

I would like to express my sincere gratitude to the individuals and organizations who played a pivotal role in shaping my internship experience and contributing to the successful completion of this report. This internship provided me with valuable insights into the marketing and creative industry, allowing me to apply theoretical knowledge in a practical setting. The support and guidance I received were instrumental in my personal and professional growth during this period.

Firstly, I extend my thanks to Siam University for providing me with the opportunity to participate in the cooperative education program. This program allowed me to gain hands-on experience and develop essential skills in the field of marketing and design. I am also grateful to SMP Pvt. Ltd. for offering me the internship opportunity in the position of Graphic Design Intern. The exposure to brand identity, digital marketing campaigns, and visual storytelling within a dynamic professional environment was invaluable. Additionally, I would like to express my appreciation to Mr. Nayan Shakya for his role as my Internship Supervisor. His guidance and support helped me navigate through creative challenges and better understand the application of design in marketing contexts. Special thanks to Ms. Yhing Sawheny, whose mentorship and expertise played a significant role in enhancing my conceptual skills as a designer.

I am also thankful to Kathmandu College of Management (KCM) for laying a strong academic foundation and supporting my professional development throughout this internship journey. Lastly, my gratitude extends to my teachers, mentors, friends, and family for their unwavering support and encouragement. Their collective efforts have shaped my internship experience and contributed to my growth as a future marketing professional with a creative edge.

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Chapter 1: Introduction

1.1 Company Profile



Figure 1: Company Logo

SMP Pvt. Ltd. is one of the leading full-service marketing and advertising agency based in Kathmandu, Nepal. Since its establishment in 2013, the company has grown from a digital-focused startup into one of the country's most respected names in integrated marketing. With over a decade of experience, SMP has built a strong reputation for delivering creative, data-driven, and results-oriented campaigns.

SMP with a core focus on digital marketing helping brands enhance user engagement and increase online visibility. Currently SMP also expanded its service portfolio to offer a complete marketing mix, which includes Above the Line (ATL), Below the Line (BTL) Advertising, Out of Home (OOH), Digital Out of Home (DOOH) Media, Social Media Marketing across platforms such as Facebook, Instagram, Twitter, and YouTube, Search Engine Optimization (SEO), Content Creation and Management, Email Marketing Campaigns, Website, Application Development and Audio and Video Production

SMP's integrated approach allows it to design unique campaigns tailored to each client's brand objectives, ensuring consistency across digital and traditional platforms. The agency emphasizes creativity, strategic thinking, and collaborative execution to produce marketing solutions that are both innovative and measurable.

The company proudly serves a wide range of clients across industries including FMCG, technology, education, hospitality and development sectors at both national and international levels. With a team of passionate professionals and a strong commitment to quality, SMP Pvt. Ltd. continues to be a trusted partner for impactful marketing and advertising initiatives in Nepal and beyond.

1.1.1 Mission Statement

Enrich the Digital Marketing experience for people, by providing cost-effective and efficient advertising tools, techniques, and therefore, results

1.1.2 Vision Statement

To be nationally recognized as the most trusted, convenient, and reliable Digital Marketing Agency in Nepal.

1.1.3 Strategy



Figure 2: Company Strategy

SMP Pvt. Ltd. employs a mixed marketing strategy to deliver impactful and measurable results for its clients. By leveraging a combination of traditional and digital marketing techniques, SMP ensures brand promotion and audience engagement. The core strategies include:

1. Targeted Advertising Campaigns

SMP designs advertising campaigns that are customized and personalized to resonate with specific audience segments. By analyzing age groups, behaviors, demographics, and interests. SMP ensures that each campaign effectively engages its intended audience, leading to higher conversion rates.

2. Integrated Marketing Campaigns

SMP recognizes the importance of a full marketing mix, specializing in integrated marketing campaigns. The company strategically utilizes a mix of platforms including digital channels, Above the Line (ATL), Below the Line (BTL), Out of Home (OOH), and Digital Out of Home (DOOH) advertising to create cohesive campaign that align with the client's industry and objectives.

3. Creative Content Development

At the heart of SMP's strategy is the development of creative content that captures audience attention and conveys brand messages effectively. The company produces a variety of content types, including motion graphics, static visuals, and written materials, ensuring that each piece aligns with the client's brand identity and appeals to the target audience.

4. Influencer Collaborations

SMP leverages influencer partnerships to enhance brand credibility and reach. By identifying influencers

whose values and follower demographics align with the client's brand, SMP facilitates collaborations that foster authentic engagement and expand brand awareness.

5. Data Analytics and Search Engine Optimization (SEO)

Data-driven decision-making is an important strategy for SMP. SMP employs advanced analytics to monitor campaign performance in real-time, assessing metrics such as reach, engagement, and conversion rates. Insights gained from this data inform ongoing optimization efforts, ensuring maximum return on investment. Additionally, SMP implements SEO to enhance organic visibility and drive targeted traffic to client websites.

1.2 Organizational Structure

1.2.1 Diagram of Organizational Structure

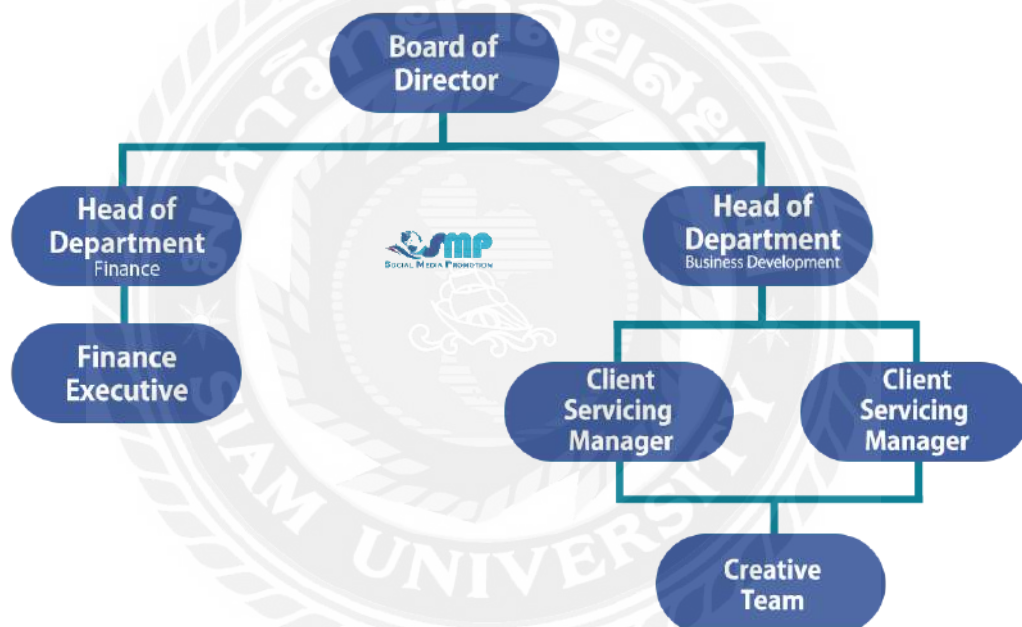


Figure 3: Organization Structure

Benefits of the Structure

This hierarchical structure promotes clear role division, accountability, and efficient workflow within the company. By having specialized departments, SMP Pvt. Ltd. ensures that each function operates with expertise, leading to higher productivity and innovation. The presence of a dedicated client servicing team enhances customer satisfaction and relationship management, while the creative team enables high-quality content production. Additionally, financial oversight ensures budget control and sustainable growth, making the company more resilient and adaptable in the competitive digital marketing industry.

1.2.2 My Position

Since joining SMP as a Graphic Design Intern, I have been actively involved in various projects and tasks. My key responsibilities include designing creatives for brands such as Nepal Hearing, Pasupati Marbles, SPM, Gyan Institute, D’Cosmo, Yomomo, Forex Japan and Creative Catalyst. Additionally, I also assisted in creating festive posts for multiple brands under SMP’s umbrella. Apart from my primary role in graphic design, I have also gained exposure to broader aspects of digital marketing, including brand identity management, advertisement creation, PR messaging, and social media engagement strategies. Collaborating with my supervisor, Mr. Nayan Shakya, I have worked closely on assigned projects and contributed to the team’s objectives.

- Internship Position: Graphic Design Intern
- Department: Marketing and Operations
- Supervisor: Nayan Shakya
- Schedule: 10 AM – 6:00PM, Sunday to Friday
- Duration: 16 weeks

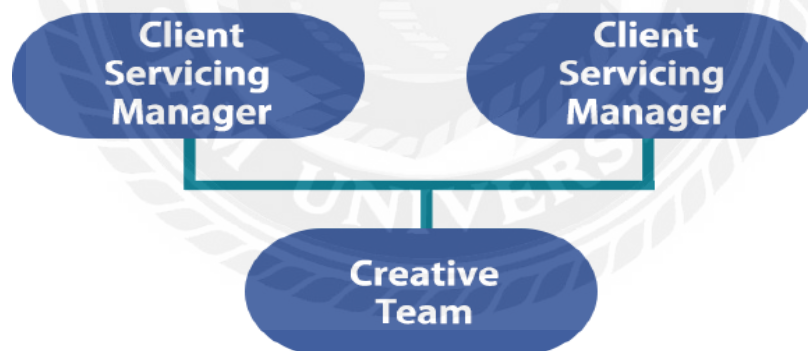


Figure 4: My Position in SMP

1.3 Intention and Motivation to choose SMP

As a marketing student with a strong creative inclination, I have always gravitated toward visual storytelling and design. Long before this internship, I had already developed a personal interest in graphic design and creating passion projects that ranged from social media posts to branding mockups. However, I realized that while personal experience taught me technical skills, I lacked exposure to how these skills are applied in a structured, client-centric environment. That’s when I started seeking a space where design and marketing intercepted leading me to SMP Pvt. Ltd.

What initially drew me to SMP was its reputation as one of Nepal's top marketing agencies, well known for delivering integrated marketing campaigns that are creative, strategic, and impactful. Their client based showed me an avenue to develop not just creativity, but also a deep understanding of branding, audience segmentation, and content planning. I found this blend of strategy and execution fascinating. I thought of the professional culture I aspired to grow in, where I could explore the advantages of purposeful designs, and creativity aligned with client goals and SMP was the place.

Another compelling reason I wanted to join SMP was the opportunity to learn how to work with real clients. Designing for myself was one thing but learning how to take briefs, interpret client expectations, and deliver designs that communicate the brand's message effectively was a new challenge I was eager to take on. I knew that collaborating with a team, responding to feedback, and balancing creativity with brand guidelines would sharpen my thinking and help me understand the demands of the marketing industry.

Lastly, I was excited by the idea of immersing myself in a professional work environment where deadlines, meetings, brainstorm sessions, and real-world feedback are part of daily operations. I wanted to understand how agencies function behind the scenes how projects are planned, how campaigns are built from the ground up, and how designers contribute to larger marketing objectives. I saw SMP as a place where I could bridge the gap between academic theory and industry practice, while continuing to grow as both a designer and a future marketer.

1.4 Strategic Analysis of The Company

SWOT Analysis of SMP

Table 1:

Strength	Weakness
<ul style="list-style-type: none">• 12 years of expertise• Pronounced social media presence• Diverse service offering• Strategic partnerships	<ul style="list-style-type: none">• Dependency of platform• Limitation on reach• Limited workforce• Communication issues
Opportunity	Threats
<ul style="list-style-type: none">• Large client base• Niche specialization• New Markets to expand into• Developments in partnerships	<ul style="list-style-type: none">• Red Ocean competition• Constant changes with technology• Changes in client's opinions and preferences• Regulatory changes

Table 1: SWOT Analysis

1.5 Objectives of this Co-operative Studies

The objectives of the cooperatives study are:

- Apply Theoretical Knowledge to Real-World Practice

This internship at SMP allowed me to connect classroom theories with actual marketing practices. From branding and positioning strategies to digital engagement tactics, I had the chance to observe and apply what I had studied in a structured, fast-paced professional environment. Designing for real brands with actual audiences helped me understand the significance of strategic thinking and creative execution beyond the textbook.

- Reflect on Personal and Professional Growth

This experience helped me evaluate how far I've come as both a student and a growing professional. It pushed me to step outside my comfort zone, communicate in a team, meet client expectations, and deliver under pressure. Working in a real agency setting allowed me to reflect on my strengths and areas for improvement, especially as I consider future roles in digital marketing and creative strategy.

- Acquire a Practical Understanding of the Marketing and Design Industry

While I had a solid foundation in marketing principles, this internship gave me a firsthand look at how an agency like SMP runs on a day-to-day basis. From internal briefs and idealization sessions to project execution and revisions as per requirements of the clients, I got to experience the process behind every creative output teaching how each department collaborates helped me see the bigger picture of how campaigns come to life.

- Emphasize Skills Acquired Through Hands-On Experience

Throughout my internship, I built and polished several technical and soft skills. On the design side, I improved in software tools while also learning to manage multiple projects, handle revisions, and work under deadlines. I also gained confidence in presenting ideas, responding to feedback, and maintaining a consistent visual identity across platforms.

- Explore Client-Centric Design Thinking and Collaboration

One of my main motivations for the coop session was to understand what it means to design with a client in mind. This internship gave me the opportunity to engage with briefs, revise based on real feedback, and see how every creative decision aligns with clients and businesses goals. It helped me realize that creativity is not just about aesthetic appeal but about reaching the audience with the right message.

Chapter 2: CO-OP Study Activities

2.1 Work Description

During my internship at SMP Pvt. Ltd., I undertook an interesting and creative role within the marketing and design department, contributing actively to the agency's integrated branding and advertising projects. As a Graphic Design Intern with a marketing academic background, I approached each task with an open mindset seeking to combine aesthetics with functionality to deliver designs that aligned with client objectives and user engagement goals.

SMP's corporate environment allowed me to immerse myself in real projects that spanned industries, platforms, and campaign types. From digital banners and still graphics to social media content and event creatives, I participated in the overall process of conceptualizing and producing marketing visuals. I was encouraged to not just design, but to think critically about why a design works and how it communicates the message, supports a brand, and influences consumer perception towards the brand.

I learned to interpret briefs, incorporate feedback, and align each piece with campaign goals and brand identity. I worked closely with content writers and client servicing to ensure that the visuals were both creatively impactful and strategically sound. Throughout my internship, I also developed a deeper appreciation for the importance of feedback and cooperation in creative marketing. I also began to understand how design performance is measured and how minor visual changes can influence engagement metrics. This awareness helped me make more informed design choices that balanced creativity with clarity and usability.

2.2 Work Details

During my internship at SMP, I had the opportunity to work across a diverse portfolio of brands, each with its own unique tone, industry context, and design language. These included brands such as Nepal Hearing, Pashupati Marbles, SPM, Gyan Institute, D’Cosmo, Yomomo, Forex Japan and Creative Catalyst. This exposure allowed me to adapt my design thinking and visual approach based on each brand’s identity and communication goals.

Nepal Hearing

For Nepal Hearing, I was tasked with designing monthly creatives, event posters, and informative posts. The overarching theme for this brand was to create professional, clean, and accessible designs that conveyed the message of hearing health with empathy at its core. I aimed to ensure that the visuals were not only visually appealing but also communicated important health information clearly and sensitively, given the nature of the brand’s work in the healthcare sector. My designs included infographics, tips, and awareness campaigns that catered to the target audience’s needs for both education and accessibility.



Image group 1: Nepal Hearing posts

Pashupati Marbles

For Pashupati Marbles, my role focused on creating monthly posts that showcased their luxury marble products. The design direction was rooted in a premium theme with a clean aesthetic. The goal was to highlight the quality and elegance of the marbles through minimalistic and polished visuals. I worked to ensure that the designs were sophisticated and high-end, matching the luxurious feel of the brand while emphasizing the uniqueness and versatility of the products in real-world applications like interior design and architecture.



Image group 2: Pasupati Marble posts

Gyan Institute

At Gyan Institute, I worked on a mix of monthly posts, update posts, news highlights, and Facebook banners. These designs had a professional tone and were aimed at being informative and relatable to students. Whether it was about academic updates, events, or success stories, I ensured that the visuals were student-friendly, engaging, and reflected the values of the educational institution. The designs aimed to foster trust and credibility while being visually appealing enough to capture the attention of any prospective students and parents.

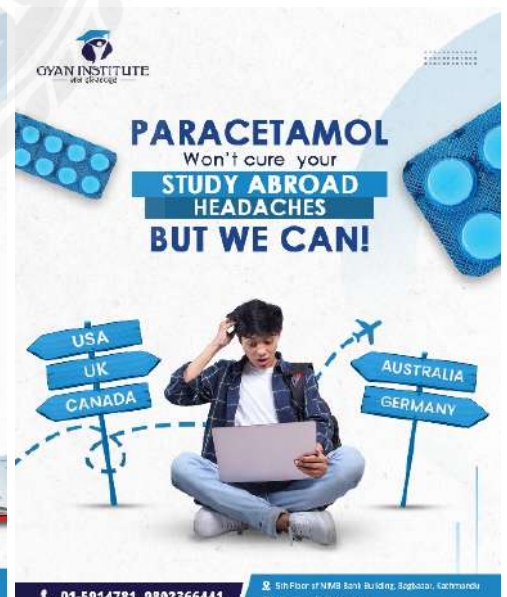


Image group 3: Gyan posts

D’Cosmo

For D’Cosmo, I designed monthly posts focused on premium lifestyle, eccentricity, and informative awareness campaigns. The brand's audience is youthful and lifestyle-oriented, so the design style was vibrant, bold, and modern. I developed creatives that not only promoted the products but also helped raise awareness about the brand’s values, such as self-care and style. The posts aimed to connect with the audience emotionally, engaging them through visually striking and thought-provoking designs.

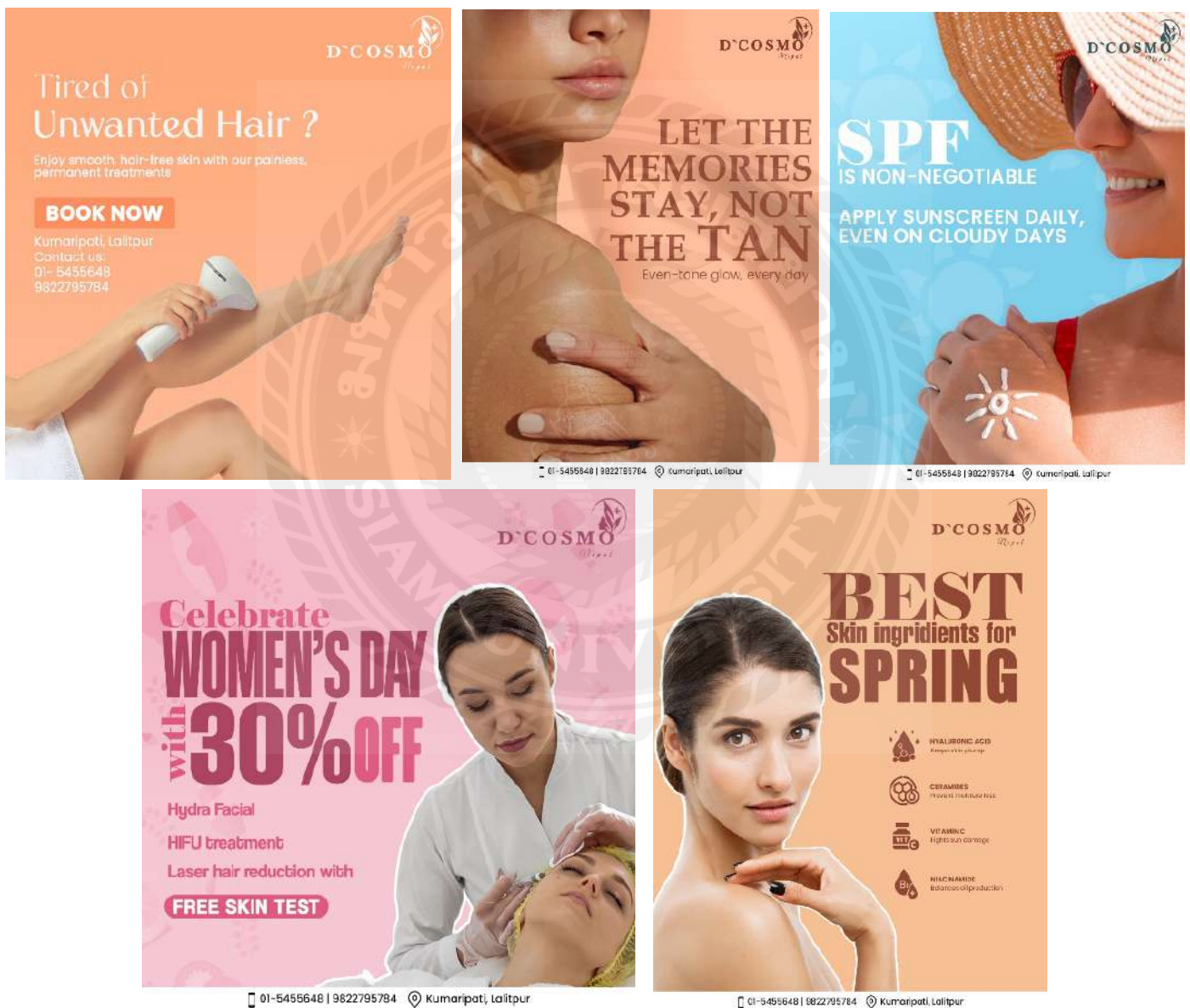


Image group 4: D’Cosmo post

Forex Japan

In the case of Forex Japan, I was assigned to make regular posts that promoted their services and expertise in remittance services. The designs were informative, simple, and aimed at providing only what was necessary to the target base. The designs were made on the principle of less is more, minimal visuals but just as impactful.



Image group 5: Forex Japan post

Festive Campaigns

In addition to the monthly and regular posts, I was also responsible for creating unique festive posts tailored to specific cultural, international and national occasions for most of the brands within the client base of the SMP. These designs required careful attention to cultural nuances and seasonal relevance while maintaining brand integrity. I worked on festive posts for a variety of occasions such as Mother's Day, Labour Day, Martyr's Day, Valentine's Day, Chaitya Dashain, Lohsar, Shiva Ratri. (Refer to Image group 6: festive)

Each of these posts were carefully crafted to resonate with the specific occasion, while ensuring that the designs remained aligned with the brand's identity. I took pride in crafting designs that were both culturally meaningful and engaging to the consumers.

Team Support

Along with my own primary task of working on my projects I also often assisted my colleagues with pending tasks particularly when deadlines were tight or there was a backlog of work. I helped finalize design drafts, adjusted layouts, exported assets, and ensured brand consistency across

different platforms and deliverables. This hands-on experience allowed me to improve my time management skills and taught me the value of collaboration in an incredibly demanding creative environment. *(Refer to Image group 7: Assisted works)*

2.3 Activities in Co-ordinating with Co-workers

Throughout my internship at SMP, I had the opportunity to collaborate closely with the entire work force along the entire departments. As a graphic design intern operating within the marketing team, effective communication and coordination with my co-workers were essential for the smooth execution of everyday tasks and ongoing projects. My activities in this area included the following:

- Daily Task Discussions and Briefings

Each morning often began with informal or brief meetings where I would align with my supervisor or team members regarding the tasks for the day. This helped ensure that my design outputs were in sync with the marketing calendar and campaign goals. These short discussions helped me prioritize tasks, manage deadlines, and understand the specific requirements of each design brief.

- Collaborating with Content Writers and Client Servicing

A significant part of my work involved coordinating with content writers who provided the copy for the creatives. I worked collaboratively to ensure the visuals complemented the tone and message of the content. Similarly, I also have to regularly communicate with the client servicing to understand platform-specific requirements this included information on the post dimensions, story formats, carousel specifications, theme of the post, the message and many more enabling me to create optimized visuals.

- Receiving and Implementing Feedback

I regularly received feedback from my supervisor, senior designers, and client servicing. These reviews were often streamlined through internal meetings or on Slack threads. I learned to accept critiques constructively and revise designs until they met client expectations. This back-and-forth improved not only the final output but also my ability to handle revisions professionally and efficiently.

- Working Cross-Functionally During Campaigns

During large campaign periods I had the chance to collaborate cross-functionally with all the members in the creative team. All the members from client servicing, creative creation and copy writers coordinated together to maintain timelines, aligning on themes, and ensuring all creative elements worked cohesively across media formats. This taught

me the importance of teamwork and clear communication under time-sensitive conditions.

- Assisting Colleagues with Design Work

As time went by, I got more comfortable and faster to complete my monthly post after which, I voluntarily assisted team members with their pending or overflow tasks. This included helping creating remaining creatives, banners and other visuals for the remaining brands. Offering help not only strengthened my relationships within the team but also gave me exposure to different design styles and projects.

These experiences in the office in coordinating with co-workers helped me develop important soft skills such as adaptability, teamwork, time management, and professional communication. They were vital to my learning as the technical aspects of graphic designing gave me a realistic insight into how collaborative efforts drive success in a creative agency environment.

2.4 Contribution as a CO-OP Student in SMP

Throughout my 16-week internship at SMP I made several meaningful contributions as a co-op student by combining my academic background in marketing with my passion and growing skills in graphic design. I approached the coop experience with eagerness, dedication, adaptability, and a learner's mindset, I wanted to bring value to my team and the clients that SMP had in their roster. The following are key areas where I believe my presence made a difference:

- Creative Development for Brand Communication

I was directly involved in developing a variety of visual content that helped brands communicate with their audiences with the creatives I created. The creatives ranged from informative posts for Nepal Hearing to lifestyle creatives for D'Cosmo and educational updates for Gyan Institute, I made sure that all the content created resonate with the client's identity and objectives. My regular work as well as the understanding of branding principles and attention to the consistency in design helped strengthen client messaging across social platforms.

- Handling Festive Campaigns Across Multiple Clients

One of the major contributions I made was in brainstorming and executing festive creatives for occasions such as Lhosar, Mother's Day, Valentine's Day, and more. Each design was crafted individually for various clients like SMP, KYC, Creative Catalyst, Avatr, and Summit Airlines, ensuring each brand's tone was maintained. This helped to ease off the load on the remaining creative team helping them to focus on creative other projects which are higher on the priority list.

- Cross-functional Support and Team Collaboration

Beyond my individual assignments, I was often called upon to assist my colleagues during tight deadlines or days where the content demand was higher than normal. Whether it was creating new posts, completing older posts, or editing and applying changes in the posts for delivery to the client, I helped ease the load of my teammates while learning from their approaches. This strengthened my teamwork and problem-solving skills but also improved overall workflow within the creative department.

- Quality Assurance and Iterative Refinement

The client servicing team were all told to check regularly check the content made and shared in slack in order to shed new light and idea on the already made designs, this helped us to elevate the quality and alignment of the designs with brand identity before final submission. Opening new avenues for multiple rounds of feedback, I worked on refining outputs based on the team, seniors and supervisor's input. This iterative process taught me how to take creative criticism positively and ensured that the final deliverables met professional standards.

- Contributing Ideas in Brainstorming Sessions

Prior to the creation of any creatives, we would brainstorm and look for references that we could use as inspiration for our own creatives. I actively participated by suggesting creative concepts, visual directions, and content plans. Though I was an intern, my ideas were taken into account and recognized by the entire team, and in several cases, most of the work was self-made with the entire brainstorming, content writing and creative design solely being left to my ability. This showed me the value of contribution beyond execution, how a large team can streamline and mobilize the workforce effectively, creating a high-octane productive system.

- Demonstrating Reliability and Professional Growth

One of my basic but consistent contributions was simply being reliable. I completed tasks on time, some even before time, followed up with teammates when needed, kept my files organized, and communicated my progress transparently. This consistency helped the team rely on me when they needed support during crunch hours or just an extra set of eyes to look at designs from a new angle. This helped elevate me and spearhead my growth into a more responsible professional over the course of the internship.

Chapter 3: Learning Process

3.1 Problems Encountered during the Internship

I was placed at the forefront of a fast-paced environment within a well-established marketing agency, serving a dynamic and thriving corporate client base. This experience provided valuable insight into the inner workings of an agency and allowed me to understand the challenges and opportunities that come with it. Throughout the process, I was able to identify several core issues that were hindering the agency's workflow. While it is common for most companies to face internal challenges, the problems I observed stood out as particularly significant.

Understaffing in the Face of Growing Clientele

SMP's reputation is well known in the market leading to a steady increase in the clientele. However, the internal staffing has not grown proportionally. Compared to previous workforce numbers we can see a decline in the overall staffing in the organization. Lesser client servicing, designers and one single video and motion creator shows a mismatch between the rising demand and the human resource available. This led to overflow and backlog of work causing increased working hours, time constrained creatives, compromising quality of work for the sake of completion. This meant all the staff including me the inter had to step up and take on more responsibilities beyond each of our roles. This caused a lot of internal friction, fatigue, and lack of motivation in the work force

Elevated Client Expectations

SMP's being more than a decade old and experienced in the field, naturally attract clients who come in with high expectations and little margin for error. Many clients especially legacy brands such as CG motors and their multiple umbrella brands KYC, Kinglong, Avatr expect polished deliverables, with tight turnarounds, and minimal needs to edit the final design. This expectation was constricting the designers as they needed to be meticulous in all the designs that had to be made, I was also no exception to this ideology having to be almost perfect in creating all the creatives that were assigned on to me.

Employee Turnover

During my internship session there at SMP, I sadly witnessed the departure of three employees two being the long-standing client servicing team member and one designer. All were later replaced by younger employees though it came with its own boons. While this new shift brought fresh energy, it also led to a lot of issues. Discontinuity in workflows, disruption in communication and

knowledge gaps, particularly in managing established client relationships slowed down some operations. This led to internal friction as the new recruits had to adjust to existing expectations and processes.

Cultural and Generational Barriers

Again, with the hiring of a newer workforce into the company faced a sort of generational divide between the young, newly hired creative staffs and the senior management. This was another subtle but recurring challenge. The new workforce had their own way of working and were not fully molded into the role in the company, more malleable and naïve caused a lot of hindrance in the pre-existing chain of command. While the younger staff leaned toward bold, contemporary, and trend-driven designs, the management team and clients who generally come from a more traditional background had some issues, expecting different tones, styles and ways of working and communicating. This disconnects lead to the designers having to face multiple revisions during the creative process causing fatigue for the designers.

Inadequate Internal Communication

A new workforce and new connections meant there was a lack of the structured internal communication. Along with inexperience, some of the details were being lost in the process. The lack of a formalized and established communication path it was very difficult to track progress and assign work effectively to the creative team. This communication gaps ended up disrupting the workflow and contributed in delaying the deliverables and pushing back the content timeline.

Technical Limitations

Some of the equipment in the design department was less than desirable, outdated, missing upgrades and not optimized causing some issues in the creation process. Large files took exceedingly long time to make as the hardware wasn't able to keep up with the demands of the designers, hindering the creative process. In a space where speed and efficiency are essential, time where nothing was being done was a waste of potential. Creative momentum was often interrupted causing demotivation to the designers who have to wait long periods of time to execute what they have in mind

3.2 Solutions for Problems

Through my tenure as an intern was short, I have few possible solutions that may help elevate the current work environment within the company,

- Understaffing in the Face of Growing Clientele
 - Strategic Recruitment: I believe hiring more specialized personnel, especially in client servicing and motion graphics, in proportion to the growth in client base may help balance workload and maintain output quality.
 - Internship-to-Hire: A more hands on pipeline where internship program integrated as a trial period with the goal of locking down capable interns into full-time roles, minimizing training costs and adaptation time.
 - Freelance: In times of extreme crunch outsourcing to freelance designers or editors would ease pressure on the in-house team without the burden of long-term employment.
- Elevated Client Expectations
 - Clear Briefing and Expectation Management: Implement a creative brief process with the clientele before starting the creative making process would clarify timelines, highlight the range revisions allowed, and set realistic expectations to the clients from the start.
 - Regular Client Education: Having regular meetings with clients to explain the design process and help them understand the timelines, the themes and the approach of each campaign and impact of revisions in quality would optimize the workflow.
- Employee Turnover
 - Improved Onboarding Process: The Handover process should be more of a comprehensive mentorship for new hires to ease them into their roles. This would make their transition smoother and reduce knowledge loss.
 - Avenues for growth: With the large scale within the company, long-term employees would benefit from newer avenues for growth within the company. Being recognized and rewarded for their performance would help to curve the churn rates and improve the turnover rates.
- Cultural and Generational Barriers
 - Cross-Generational Communication: I believe having internal discussions and

external discussion with management and clients focusing on aligning creative vision between the different generations would foster mutual respect between younger creative teams and senior management and clientele.

- Inadequate Internal Communication

- Use of Project Management Tools: Implement project management tools to track tasks, assign responsibilities, and document project helps to create transparently in the workforce.
- Weekly Sync Meetings: In addition to the daily short meeting implementing a structured weekly meeting between creative team, client servicing teams and management can help align priorities, reduce bottlenecks, and update all sectors on the project progress.
- Documentation Culture: As trivial as it seems adopting a written follow-up process along with verbal communication to prevent information loss.

- Technical Limitations

- Hardware Upgrades: With the current development in the technological sector, a more updated workstation can vastly increase productivity and optimize workflow so upgrading the workstations with modern processors, RAM, and graphics cards to ensure smooth performance of design software.

3.3 Recommendations

In light of the challenges that I observed during my internship at SMP, I would propose the following recommendation to enrich and enhance the operational efficiency within the company,

- Strategic Hiring and Internship Pipeline

In order to address the understaffing, SMP should look into recruit specialized personnel in areas like client servicing and motion graphics. Simultaneously, implementation of an internship-to-hire model can help identify and lock potential talent early, easing transitions and reducing onboarding costs.

- Strengthen Briefing and Client Communication

Introduction of a standardized creative briefing system seems almost mandatory. Clarity in project scope, deadlines, and revision limits will help to elevate stress onto both client

and company alike. Additionally, holding periodic meetings with clients to explain design strategies can align expectations and reduce unnecessary revisions.

- Improve Onboarding and Employee Retention

Develop a solid onboarding process for new employees and mentorship framework ensure workflow continuity. Simultaneously, providing professional development opportunities and recognizing contributions can help retain long-term employees.

- Bridge Cultural and Generational Gaps

An openminded workforce can highly improve the working conditions withing the company. Encouraging open communication between younger and senior members can help align creative direction. Facilitating intergenerational collaborative sessions can help build mutual respect and understanding.

- Enhance Internal Communication and Workflow Management

Adoption of project management tools can help improve task delegation, transparency and increase accountability in the employees. A written documentation culture would also help further streamline coordination as well as reduce loss of information during briefings.

- Upgrade Technical Equipment

An upgrade in the workstation should be looked upon as an investment, modern technology can make the flow of work more fluid and efficient. Reliable hardware is essential as it helps maintain the creative momentum and reduce bottlenecking in the creative making process.

3.4 What I Learned During the Internship Period

My internship experience at SMP was a real eye opener, a transitional phase from academic theory the realistic fast-paced professional work environment. It allowed me to immerse myself into a dynamic workflow of a full-scale marketing agency. I was given an opportunity to apply my existing knowledge and simultaneously devel new skills vital in both personal and professional growth. This not only sharpened my technical skills but also nurtured my development in my character. Some of the knowledge I acquired throughout my internship process are,

3.4.1 Soft skills

- Time Management and Multitasking

The constant demand and workload under tight deadlines while managing multiple brand assignments taught me how to prioritize work efficiently, how to balance workloads, how to think on my feet and maintain efficiency even in a high-pressure work environment.

- Team Collaboration and Communication

Regular coordination with the entire design team, client servicing, management and my supervisor helped me to improve my interpersonal communication skills. It taught me to be a better listener, more open-minded, how-to work more cohesively within a team, problem resolution skills and maintaining of a professional decorum.

- Adaptability and Problem Solving

During my phase of working at SMP I was met with a lot of unexpected challenges, understaffing, client revisions and technical issues to mention a few. All these situations allowed me to learn how to think on my feet, adapt quickly and find practical solutions without compensating the quality of work in the deliverables.

- Professionalism and Work Ethics

The immersion withing a real agency environment exposed me to the importance of accountability, punctuality, and holding up a professional standard. All these qualities are important as they go beyond the class room learning and would help me in my future ventures.

3.4.2 Hard skills

- Graphic Design and Content Creation

My tenure at SMP as an intern allowed me to sharpen my skills in creating static creatives, event posters, info-graphics using multiple graphic designing tools. I was able to forge a narrative unique to each brand tailored to each client's brand tone. Learning how to utilize the tools and colors to make deliverables that are both attractive and displays the brand essence.

- Brand-Centric Designing

I also learned how I should go about designing for brands, keeping brand guidelines in mind, producing unique visuals each maintaining thematic consistency and upholding the brands essence. I learned how the designs should be engaging and resonate with the target audiences the brand has specified.

- Social Media Marketing Knowledge

My monthly assignments of making regular posts and the occasional festive for brands helped me understand campaign cycles, content calendars and the importance of digital media in creating an engaging strategy for the consumers of the deliverables.

- Client Understanding and Brief Interpretation

Throughout the internship program I was exposed to real client feedback and expectation, helping me understand how to interpret briefs, respond to revisions, how to take on criticism positively and to ensure that the deliverables aligned with the brand and encompassed their

overarching goals.

3.5 Application of Theoretical Knowledge at the Workplace:

1. Marketing Principles

I was well versed in the basics of the basic principles of marketing but working in a real working environment helped me understand these principles hands on and also apply them in my day-to-day tasks. One of the most direct applications of my academic learning during the internship was the use of the core marketing principle of the 4P's, Product, Price, Place, Promotion. Each of them was very important in the creative making process as each brand encompassed differences in their strategies. For example, with Pasupati Marbles, I had to consider how the luxury of the product was conveyed through the design, while also identifying ideal platform and timing for posting the deliverables for maximum engagement. These tasks provided me first hand understanding of how a strategic marketing decisions are made in alignment with the end goal.

2. Branding Principles

Every client we served had their own unique branding identity, and maintaining this visual and tonal consistency across all the various deliverables was a critical part of our role. This helped me to reinforce my theoretical understanding of the branding principles. In particular consistency, differentiation and emotional resonance was the forefront of all the deliverables I presented. Working for clients like D'Cosmo and Nepal hearing required not just a keen eye on aesthetics but also awareness on how every piece of content contributed to long-term brand equity. I learned the importance of visual branding elements in detail, fonts, layout, color in maintaining coherence across all deliverables.

3. Understanding Consumer Behavior

Creating effective designs and messages required me to recall all the theories about consumer behavior. I frequently had to apply the concepts of segmentation, motivation, resonance and cultural influence while making the deliverables. Understanding the Nepalese clientele, I was able to understand how much being engaging with posts even during festivities helped to make the consumers feel like a part of the brand and improve brand trust. All this helped me deepen my appreciation for the consumer insights and critical inputs acquired during the creative process.

4. Strategic Management

Another critical area where theoretical knowledge proved its usefulness was with understanding the strategic management within the internal affairs of SMP. I was able to observe how SMP handled high client demands, staff turnovers, communication breakdowns and much more within a real-world context. I was able to grasp the value of proper resource management and organizational planning. Being able to put together what I learned in class to a real-life situation I was able to see how a company should align its internal capabilities with its long-term goal, giving meaning to the frameworks I studied in class such as the SWOT analysis and resource management theories.

3.6 New Things I Learned:

During my internship at SMP, I was exposed to a multitude of new tools, practices and real word dynamics that significantly broadened by learning beyond just the classroom. These experiences have not only strengthened my technical ability but has also refined my understanding on how professional environments operate, alongside this I was also able to learn a multitude of new skills in this session some of them are,

1. Project Coordination and Workflow Management

I learned real-world marketing practices in a corporate creative agency. Managing different clients simultaneously through a structured hierarchy, complex briefing systems and internal task allocations. This was also the first time I ever experiencing working with overlapping project.

2. New Techniques to Solve Old Problems

One of the most impactful things I picked up during my internship at SMP was relearning how to solve old problems with new techniques. I thought I was adept at making creatives and designs but with the assistance of my senior designers I was able to learn more faster an efficient way to do the same problem, which helped me improve my overall productivity.

3. Using Meta

Although I wasn't directly involved in the scheduling, tracking and maintaining accounts for the multiple clients I was close to the members within the client servicing team allowing me to be close proximity to their part of the work. I learned what it means to schedule posts, pre schedule, boost posts, and how to look into the analytics to later use

as leverage in making future designs.

4. Motion Designing and Video Editing

SMP worked like a close knitted family where everyone was able to communicate openly to what each other were doing. I was no exception to this I regularly visited the video and motion design team where I learned some of the functionality of how to add motions in to still deliverables as well as editing videos for client. I picked up some basic but core knowledge on the usage of video editing software helping me understand the scope and limitation of a motion and video designing assignment.



Chapter 4: Conclusion

4.1 Summary of my Internship Experience at SMP

During my internship at SMP, I was immersed in a dynamic environment of a creative creating service agency catering to a wide range of corporates and consumer brands. This experience provided me a well-rounded exposure to the real-world marketing operations. This includes the process of conceptualizations to the execution of the final deliverable. Working across all these multiple brands such as Nepal Hearing, Gyan Institute, D’Cosmo, Yomomo and many more, I made multiple creatives that aligned with each brands distinct identity while managing sudden requests and festive posts as well.

My responsibilities expanded beyond only the designing tasks, I often stepped up to assist my colleagues, especially during times of influx of workload or lack of staff due to multiple reasons. This allowed me to experience in person the operational realities within the agency life, days filled with tight deadlines, client revisions, and managing all the client’s expectations. These challenges taught me not only how to apply my academic knowledge in branding, marketing strategy, consumer behavior, and project management but also how to adapt quickly in any high-pressure situation

Throughout this internship, I acquired practical skills in coordinating within the workflow, optimizing designs, and using all the tools such as photoshop, illustrator, meta to mention a few. I also gained foundational knowledge in motion designing, video optimization by shadowing my senior teammate which will surely help tackle problems I may face in the near future

More than just learning technical proficiency, the experience I got helped me refine my soft skills like team coordination, adaptability, communication and resilience. Overall, this internship session was a transformational journey that has helped me bridge the gap between what I learned in the class room and what really happens in the real-world industry. The 16 weeks I spent at SMP has helped incubate my professional growth and prepared me for future roles in the marketing and creative sector.

4.2 Evaluation of my Work Experience

My journey working at SMP was an intense and rewarding learning journey that pushed me to grow both professionally and personally. I joined the organization with a good grasp on my theoretical knowledge, but quickly realized that adapting to the fast-paced and demanding nature of an agency would require more than just the knowledge that I can accumulated in the classroom.

One of my key strengths was having the ability to quickly learn and grasp new concepts, ideas and tools that I had to use in the office. Throughout the internship I proactively searched for feedback and guidance from my seniors, and fellow colleagues, which helped me adopt new techniques that significantly helped me improve my efficiency. My contributions to the diverse range of projects and brand specific creatives were all consistent and timely, and I made sure to put in a lot of effort in maintaining the brand consistency and design clarity in all the deliverables I created.

I was also proud of how I was able to handle the pressure in the work place. Despite all the challenges I faced within the company whether it be understaffing, crunch hours, client revisions and overlapping deadlines I was committed and dependable. I also often took on tasks that were past my initial roles, taking every opportunity to learn something new from someone or helping them to complete their tasks.

That said, I also recognized some areas where I can grow further in the future. I sometimes struggles with time management when handling workload, I would often get carried away in a single project leading to a slight struggle in completing all the other remaining work for the day. I am working on improving on focusing on all the different designs equally without compromising my creativity and quality. Additionally, I believe I should talk even more and not be afraid to talk to the fellow employees higher in the managerial hierarchy.

Overall, I do believe that I positively contributed to the team and the entire SMP family and made most of my time there. I believe I was an essential asset when it came to making, completing and polishing the deliverables making the workload less for all my fellow colleagues. The internship has nurtured and enhanced not only my technical and creative skill but also polished my adaptability, communication and professional confidence.

4.3 Limitations of my Internship Experience

Although my internship as SMP was incredible and insightful helping me grow in all aspect, it was not without its own limitations. Though these constraints weren't overly disruptive it did shape the extent of my exposure and engagement during the internship period,

One of the most significant limitations was not being able to directly join the client meetings. This restricted my understanding on how client- agency dynamics worked in real time and limited the chance for me to build confidence in directly communicating with clients. Most communication was relayed upon me through the client servicing team which often diluted the content that was talked upon in the meeting.

Another limitation came in the later stages of the internship; with my departure of my supervisor, it caused a gap in guidance during the final few weeks. While I had been largely independent by that stage of the work, not having someone to directly communicate with and having to juggle around with multiple senior teammates made it harder to seek final feedbacks and communicating about the deliverables I had made.

Additionally though we did a lot of intra-organizational work with manufacturers who made merchandise from the mockups we made, I didn't get to experience what it was like to coordinate with another entity outside of our own agency. This limited my exposure to communication and cooperation with an external body

Time constraints also meant workload pressure which posed its own challenges, I did not have much time for experimentation and super in-depth creative exploration.

Despite these limitations, each challenge I faced brought me a unique learning opportunity, helping me develop into a more adaptable, initiative, self-motivated and problem-solving individual within a professional setting.

4.4 Recommendations for SMP

SMP has garnered a strong reputation within the Nepali marketing industry through its decade long presence, strong creatives and growing roster of clients. However, as the company continues to expand its client base it can be seen facing increasing pressure to meet high client expectations and managing internal stability and sustainability. I noticed a severe understaffing within the video and motion team and the client servicing team. To sustain a long-term growth, I recommend expanding the team with skilled personnel which will ensure balance in the workload. Successfully, ensuring more balanced workloads, preventing burnouts, and improving overall quality of deliverables being created.

Another area that needs improvement is the internal communication and workflow coordination. With absence of proper communication between teams resulted in multiple redesigns, revisions and delays. Introducing project management tools and implementing more regular long scale meetings along all teams can streamline processes, enhance collaboration and maintain timelines boosting efficiency.

The technical limitation should also be addresses seriously, some of the workstations provided to the creative teams were outdated with much needed upgrades. With the lack of the workstation's productivity the output of the creative team also bottlenecks, upgrading the hardware would drastically improve the productivity reduce downtime and help designers maintain their creative momentum.

Finally, employee retention and continuity should be taken into consideration. The departure of experienced staff and influx of newer hires can lead to disruption within the workforce. Establishing a well-structured system and ample growth pathways can encourage longer tenure, reduce turnover and retain the connection between client and company. This results in cost saving from downtime, training, and searching for new clients.

By taking actions in all these facets, SMP can strengthen its internal foundation and better position itself to meet the ever-growing demands of the client while supporting the growth and well-being of their own team.

Bibliograph

Sigdel, A., Tiwari, M., Lamgade, K., Kc, K. R., Shah, A., & Shrestha, U. (1970, September 20). *Social Media and Digital Marketing Agency in Nepal*. SMP. <https://smp.com.np/>



Annex

Our Expert Team

At SMP, we believe that social media is the easiest & fastest way to promote your business across the world. That's why we spend an inordinate amount of brainpower to develop a perfect marketing strategy to market your products and services. At the end of the day, we're all about helping businesses channel the information about their products & services all over the world.

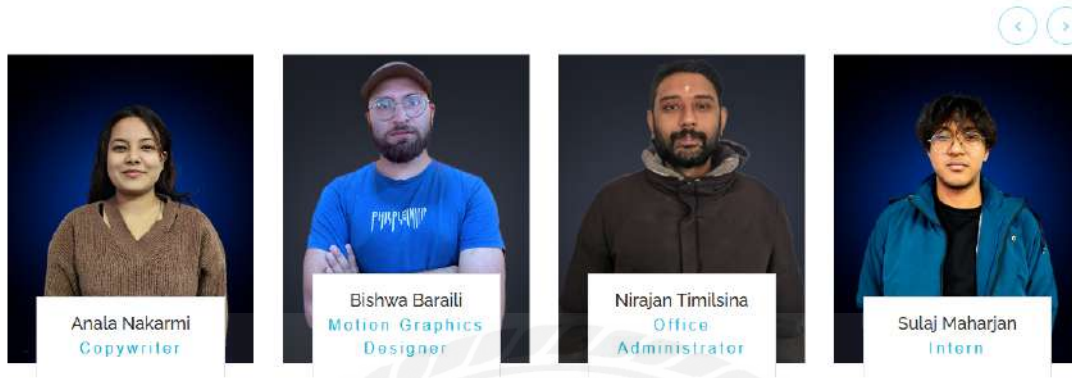


image1. Expert team



image 2. 12 years

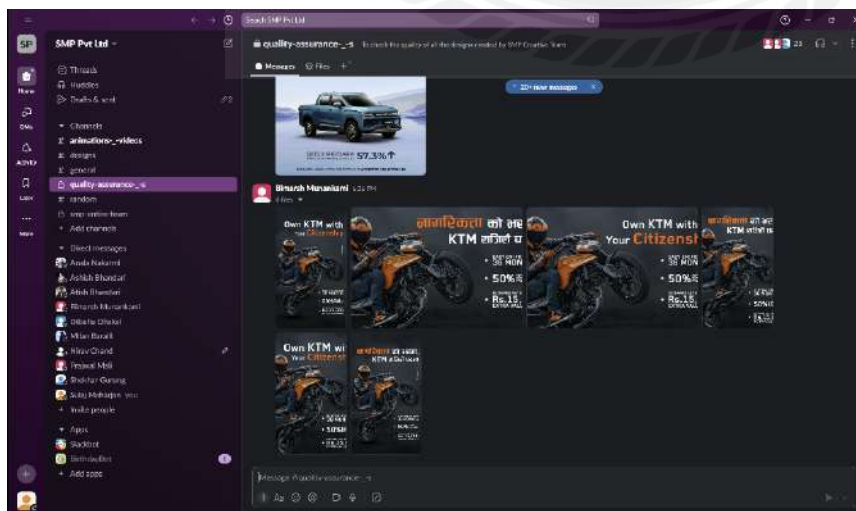


image 3. Slack Quality Assurance

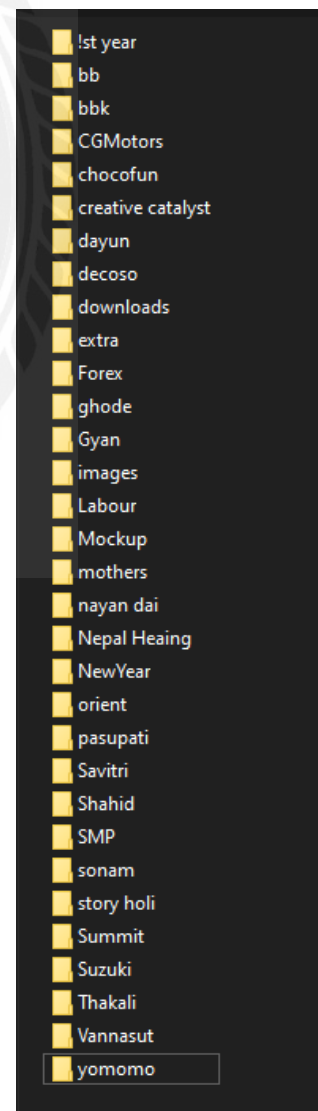


Image 4. Files for designs

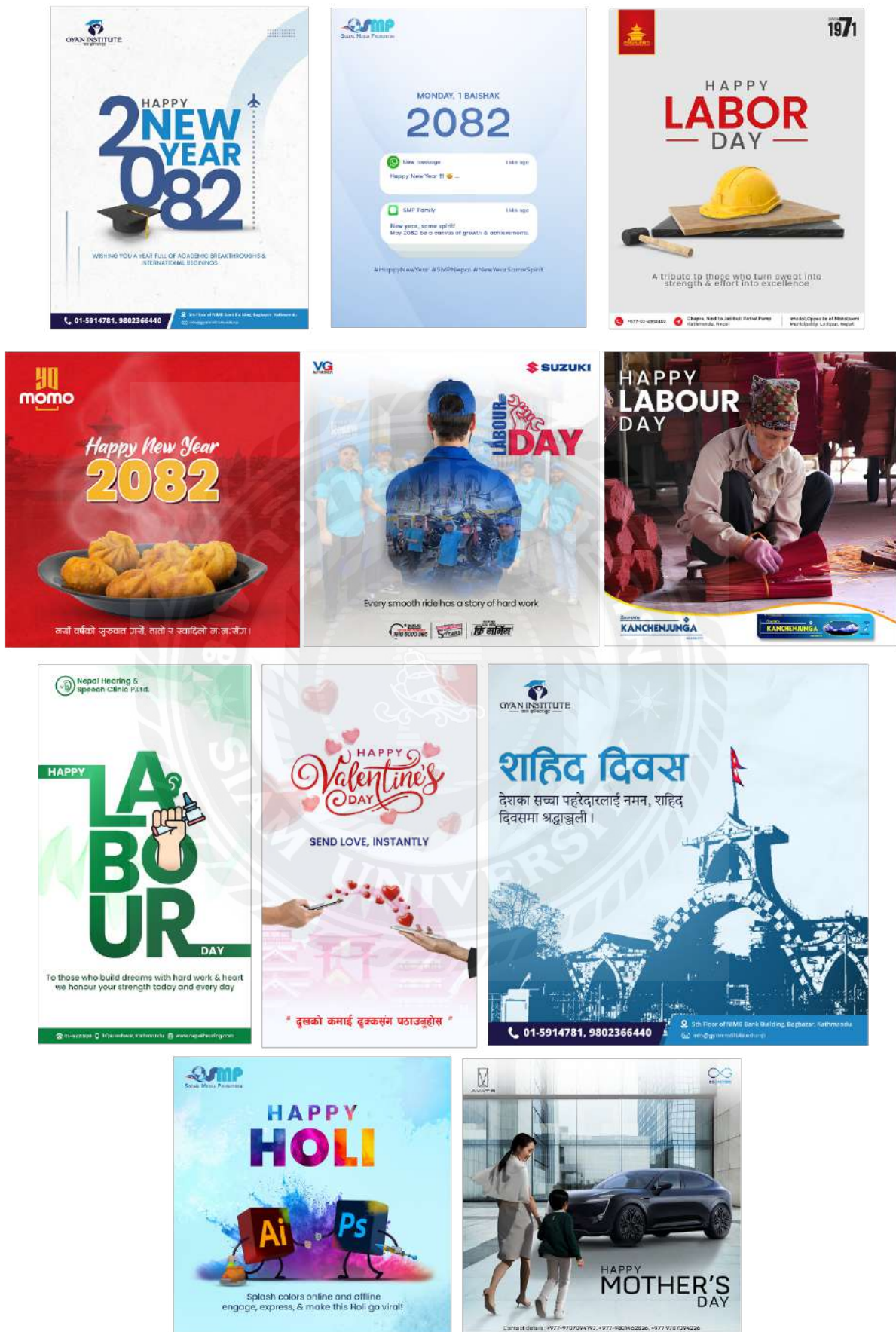


Image group 6: festive



Date: 9th May, 2025

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Sulaj Maharjan** has done his **internship in Graphic Designer** at Social Media Promotion Pvt. Ltd, Kathmandu from 8th January, 2025 to 30th April, 2025.

Throughout his internship, he exhibited strong design skills, a self-motivated approach to learning, and a keen ability to grasp new concepts. He gained a solid foundation in graphic design and continuously refined his skills. His performance consistently surpassed expectations, and he successfully completed his project on time.

We sincerely appreciate his contributions and wish him the very best in his future endeavours.

Sincerely,



Bibek Timalsina
HR & Finance Manager
Social Media Promotion Pvt. Ltd.

Image 8: Letter of experience

Work portfolio

<https://smp-portfolio.my.canva.site/my-portfolio-of-my-works-done-at-smp>



Image group 9: Me at SMP office

Week 1

Monday	Tuesday	Wednesday 8 th Jan	Thursday 9 th Jan	Friday 10 th Jan	Sunday 12 th Jan
		<ul style="list-style-type: none"> • Introduction • learned About Clients • Forex Japan Maghe Sakaranti post • Suzuki Marketing Campaing Started 	<ul style="list-style-type: none"> • Forex Changes (AB testing) • Internal meeting for Suzuki • Research on Suzuki Product (Avenis) 	<ul style="list-style-type: none"> • Medical leave 	<ul style="list-style-type: none"> • Maghe sakaranti posts for <i>Vanassut Gyan Institute</i> • Suzuki meeting • Ridarra Spec sheet update • Contacted QFX for data on digital boards

Week 2

Monday 13 th Jan	Tuesday 14 th Jan	Wednesday 15 th Jan	Thursday 16 th Jan	Friday 17 th Jan	Sunday 19 th Jan
<ul style="list-style-type: none"> • Martyrs Day <i>post for Forex Japan Gyan Institute</i> • Suzuki campaign update (contact+DTA) 	<ul style="list-style-type: none"> • Maghe Sakaranti Holiday 	<ul style="list-style-type: none"> • Martyrs Day <i>posts for SMP Creative Catalyst</i> • Chocofun Branding post 	<ul style="list-style-type: none"> • Learned about Meta Analysis • New client was added Nepal Hearing • New client D'cosmo 	<ul style="list-style-type: none"> • Nepal Hearing 3 brand posts • Sonam Lhosar creatives for old clients 	<ul style="list-style-type: none"> • Nepal Hearing Sonam Lhosar Martyrs Day • D'Cosmo post • Forex Japan Regular Post • Content element research for Client Presentation

Week 3

Monday 20 th Jan	Tuesday 21 th Jan	Wednesday 22 th Jan	Thursday 23 th Jan	Friday 24 th Jan	Sunday 26 th Jan
<ul style="list-style-type: none"> • Acquired Food menu for Vanassut Posts • Vanassut Regular Posts • Forex Japan regular post (new post layout established) 	<ul style="list-style-type: none"> • Nepal Hearing 3 brand posts • Forex Japan brand post 	<ul style="list-style-type: none"> • Forex Japan 2 brand posts • D'cosmo 2 brand posts • Observed senior Designer post 	<ul style="list-style-type: none"> • D'Cosmo 1 brand post • Edit slides for Suzuki pitch • Departure of Designer • D'cosmo lead ad 5 posts 	<ul style="list-style-type: none"> • New client Pasupati Marbles • Research on Brands previous posts 	<ul style="list-style-type: none"> • Dayun 1 brand post • CG motors 1 brand post • Sonam Lhosat <i>post for Pasupati Matbles</i>



Supervisors Signature

Report 1: 1-3

Week 4

Monday 27 th Jan	Tuesday 28 th Jan	Wednesday 29 th Jan	Thursday 30 th Jan	Friday 31 th Jan	Sunday 2 nd Feb
<ul style="list-style-type: none"> • Sonam Lhosar posts for Dayun Nepal CG motors Suzuki • Summit Air Regular post • Client edits on Summit post 	<ul style="list-style-type: none"> • Saraswati puja post for Gyan Institute Nepal Hearing Forex Japan • Suzuki 1brand post 	<ul style="list-style-type: none"> • Martyrs Day posts for SMP Creative Catalyst • Chocofun Branding post 	<ul style="list-style-type: none"> • NYEF story adaptation • Chetak New prospect client Pitch presentation post assist • KYC 1 brand post 	<ul style="list-style-type: none"> • D'Cosmo 5 brand posts • CG motors Photoshop Asset management 	<ul style="list-style-type: none"> • Pasupati Marbles 3 brand post 1 lead ad • Saraswati puja creative

Week 5

Monday 3 rd Feb	Tuesday 4 th Feb	Wednesday 5 th Feb	Thursday 6 th Feb	Friday 7 th Feb	Sunday 9 th Feb
<ul style="list-style-type: none"> • Pasupati Marbles 5 brand posts • Valentines' Day posts start • Pasupati Marbles mood post (my addition to the post grid) 	<ul style="list-style-type: none"> • Administered leave for personal Reasons 	<ul style="list-style-type: none"> • Prajatantra diwas & Shiva ratri creatives start • Nepal Hearing added as regular client 2 brand posts 	<ul style="list-style-type: none"> • Nepal Hearing 4 brand posts • Client servicing Senior employee leaves 	<ul style="list-style-type: none"> • Nepal Hearing 3 brand posts • Valentines Day post 	<ul style="list-style-type: none"> • Nepal Hearing 2 brand posts • D'Cosmo Urgent posts 3 brand posts 1 promotion post

Week 6

Monday 10 th Feb	Tuesday 11 th Feb	Wednesday 12 th Feb	Thursday 13 th Feb	Friday 14 th Feb	Sunday 16 th Feb
<ul style="list-style-type: none"> • D'Cosmo 1 brand post • Nepal Hearing Shivaratri Festive Prajatantra Diwas • Suzuki Valentines Day 	<ul style="list-style-type: none"> • Forex Nepal Valentines Day Post • Nepal Hearing Client revisions 	<ul style="list-style-type: none"> • Valentines Day posts for Gyan Institue (3 options) Creative Catalyst • D'cosmo logo edits • Learnt Illustrator 	<ul style="list-style-type: none"> • D'cosmo 7 brand posts • Valentines' day story adaptations 6 posts 	<ul style="list-style-type: none"> • Prajatantra Diwas posts for Gyan Institute SMP Creative Catalyst D'Cosmo 	<ul style="list-style-type: none"> • Summit Airlines 1 brand post • Vanassut 3 brand posts



Supervisors Signature

Report 2: 4-6

Week 7

Monday 17 th Feb	Tuesday 18 th Feb	Wednesday 19 th Feb	Thursday 20 th Feb	Friday 21 st Feb	Sunday 23 th Feb
<ul style="list-style-type: none"> Vanassut 3 brand posts (new layout and style) 	<ul style="list-style-type: none"> D'Cosmo 3 story adaptations Vanassut 1 brand post 	<ul style="list-style-type: none"> Shivaratri post for <i>Vanassut SMP Creative Catalyst</i> Gyalpo Lhosar post for <i>Nepal Hearing Vanassut Pasupati Matbles</i> 	<ul style="list-style-type: none"> Shivaratri posts for <i>Yomomo Gyan Institute</i> Gyalpo Lhosar posts for <i>Yomomo D'Cosmo</i> 	<ul style="list-style-type: none"> Vanassut 1 brand post client revisions (2 posts) 	<ul style="list-style-type: none"> Vanassut story adaptation 1 brand post Gyan Institute festive revisions

Week 8

Monday 24 th Feb	Tuesday 25 th Feb	Wednesday 26 th Feb	Thursday 27 th Feb	Friday 28 th Feb	Sunday 2 nd March
<ul style="list-style-type: none"> D'Cosmo 1 brand post Gyalpo Lhosar posts for <i>Dayun Summit Airlines Gyan Institute</i> 	<ul style="list-style-type: none"> Observed seniors Helped content writer with making content 	<ul style="list-style-type: none"> Shivaratri Holiday 	<ul style="list-style-type: none"> D'Cosmo 1 brand carousel post (3 slides) Gyan Institute Hiring post Sushant KC ticket giveaway post 	<ul style="list-style-type: none"> Pasupati marbles 9 brand posts (3X3 styles) D'Cosmo Client Revisions 	<ul style="list-style-type: none"> D'Cosmo 1 brand carousel post (5 slides) 1 brand post Pasupati Marbles 1 brand post

Week 9

Monday 3 rd March	Tuesday 4 th March	Wednesday 5 th March	Thursday 6 th March	Friday 7 th March	Sunday 9 th March
<ul style="list-style-type: none"> Nepal Hearing World Hearing day post and story adaptation Women's day posts for <i>Nepal Hearing Pasupati Marbles</i> Pasupati Marbles carousel post 	<ul style="list-style-type: none"> Nepal hearing 5 brand post D'Cosmo 1 story adaptation 	<ul style="list-style-type: none"> Nepal Hearing 1 brand post (WIP) Women's day post for <i>SMP Creative Catalyst</i> 	<ul style="list-style-type: none"> Nepal Hearing 1 brand post (completion) Dcosmo Women's Day post Holi festive creative starts 	<ul style="list-style-type: none"> D'Cosmo 1 Promotion post Women's Day Pasupati Marbles Holi post Supervisor Departs from the company 	<ul style="list-style-type: none"> SMP Holi post Pasupati Marbles Mood Post 1 year anniversary post for affordable thrift store



Supervisors Signature

Report 3: 7-9

Week 10

Monday 10 th March	Tuesday 11 th March	Wednesday 12 th March	Thursday 13 th March	Friday 14 th March	Sunday 16 th March
<ul style="list-style-type: none"> Holi post for Nepal Hearing Creative Catalyst D'Cosmo Carousel post (3 slides) 	<ul style="list-style-type: none"> Holi post for Yomomo D'Cosmo Nepal Hearing 3 brand posts 	<ul style="list-style-type: none"> Story adaptation for all Holi posts D'Cosmo Client revisions 	<ul style="list-style-type: none"> Nepal Hearing 4 brand Post D'Cosmo 1 brand post 	<ul style="list-style-type: none"> Holi Holiday 	<ul style="list-style-type: none"> Vanassut 1 promotion pos 1 brand post

Week 11

Monday 17 th March	Tuesday 18 th March	Wednesday 19 th March	Thursday 20 th March	Friday 21 st March	Sunday 23 rd March
<ul style="list-style-type: none"> Vanassut 2 brand posts 1 promotion post Client revision 	<ul style="list-style-type: none"> Vanassut Client Revision on promotional posts 	<ul style="list-style-type: none"> D'Cosmo 4 brand posts New Buddha Flower 1 post edit (23 photos watermarked) 	<ul style="list-style-type: none"> Vanassut 3 regular posts 	<ul style="list-style-type: none"> Ghode Jatra posts for SMP Creative Catalyst Pasupati Marbles Nepal Hearing 	<ul style="list-style-type: none"> Shadowed Senior designer Learned basics on Video Editing

Week 12

Monday 24 th March	Tuesday 25 th March	Wednesday 26 th March	Thursday 27 th March	Friday 28 th March	Sunday 30 th March
<ul style="list-style-type: none"> Gyan Institute Ghode jatra post Summit Airlines 1 brand post Thakali 3 poster adaptation 	<ul style="list-style-type: none"> Nepal Hearing 1 brand post 1 banner D'Cosmo 1 brand post 	<ul style="list-style-type: none"> Nepal Hearing Banner Client revisions D'Cosmo 2 brand posts 	<ul style="list-style-type: none"> Riddara 1 carousel post (5 slides) D'Cosmo Ghode jatra post 	<ul style="list-style-type: none"> Story adaptation for all Ghode jatra posts Mazda Ghode jatra post & story Gate Hospitality Ghode Jatra post 	<ul style="list-style-type: none"> Ghode Jatra holiday



Supervisors Signature

Report 4: 10-12

Week 13

Monday 31 st March	Tuesday 1 st April	Wednesday 2 nd April	Thursday 3 rd April	Friday 4 th April	Sunday 6 th April
<ul style="list-style-type: none"> Pasupati Marbles 3 brand post Gyan Institute 1 informative post (VISA) 	<ul style="list-style-type: none"> D'cosmo 3 brand posts Pasupati Marbles 3 brand posts Suzuki edits 	<ul style="list-style-type: none"> Pasupati Marbles 3 brand posts Pasupati Marbles 4-page PDF edits Thakali 3 brand posts 	<ul style="list-style-type: none"> Yomomo Ram Nawami post Chaitra Dashain Post D'Cosmo Ram Nawami post Chaitra Dashain World Health Day post Riddara carousel client revision 	<ul style="list-style-type: none"> Personal Leave 	<ul style="list-style-type: none"> Pasupati Marbles 3 daily posts 1 carousel post (4 slides)

Week 14

Monday 7 th April	Tuesday 8 th April	Wednesday 9 th April	Thursday 10 th April	Friday 11 th April	Sunday 13 th April
<ul style="list-style-type: none"> Pasupati Marbel 1 brand post D'Cosmo 3 brand post Thakali Client revision KTM mockup 	<ul style="list-style-type: none"> Nepal Hearing 1 Lead ad D'Cosmo Client Revision (3 posts) Riddara 1 photo edit 	<ul style="list-style-type: none"> Creative Catalyst New year's post Learning to make lace in illustrator Pasupati Marbles New Years post (WIP) Thakali banner changes 	<ul style="list-style-type: none"> Pasupati Marbles Completed New Years posts for SMP Yomomo Nepal Hearing 	<ul style="list-style-type: none"> Nepal Hearing New years posts 2 brand posts Gyan Institute New year's post 	<ul style="list-style-type: none"> Story adaptation for all New Years Post Nepal Hearing 1 brand post



Supervisors Signature

Report 5:13-14

Week 13

Monday 31 st March	Tuesday 1 st April	Wednesday 2 nd April	Thursday 3 rd April	Friday 4 th April	Sunday 6 th April
<ul style="list-style-type: none"> Pasupati Marbles 3 brand post Gyan Institute 1 informative post (VISA) 	<ul style="list-style-type: none"> D'cosmo 3 brand posts Pasupati Marbles 3 brand posts Suzuki edits 	<ul style="list-style-type: none"> Pasupati Marbles 3 brand posts Pasupati Marbles 4-page PDF edits Thakali 3 brand posts 	<ul style="list-style-type: none"> Yomomo Ram Nawami post Chaitra Dashain Post D'Cosmo Ram Nawami post Chaitra Dashain World Health Day post Riddara carousel client revision 	<ul style="list-style-type: none"> Personal Leave 	<ul style="list-style-type: none"> Pasupati Marbles 3 daily posts 1 carousel post (4 slides)

Week 14

Monday 7 th April	Tuesday 8 th April	Wednesday 9 th April	Thursday 10 th April	Friday 11 th April	Sunday 13 th April
<ul style="list-style-type: none"> Pasupati Marbel 1 brand post D'Cosmo 3 brand post Thakali Client revision KTM mockup 	<ul style="list-style-type: none"> Nepal Hearing 1 Lead ad D'Cosmo Client Revision (3 posts) Riddara 1 photo edit 	<ul style="list-style-type: none"> Creative Catalyst New year's post Learning to make lace in illustrator Pasupati Marbles New Years post (WIP) Thakali banner changes 	<ul style="list-style-type: none"> Pasupati Marbles Completed New Years posts for SMP Yomomo Nepal Hearing 	<ul style="list-style-type: none"> Nepal Hearing New years posts 2 brand posts Gyan Institute New year's post 	<ul style="list-style-type: none"> Story adaptation for all New Years Post Nepal Hearing 1 brand post

Supervisors Signature

Report 6:15-17