



COOPERATIVE EDUCATION REPORT

Content, Campaigns, and Collaboration: A Marketing Experience at Jeevee Nepal

Written by

Dipasa Shrestha

Student ID: 6508040019

This report is submitted in partial fulfillment of the requirements for Cooperative Education, Faculty of Business Administration, Academic Semester 2/2024 Siam University

Title: Content, Campaigns, and Collaboration: A Marketing Experience at Jeevee Nepal

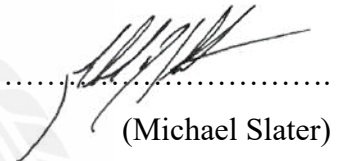
Written by: Ms. Dipasa Shrestha

Department: Bachelor of Business Administration (Marketing)

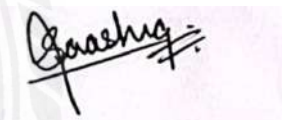
Academic Advisor: Mr. Michael Slater

We have approved this cooperative education report as partial fulfillment of the Cooperative Education Program Semester 2022-2026.

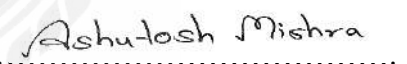
Oral Presentation Committees



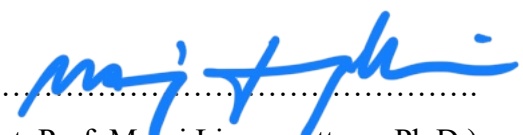
.....
(Michael Slater)
Academic Advisor



.....
(Miss. Ashma Sharma)
Job Advisor



.....
(Mr. Ashutosh Mishra)
Cooperative Education Committee)



.....
(Asst. Prof. Maruj Limpawattana, Ph.D.)
Assistant President and Director of Cooperative Education Department

Title: Content, Campaigns, and Collaboration: A Marketing Experience at Jeevee Nepal

Credits: 5

By: Ms. Dipasa Shrestha

Advisor: Mr. Michael Slater

Faculty: Bachelor of Business Administration

Major: Marketing

Semester/Academic Year: 3/2024

Abstract

This report provides a detailed overview of my 16-week internship at Jeevee Nepal, one of the country's leading e-commerce platforms for healthcare, beauty, and lifestyle products. During my internship, I was assigned to the Marketing Department, where I undertook a wide range of responsibilities, including creating digital content and marketing collaterals, coordinating influencer collaborations and PR activities, managing campaign planning and execution, handling website updates through the CMS, drafting push notifications for customer engagement, and contributing to strategic brainstorming and market research.

My role allowed me to bridge academic knowledge with practical industry applications, particularly in digital marketing, consumer behavior, brand communication, and e-commerce. I was actively involved in supporting both ongoing campaigns and day-to-day marketing operations, which deepened my understanding of how online retail companies operate in a competitive, rapidly evolving digital marketplace.

This internship not only sharpened my technical and creative skills but also provided me with valuable exposure to real-world marketing practices, project coordination, cross-departmental collaboration, and data-driven decision-making. The experience significantly contributed to my career readiness in digital marketing, brand management, and business strategy.

Keywords: e-commerce, digital marketing, consumer engagement, brand communication, professional development

Acknowledgement

I extend my sincere gratitude to Siam University and Kathmandu College of Management for providing me with the invaluable opportunity to gain hands-on industry experience through this internship program. This opportunity enabled me to apply the knowledge I acquired in the classroom to a dynamic and professional work environment.

My heartfelt thanks go to my job supervisor, Ms. Ashma Sharma, for her constant guidance, support, and encouragement throughout my internship at Jeevee Nepal. Her mentorship played a crucial role in enhancing both my professional capabilities and personal growth.

I am also thankful to the entire Jeevee Nepal team for their warm welcome, collaborative spirit, and for creating a supportive learning environment that greatly enriched my internship experience.

Special appreciation is extended to my academic supervisor, Mr. Michael Slater, for his continuous support, valuable insights, and constructive feedback, all of which have been vital in the successful completion of this report.

Lastly, I would like to acknowledge the unwavering support of my family and peers, whose encouragement and motivation kept me focused and driven throughout this internship journey.

Dipasa Shrestha

6508040019

Table of Contents

Abstract	3
Acknowledgement	4
Table of Contents	5
List of Figures	7
List of Abbreviations	8
Chapter 1: Introduction	9
1.1 Company Profile	9
1.1.1 History and Evolution of Jeevee Nepal	9
1.1.2 Vision	10
1.1.3 Mission	10
1.1.4 Core Values	11
1.1.5 Products and Services Offered	11
1.1.6 Strategies of the Company	12
1.2 Organizational Structure	12
1.2.1 Overview of Organizational Hierarchy	12
1.2.2 Functional Divisions and Key Departments	12
1.2.3 Strategic Partners and External Collaborations	13
1.2.4 My Job Position	13
1.3 Motivation to Join Jeevee Nepal	13
1.4 Strategic Analysis of Jeevee Nepal (SWOT Analysis)	14
1.5 Purpose and Scope of the Report	15
1.6 Objectives of the Internship	15
Chapter 2: Internship Activities at Jeevee Nepal	16
2.1 Internship Position and Description	16
2.2 Key Responsibilities and Assigned Duties	17
2.2.1 Content Creation and Designing	17
2.2.2 Campaign Planning and Execution	17
2.2.3 Website Wireframe and CMS Handling	17
2.2.4 Influencer Marketing and PR Handling	18

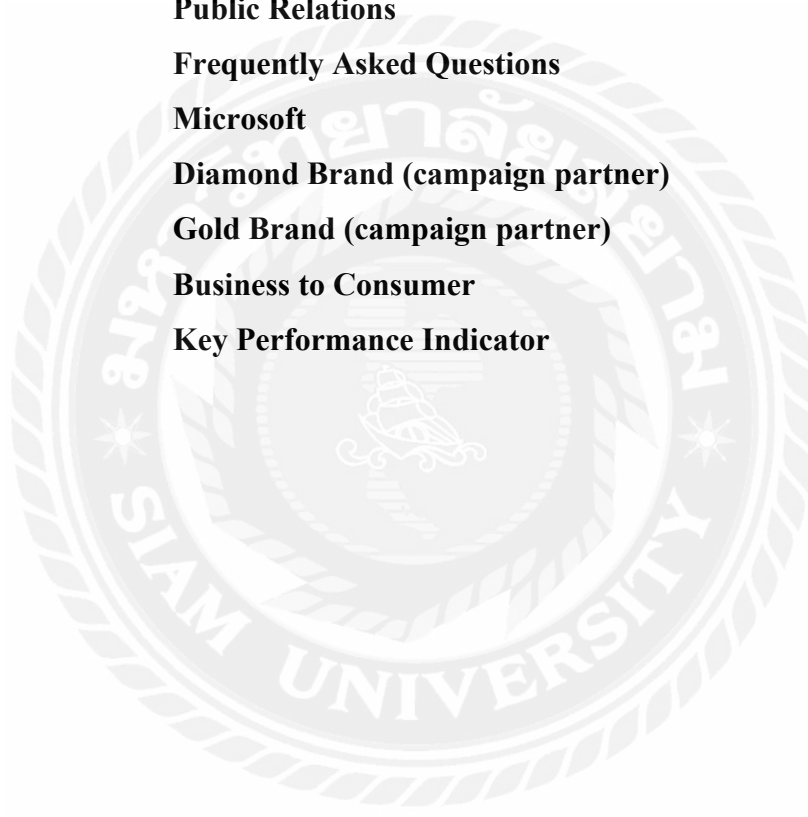
2.2.5 Push Notifications and Digital Engagement	18
2.2.6 Team Collaboration and Strategic Input	18
Chapter 3: Learning Outcomes and Professional Development	19
3.1 Challenges Faced During the Internship	19
3.2 Problem-Solving Techniques and Approaches	19
3.3 Case Examples of Problem Solving	20
3.4 Suggestions and Recommendations to Jeevee Nepal	20
3.5 Technical and Soft Skills Acquired	21
3.6 Application of Academic Knowledge to Real-World Work	21
3.7 Summary of Internship Learning Outcomes	22
Chapter 4: Conclusion and Reflections	23
4.1 Summary of Key Experiences at Jeevee Nepal	23
4.2 Self-Evaluation of Professional Growth	23
4.3 Impact of Internship on Future Career Goals	24
4.4 Limitations of the Internship Program	26
4.5 Recommendations for Future Internship Programs	26
4.6 Final Reflections	27
References	28
Appendices	29
Appendix A: Weekly Log - Internship at Jeevee Nepal.....	29
Appendix B: Photographs and Moments from the Internship	31

List of Figures

Figure 1: Jeevee Logo.....	9
Figure 2: Few Content Creation for Jeevee’s Social Media.....	19
Figure 3: CMS (Odoo) Content Upload Process.....	21
Figure 4: Push Notification Planning Schedule.....	22
Figure 5: Website Wireframe Example for Campaign Uploads.....	24
Figure 6: Reporting and Visibility Presentation Flow for Partner.....	25
Figure 7: My Workspace at Jeevee’s office	31
Figure 8: Photo with Jeevee’s Team.....	31
Figure 9: Photo with Jeevee’s Team.....	32
Figure 10: Outing with Jeevee’s Team.....	32

List of Abbreviations

- | | |
|----------------|---|
| 1. CMS | Content Management System |
| 2. DVC | Digital Video Commercial |
| 3. PN | Push Notification |
| 4. PR | Public Relations |
| 5. FAQ | Frequently Asked Questions |
| 6. MS | Microsoft |
| 7. DB | Diamond Brand (campaign partner) |
| 8. GB | Gold Brand (campaign partner) |
| 9. B2C | Business to Consumer |
| 10. KPI | Key Performance Indicator |



Chapter 1: Introduction

1.1 Company Profile

1.2



Figure 1: Jeevee Logo

Jeevee Health Pvt. Ltd., operating under the brand name Jeevee Nepal, is a leading homegrown e-commerce platform in Nepal, focusing on health, beauty, baby care, and lifestyle products.

Founded in 2019, Jeevee began as a digital pharmacy with the mission of revolutionizing healthcare accessibility in Nepal. Over time, the company expanded its operations into a comprehensive e-commerce marketplace, offering a broad range of high-quality products, from pharmaceuticals and wellness essentials to beauty, personal care, and household items.

With a catalog of over 1,500 brands and 300,000 products, Jeevee ensures customers have access to a wide variety of authentic, reliable products. To facilitate timely deliveries, the company operates Nepal's first semi-automated fulfillment center, spanning 15,800 square feet, enabling it to deliver over 90% of orders on time. The platform also provides a bilingual interface (Nepali and English) across both web and mobile applications, ensuring a smooth, secure, and user-friendly shopping experience for customers nationwide.

Through technological innovation, customer-centric services, and operational efficiency, Jeevee has positioned itself as a trusted, reliable, and forward-thinking e-commerce brand, setting a benchmark for digital marketplaces in Nepal.

1.1.1 History and Evolution of Jeevee Nepal

Jeevee Nepal was launched in 2019 as an online pharmacy, aiming to provide convenient access to essential healthcare products for Nepali consumers. Recognizing the growing demand for online shopping and lifestyle products, Jeevee gradually expanded into baby care, beauty, and general wellness segments, transforming into a full-fledged digital marketplace.

The company's evolution has been marked by the integration of technology and logistics innovation, including the establishment of a semi-automated fulfillment center, which enables efficient inventory management and faster delivery across Nepal. This strategic expansion has allowed Jeevee to become one of the most recognized and reliable e-commerce platforms in the country.

1.1.2 Vision

Jeevee envisions becoming Nepal's foremost e-commerce platform for health, baby, and beauty products by redefining convenience, accessibility, and trust. By integrating technological innovation and localized solutions, the company aims to deliver a seamless digital shopping experience and become a cornerstone of Nepal's digital healthcare and lifestyle ecosystem.

1.1.3 Mission

The mission of Jeevee Nepal can be summarized as follows:

1. To digitize access to daily essentials in Nepal, making health, wellness, beauty, and baby products available anytime and anywhere.
2. To provide authentic, high-quality, and affordable products, complemented by efficient fulfillment, reliable customer support, and timely deliveries.
3. To build customer trust through transparency, authenticity, and a commitment to socially impactful business practices.

1.1.4 Core Values

The following principles guide Jeevee's operations:

- **Authenticity** – Ensuring that every product is sourced from verified brands and authorized distributors.
- **Customer-Centricity** – Prioritizing customer satisfaction, convenience, and reliability.
- **Innovation** – Leveraging advanced technology to streamline operations and enhance customer experience.
- **Accessibility** – Offering a seamless bilingual interface and nationwide delivery services.

- **Collaboration** – Establishing partnerships with brands, influencers, and industry stakeholders to improve reach and service quality.

1.1.5 Products and Services Offered

Jeevee Nepal provides a comprehensive range of products and services, including:

- **Healthcare & Wellness** – Pharmaceuticals, supplements, and wellness essentials
- **Beauty & Personal Care** – Skincare, haircare, cosmetics, and personal hygiene items.
- **Baby & Mother Care** – Diapers, baby food, skincare, and maternity products.
- **Lifestyle & Household Essentials** – Small appliances, household utilities, and hygiene products.
- **Digital Services** – Personalized recommendations, push notifications, app-based shopping, website CMS updates, and campaign promotions.

1.1.6 Strategies of the Company

- **Widespread Digital Reach:** Offer bilingual (Nepali & English) app and web platforms for seamless accessibility across Nepal.
- **Premium Authenticated Products:** Source from respected brands and authorized distributors, ensuring 100% authenticity.
- **Operational Efficiency:** Leverage a semi-automated fulfillment center to optimize delivery speed and reliability.
- **Local Talent & Innovation:** Build and maintain platforms using Nepali developers, integrating analytics, design best practices, and AI/ML where applicable.
- **Inclusive & Affordable Service:** Provide standardized shipping across regions and maintain cost-effective operations for broader reach.

1.2 Organizational Structure

1.2.1 Overview of Organizational Hierarchy

Jeevee employs a hierarchical organizational structure, with the CEO at the top, followed by department heads and team leads in specialized functions. This structure facilitates efficient decision-making, accountability, and interdepartmental coordination.

1.2.2 Functional Divisions and Key Departments

Jeevee Nepal operates through several interdependent departments that work collaboratively to ensure smooth business operations and effective service delivery. The company is led by the **Chief Executive Officer (CEO)** and supported by a small team of co-founders with diverse expertise in technology, healthcare, and business management.

The leadership team oversees the following key departments:

- **IT Department:**

The IT team is responsible for developing, maintaining, and optimizing Jeevee's digital platforms, including mobile applications and website. They handle system updates, troubleshoot technical issues, and ensure data security and seamless user experience.

- **Category Department:**

This department manages product listings, brand partnerships, and pricing strategies. They work closely with vendors to ensure that the product assortment remains diverse and up to date, while also coordinating bundle offers and campaign-related product placements.

- **Marketing Department:**

The marketing team focuses on digital campaigns, influencer collaborations, social media management, and brand communication. They design and execute creative strategies to enhance customer engagement, drive sales, and strengthen Jeevee's online presence.

- **Customer Service Department:**

This team manages customer queries, complaints, and feedback through multiple communication channels. They play a crucial role in ensuring customer satisfaction by providing prompt and professional support.

- **Logistics Department:**

The logistics team oversees order fulfillment, warehouse management, and delivery coordination. They ensure timely dispatch and delivery of products, maintaining efficiency and accuracy across the supply chain.

Each department is headed by a senior manager or team lead, who coordinates with the leadership team through weekly reviews and quarterly strategic planning meetings.

1.2.3 Strategic Partners and External Collaborations

Jeevee collaborates with multiple external stakeholders, including brands, logistics providers, influencers, bank partners, payment platforms, and brand suppliers, to ensure operational efficiency, customer trust, and market reach.

1.2.4 My Job Position

As a Marketing Intern at Jeevee, my role involved supporting digital marketing efforts, including campaign coordination, social media content creation, influencer outreach, and analytics support. I worked closely with the marketing team to enhance brand visibility and customer engagement.

1.3 Motivation to Join Jeevee Nepal

I was motivated to join Jeevee because of its rapid evolution from a niche e-pharmacy into a leading e-commerce platform that combines healthcare, beauty, and baby care under one digital ecosystem.

The opportunity to work in a fast-paced, innovative environment aligned with my career goals in digital marketing, content strategy, and brand communication. Jeevee's focus on authenticity, customer-centricity, and technological innovation provided a perfect platform to apply academic knowledge in real-world marketing initiatives, gain practical insights, and develop professional skills relevant to the e-commerce and digital marketing sector.

1.4 Strategic Analysis of Jeevee Nepal (SWOT Analysis)

Strengths	Weakness
Recognized leader in health, beauty, and baby care categories in Nepal. <ul style="list-style-type: none">Extensive product assortment (1,500+ brands, 300k+ SKUs).	Limited category diversification compared to general marketplaces. High operational and logistics costs.

<ul style="list-style-type: none"> • Strong digital presence via app and website. • 100% authentic products build consumer trust. • Active social media and offline brand engagement (e.g., Jeevee Square). 	<p>Maintaining product authenticity at scale is challenging.</p> <p>Price competition affects profitability.</p> <p>Dependence on imports exposes supply chain vulnerabilities.</p>
<p>Opportunities</p> <p>Expand into health-tech services like telemedicine and digital pharmacy.</p> <p>Launch subscription models for recurring essentials.</p> <p>Develop private-label products and curated bundles.</p> <p>Reach Tier-2 and rural markets with efficient logistics.</p> <p>Leverage analytics for personalization, loyalty programs, and cross-selling.</p>	<p>Threats</p> <p>Competition from Daraz, Foreveryng, and grey-market imports.</p> <p>Counterfeit product risks threaten credibility.</p> <p>Logistics challenges due to infrastructure and customs delays.</p> <p>Regulatory changes in pharmaceuticals.</p> <p>Price-sensitive consumers may prefer low-cost alternatives.</p> <p>Economic downturns can reduce spending on non-essential items.</p>

Use customer data and analytics for personalization, loyalty programs, and cross-selling.	
---	--

1.5 Purpose and Scope of the Report

The purpose of this report is to document and reflect upon the internship experience at Jeevee Nepal, highlighting the practical application of academic knowledge in a professional environment. The report covers the tasks performed, skills developed, and insights gained during the internship period.

The scope of this report extends to an in-depth analysis of Jeevee Nepal's operations, its competitive positioning in the Nepali e-commerce and healthcare market, and the intern's contributions to marketing and business development activities. It also emphasizes the challenges faced and solutions adopted during the internship journey.

1.6 Objectives of the Internship

The primary objectives of the internship at Jeevee Nepal are as follows:

1. To gain practical exposure to the functioning of a leading e-commerce and healthcare marketplace in Nepal.
2. To apply theoretical concepts of marketing, management, and digital business strategies in real-life business operations.
3. To develop professional skills such as communication, teamwork, analytical thinking, and problem-solving.
4. To contribute meaningfully to Jeevee Nepal's marketing and promotional activities, campaigns, and customer engagement strategies.
5. To understand the challenges and opportunities in Nepal's digital healthcare ecosystem and how Jeevee positions itself within this landscape.

Chapter 2: Internship Activities at Jeevee Nepal

2.1 Internship Position and Description

I joined Jeevee Nepal as a Marketing Intern within the Marketing Department, where my primary role was to support the team in executing digital campaigns, managing creative content, and coordinating brand communications. Jeevee, being Nepal's leading e-commerce platform specializing in health, beauty, and lifestyle products, places strong emphasis on marketing initiatives to engage customers, build trust, and enhance brand visibility.

My position required a balance between strategic marketing tasks and operational support activities. This allowed me to gain exposure to how an e-commerce company plans, executes, and monitors campaigns to drive user engagement and conversions. I was actively involved in various aspects of marketing ranging from content creation to campaign planning and execution, while also handling operational elements such as CMS management and push notifications.

The internship role enabled me to apply theoretical marketing knowledge in a fast-paced, practical environment while developing skills in digital marketing, content strategy, influencer engagement, and creative design.

2.2 Key Responsibilities and Assigned Duties

During my internship at Jeevee Nepal, I was entrusted with a wide range of responsibilities that contributed to the overall marketing goals of the company. My major tasks and learning activities included the following:

Content Creation and Designing

- Assisted in creating engaging content for Jeevee's digital platforms, including social media posts, push notifications, and website content.

- Designed marketing collateral, including posts, promotional banners, and campaign creatives, aligned with the company's brand guidelines.
- Contributed to brainstorming sessions to generate fresh content ideas tailored to different campaigns.

Campaign Planning and Execution

- Supported the marketing team in planning and executing seasonal campaigns, particularly the Dashain Campaign 2025.
- Coordinated the Digital Video Commercial (DVC) shoot, ensuring smooth communication between the production team and the brand.
- Assisted in drafting campaign timelines, selecting suitable influencers, and preparing PR packages for campaign promotion.

Website Wireframe and CMS Handling

- Contributed to discussions on website wireframe development, providing user-oriented suggestions for layout and design improvements.
- Assisted in updating product details, promotional banners, and campaign highlights through the company's Content Management System (CMS).

Influencer Marketing and PR Handling

- Researched, shortlisted, and approached influencers relevant to Jeevee's brand campaigns.
- Coordinated influencer onboarding, communication, and delivery of PR packages to ensure timely collaboration.
- Helped monitor influencer outputs to align them with the campaign objectives.

Push Notifications and Digital Engagement

- Drafted and scheduled push notifications to increase customer engagement and drive sales on the platform.
- Focused on crafting concise, persuasive copy that would encourage click-through and conversions.

Team Collaboration and Strategic Input

1. Worked closely with marketing executives and supervisors, providing creative input during campaign planning sessions.
2. Learned how data-driven decision-making and brainstorming processes guide marketing strategies.

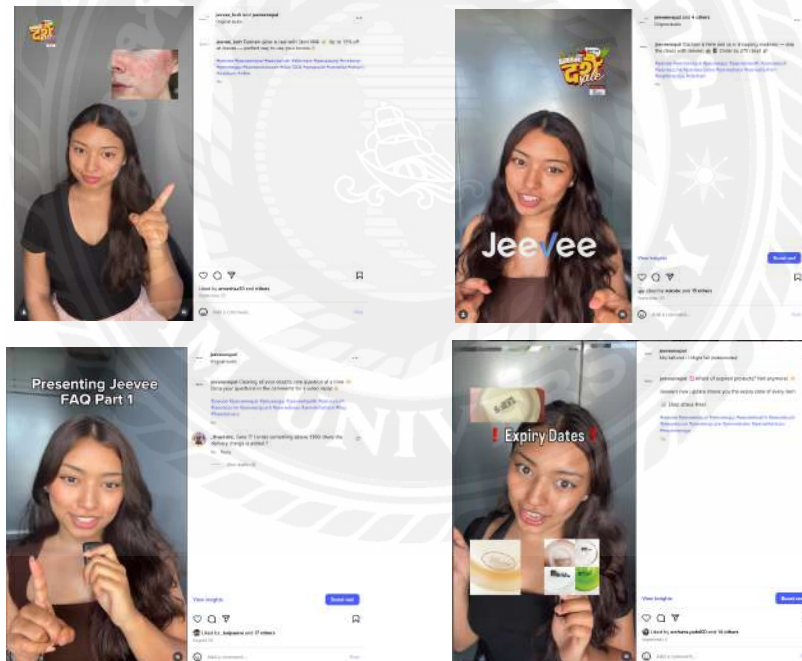


Figure 2: Content Creation for Jeevee's Social Media

Chapter 3: Learning Outcomes and Professional Development

3.1 Challenges Faced During the Internship

One of the main challenges I faced during the internship was becoming familiar with Jeevee's CMS, Odoo, which was used for website and app management. Learning to manage push notifications, update product bundles, generate coupons and vouchers, and ensure design uploads maintained the correct ratios across different platforms required time and accuracy. Another challenge was identifying and correcting errors across multiple website categories, product lists, and brand pages. Since these issues directly affected customer experience, they had to be handled with great attention to detail.

Additionally, coordinating with multiple departments, such as Category teams, through Slack sometimes caused delays due to differing workloads. Understanding how different teams functioned within a fast-paced environment was also initially challenging. However, through practice and teamwork, I was able to adapt and complete the assigned tasks efficiently.

3.2 Problem-Solving Techniques and Approaches

To handle challenges effectively, I adopted a structured problem-solving approach. Whenever a technical issue occurred on the website, I first identified the root cause by cross-checking data in Odoo and Excel. If I could not fix it, I reported it to my internship supervisor from the Marketing Department with clear details. For marketing-related issues, I often brainstormed with the team to develop practical solutions that could be implemented within deadlines.

I also relied on note-taking and daily task checklists to manage multiple projects at once. Communication through Slack and quick discussions during meetings helped resolve misunderstandings early. Over time, I learned that breaking a large problem into smaller steps, asking for help when in confusion, and maintaining calm under pressure helped achieve better results.

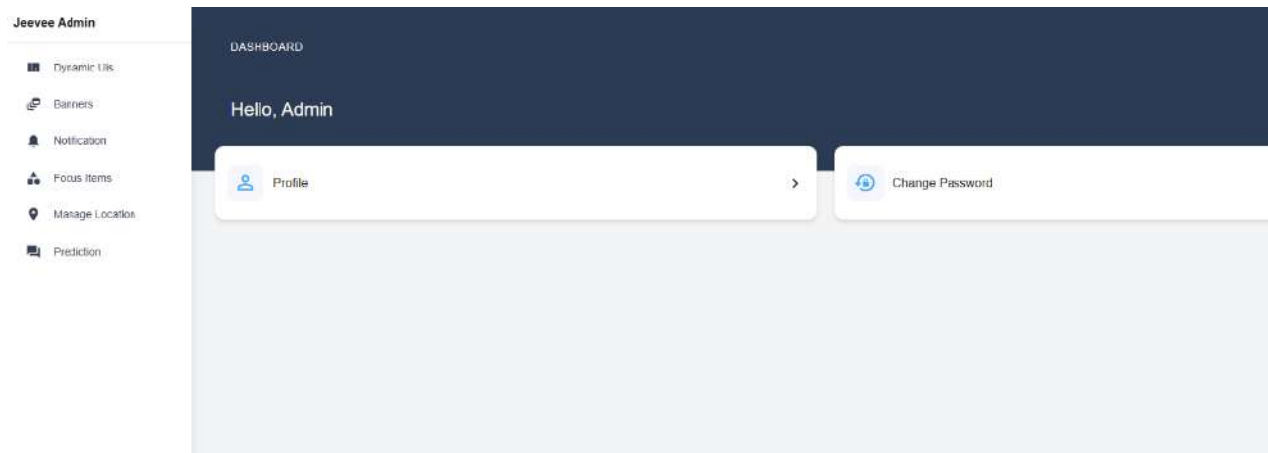


Figure 3: CMS (Odoo) Content Upload Process

3.3 Case Examples of Problem Solving

During one of the campaigns, some banner images on the website displayed incorrectly due to ratio mismatches. I reviewed the design files and Odoo upload settings, identified incorrect dimensions, re-uploaded the corrected versions, and rechecked the ratios with the graphic designers to ensure all visuals appeared properly on both the website and the app.

Another instance occurred when certain product bundles were mismatched across multiple brand categories. I verified the product bundles, removed them, and coordinated with the Category Department to ensure the bundles had the correct names. These experiences helped me become more detail-oriented and confident in managing technical issues.

3.4 Suggestions and Recommendations to Jeevee Nepal

Jeevee Nepal could further improve internal coordination efficiency by introducing a more streamlined workflow for interdepartmental communication. This would help reduce delays when tasks require inputs from multiple teams such as Marketing, IT, and Category.

Additionally, organizing brief weekly review meetings and updates within the department would help ensure campaign updates, and design uploads remain consistent across platforms.

It would also be beneficial to enhance customer engagement by introducing new campaign formats such as interactive games, loyalty points, or flash sales. These would keep customers excited about visiting the platform regularly.

3.5 Technical and Soft Skills Acquired

Throughout the internship, I gained several technical skills, including operating the Odoo CMS to manage websites and app, uploading campaign designs, creating and testing coupons, and identifying errors in product listings. I also improved my ability to use Microsoft Excel and Docs for data management and internal reporting. I was also involved in content creation for Jeevee Nepal's social media platforms, which helped develop my communication, content creation, and editing skills using various editing software.

On the soft skills side, I learned to communicate professionally with colleagues and supervisors, manage time effectively under tight deadlines, and work collaboratively across departments. The experience also enhanced my creativity, adaptability, and initiative in problem-solving.

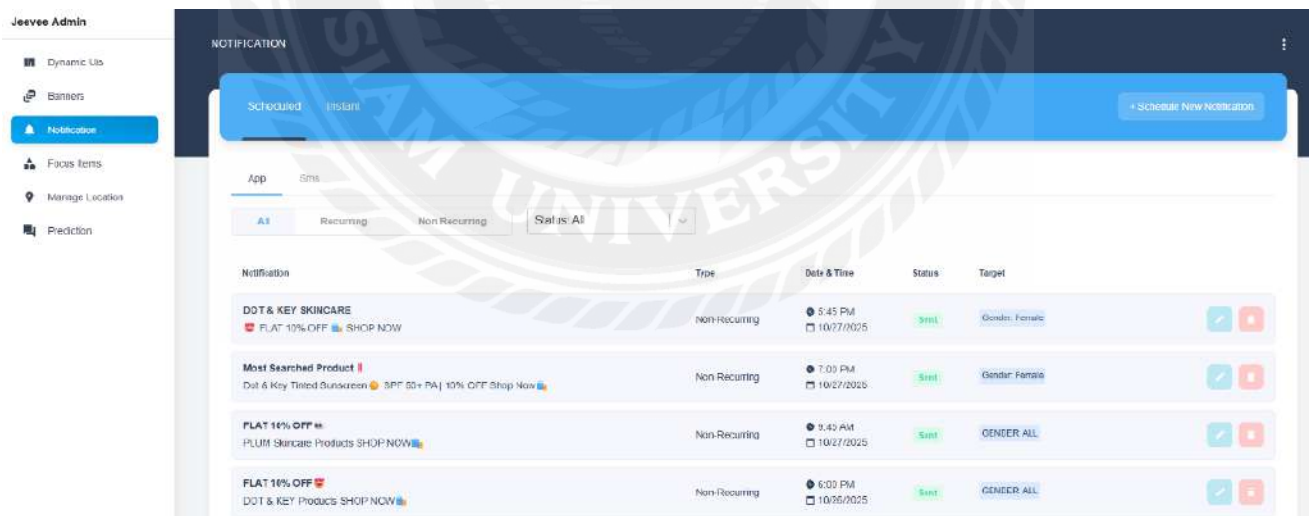


Figure 4: Push Notification Planning Schedule

3.6 Application of Academic Knowledge to Real-World Work

My academic background in marketing was highly useful during the internship. Theoretical knowledge about consumer behavior, segmentation, and promotional strategies helped me understand how different campaigns were designed and targeted. For instance, while planning push notifications or campaign visuals, I applied marketing concepts related to message framing and audience targeting.

Understanding the marketing mix also helped me interpret how pricing strategies, product placement, and promotions influence customer decisions in the e-commerce sector. The internship allowed me to connect classroom learning with real marketing operations in the Nepali market.

3.7 Summary of Internship Learning Outcomes

Overall, the internship at Jeevee Nepal provided a strong foundation for understanding how an e-commerce platform operates and how marketing campaigns are executed in a competitive market. I developed both technical and interpersonal skills essential to a marketing professional. The experience taught me the value of attention to detail, teamwork, and consistent communication.

By the end of the internship, I became more confident in handling real business challenges, understanding consumer behavior, and using marketing tools effectively. This experience has significantly contributed to my professional and personal growth.

Chapter 4: Conclusion and Reflections

4.1 Summary of Key Experiences at Jeevee Nepal

During my internship at Jeevee Nepal, I had the opportunity to gain hands-on experience in digital marketing, campaign planning, and e-commerce operations. My work involved a combination of creative, analytical, and technical responsibilities. I was actively involved in creating social media content, planning and executing marketing strategies for multiple campaigns, and handling communications with influencers for both paid collaborations and PR packages. This also included negotiating influencer rates, generating personalized discount codes, and tracking influencer content performance across social media platforms.

Additionally, I designed and uploaded campaign visuals across Jeevee's website and mobile application using the Odoo CMS. Each upload required accuracy in maintaining the correct ratios, formats, and placements according to the wireframes for different campaign pages, category pages, and partner sections. I also contributed to the presentation and reporting of brand visibility for Diamond and Gold Partners by compiling data on banner placements, vouchers, push notifications, and social media promotions.

Another major area of learning was developing and scheduling daily push notifications. I prepared detailed Excel sheets to plan out at least four notifications per day, ensuring the messages targeted both male and female audiences. These notifications covered product discounts, giveaways, bank offers, Korean beauty products, protein supplements, and campaign-specific sales such as the "99 Sale" and "Treasure Hunt."

I was also responsible for making terms and conditions for giveaways, drafting contracts for DVC shoots, coordinating with the Category Department regarding product bundles, and updating bundle names and related visuals in the CMS. My role extended to creating informative video content on topics such as delivery timelines, expiry date clarifications, and frequently asked questions. Working closely with the team on ideation and shooting helped me better understand how creativity and communication combine to shape audience engagement.

A	B	C	D	E	F	G	H	I	J	K
Main Slider, Strip, SM Post & Story, Cart Banner, Graphic Motion	Babbar Dashain Sale 5-24 September									
Sliders	A sliders - Brands & major mechanics									
Thin Strip	Crazy Dashain Deals									
Product level designs										
Thin Strip	Daami Dashain Vouchers! CTA: Redeem Now									

Figure 5: Rough Website Wireframe Example for Campaign Uploads

Pop Up Banner



Campaign Page Banner & Product Slot



Figure 6: Reporting and Visibility Presentation Flow for Partners

4.2 Self-Evaluation of Professional Growth

This internship helped me grow both professionally and personally. I learned to manage multiple responsibilities while meeting deadlines in a fast-paced e-commerce environment. My

understanding of Nepal's digital marketing landscape improved significantly through hands-on experience with real campaigns and influencer collaborations.

I became more confident in using tools such as Odoo CMS, Microsoft Excel, and Slack for inter-department coordination. My attention to detail improved while working on design uploads, error checking, and maintaining visual consistency across platforms. Furthermore, communicating and negotiating with influencers taught me professionalism, persuasion, and relationship management.

Working with cross-functional teams strengthened my teamwork and adaptability skills, while regular brainstorming sessions encouraged me to think creatively and strategically. I also realized the importance of precision, communication, and continuous learning in delivering quality results.

4.3 Impact of Internship on Future Career Goals

The internship experience at Jeevee Nepal has strongly shaped my interest in pursuing a career in digital marketing and brand management. I developed a deeper understanding of how marketing strategies are designed, executed, and measured for effectiveness in the e-commerce industry.

This exposure helped me bridge the gap between academic knowledge and real-world application, particularly in consumer behavior, market segmentation, and promotional techniques. I now feel more confident about working in roles that require both creative thinking and analytical decision-making. The experience has motivated me to continue enhancing my skills in content strategy, campaign analysis, and brand communication, which will be valuable for my future career path.

4.4 Limitations of the Internship Program

While the internship provided extensive learning opportunities, there were certain limitations. At times, overlapping responsibilities made it difficult to focus deeply on one area, especially when multiple campaigns were running simultaneously. Since Jeevee operates with several departments, communication delays occasionally affected task coordination and approvals.

Another limitation was that some tasks required technical expertise in CMS operations that initially took time to master. Although the team was very supportive, a more structured training session at the beginning could have helped improve workflow efficiency from the start.

4.5 Recommendations for Future Internship Programs

For future internship programs, it would be beneficial if Jeevee Nepal organized a short onboarding or orientation session for new interns. This session could cover CMS usage, file format standards, and campaign procedures, helping interns adapt more quickly to the workflow. Additionally, conducting weekly review meetings would provide a platform to evaluate progress, clarify doubts, and align upcoming campaign goals. Interns could further benefit from involvement in campaign performance analysis, brainstorming sessions with external partners, and the overall campaign execution process. Specifically, including interns in understanding the budgeting and boosting structure of posts and sponsored ads across Jeevee's social media platforms would provide essential practical knowledge of digital marketing. Such hands-on exposure is crucial for maximizing learning within the internship period for marketing interns.

4.6 Final Reflections

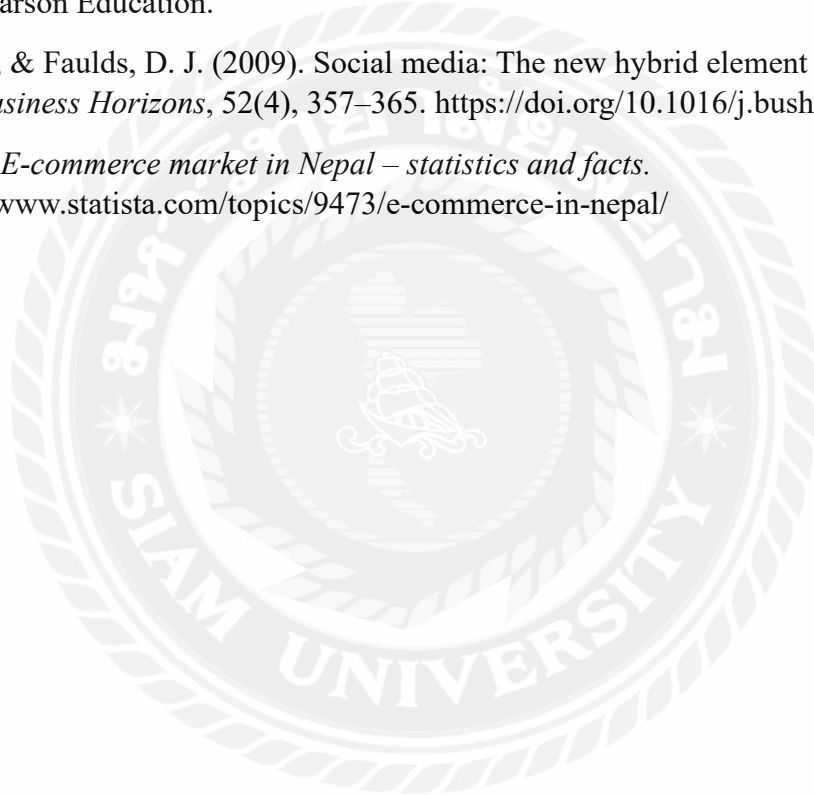
Overall, my internship at Jeevee Nepal was an incredibly valuable experience that allowed me to understand the dynamics of digital marketing and e-commerce in Nepal. I gained firsthand experience in campaign management, influencer coordination, content creation, and platform maintenance. The environment encouraged creativity, collaboration, and professional growth.

This journey not only improved my technical and communication skills but also gave me a realistic understanding of how businesses operate behind the scenes to create customer value. I am grateful for the opportunity to work with such a dedicated and innovative team. The lessons I learned will continue to guide me in my academic journey and future career in marketing.



References

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson Education.
- Jeevee Nepal. (2024). *About Jeevee Nepal – Online shopping for health, beauty & lifestyle*.
<https://www.jeevee.com>
- Kotler, P., Keller, K. L., Ancarani, F., & Costabile, M. (2022). *Marketing management* (5th European ed.). Pearson.
- Laudon, K. C., & Traver, C. G. (2021). *E-commerce 2021: Business, technology, society* (16th ed.). Pearson Education.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>
- Statista. (2024). *E-commerce market in Nepal – statistics and facts*.
<https://www.statista.com/topics/9473/e-commerce-in-nepal/>



Appendices

Appendix A: Weekly Log – Internship at Jeevee Nepal

Week	Summary of Work and Tasks
Week 1	Joined the marketing team and got oriented with Jeevee's workflow. Learned how to use the CMS (Odoo) for website and app management and understood the basics of Nepal's e-commerce market.
Week 2	Started assisting with updating campaign banners, product details, and partner visuals on the website and app. Learned to maintain correct image ratios and accurate content updates.
Week 3	Created content for social media platforms and uploaded designs for ongoing campaigns. Coordinated with the category team to ensure product bundles were ready for campaigns.
Week 4	Participated in brainstorming sessions for upcoming campaigns. Planned push notification schedules and helped identify and correct errors on various website pages.
Week 5	Assisted in influencer coordination for both paid collaborations and PR packages. Generated campaign-specific discount codes and followed up on influencer deliverables.
Week 6	Prepared presentations to track the visibility of Diamond and Gold partner brands across campaign, brand, and partner pages. Learned to organize and report partner-specific updates.
Week 7	Coordinated DVC shoots for campaign characters and helped draft contracts for shoots and giveaway terms. Gained experience in campaign documentation and formal processes.
Week 8	Uploaded campaign designs, banners, and vouchers with accurate ratios for both website and app. Ensured all information on giveaways, bank discounts, and free delivery hours was updated correctly.

Week 9	Scheduled multiple push notifications daily covering offers, giveaways, treasure hunts, 99 sales, brand and product discounts, vouchers, and delivery updates. Learned to plan communication for maximum engagement.
Week 10	Created informational video content about FAQs, delivery timings, and product expiry dates. Assisted the team in shooting regular social media content.
Week 11	Helped analyze campaign performance and prepared reports to track engagement and outcomes. Learned to identify trends and suggest improvements for future campaigns.
Week 12	Coordinated with the category -department -to update product bundles, website errors, and ensure smooth content uploads.
Week 13	Coordinated onboarding of PR and paid influencers, collected delivery details, packed and labeled PR packages, and sent them to the warehouse. Planned daily push notifications and uploaded campaign designs with correct ratios and redirections.
Week 14	Updated brand partner banners across pages, created campaign vouchers and influencer codes on Odoo, and prepared visibility slides. Reviewed PR videos, suggested edits, and coordinated posting dates with influencers.
Week 15	Assisted with the campaign Instagram Live, updated product bundles, uploaded brand banners and strips, and monitored voucher usage. Adjusted day-wise vouchers and uploaded “voucher ran out” graphics when needed.
Week 16	Followed up on PR package deliveries, coordinated influencer posting schedules, updated campaign banners and bundles, and ensured all vouchers, codes, and campaign assets remained accurate and functional.

Appendix B: Photographs and Moments from the Internship



Figure 7: My Workspace at Jeevee's office



Figure 8: Photo with Jeevee's Team



Figure 9: Photo with Jeevee's Team



Figure 10: Outing with Jeevee's Team