



COOPERATIVE EDUCATION REPORT

Empowering Beauty and Wellness through Digital Marketing at Foreveryng

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Abstract

This report presents a detailed account of my 16-week internship at **Foreveryng**, Nepal's leading beauty and wellness e-commerce platform. As a Marketing Intern, I worked across multiple areas of digital marketing, including influencer outreach, social media content ideation, content writing, campaign assistance, and competitor analysis. My role involved supporting the marketing team in developing engaging digital communication, coordinating influencer collaborations, and contributing to the brand's online presence.

The internship provided an opportunity to apply theoretical concepts from marketing, consumer behavior, and digital communication to real industry challenges. Throughout the program, I gained practical insights into the operations of the beauty e-commerce sector in Nepal, the dynamics of influencer-driven marketing, and the strategic importance of content-led branding. This experience strengthened my skills in marketing communication, digital strategy, and team collaboration, preparing me for future roles in the fields of digital marketing and brand management.

Keywords: *digital marketing, influencer outreach, content creation, e-commerce branding, consumer engagement*

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Chapter 1: Introduction

1.1 Company Profile

This chapter provides an overview of Foreveryng, Nepal's leading beauty and wellness e-commerce platform. It covers the company's profile, its background and evolution, as well as its mission, vision, and core values. The chapter also explains my motivation for choosing Foreveryng as the organization for my cooperative education, highlighting how the company's goals align with my interests in marketing, influencer outreach, and digital brand development.



Figure 1: Foreveryng Logo

Foreveryng is Nepal's one of the first beauty and wellness e-commerce platforms, established as a subsidiary of **Seven Multi Trading Pvt. Ltd.** The company was founded with a vision of empowering individuals by helping their inner beauty shine outwardly. By offering a curated selection of international and local beauty brands, Foreveryng has positioned itself as a trusted platform that ensures authenticity, quality, and convenience.

1.1.1 History and Evolution

Since its inception, Foreveryng has worked to address a gap in Nepal's beauty market where customers often struggled to find authentic and high-quality products. Over the years, the platform has expanded from distributing selected beauty brands to becoming a comprehensive marketplace for skincare, cosmetics, haircare, and wellness essentials.

1.1.2 Vision

“To empower people by providing genuine beauty and wellness products that allow their inner beauty to shine through.”

1.1.3 Mission

“To become Nepal's most trusted beauty e-commerce platform by offering authentic products, seamless shopping experiences, and innovative campaigns that build confidence and self-expression.”

1.1.4 Core Values

- **Authenticity:** Guarantee of genuine, high-quality products.
- **Customer Trust:** Commitment to easy returns and transparent service.
- **Empowerment:** Encouraging individuals to embrace their beauty.
- **Innovation:** Using digital-first strategies to engage and inspire.
- **Sustainability:** Promoting responsible choices in beauty and wellness.

1.1.5 Product & Service Range

Foreveryng offers a wide and curated selection of beauty, skincare, and wellness products sourced from both international and trusted local brands. The platform focuses on delivering

authentic, high-quality, and dermatologist-approved items to customers across Nepal. Its product and service range includes:

A. Skincare Products

A comprehensive selection covering every step of modern skincare routines:

- Cleansers, toners, serums, moisturizers
- Sunscreens, exfoliants, and spot treatments
- K-beauty, J-beauty, and clean beauty selections
- Dermatologist-recommended solutions for acne, pigmentation, and hydration

B. Makeup Products

A wide variety of cosmetics catering to both beginners and professional makeup users:

- Foundations, concealers, powders
- Lipsticks, glosses, tints
- Eyeshadows, mascaras, eyeliners
- Makeup tools, brushes, and sponges

C. Haircare & Styling

Products addressing different hair types and concerns:

- Shampoos and conditioners

- Hair oils, serums, masks
- Styling sprays, gels, and tools
- Anti-dandruff, hair fall control, and scalp treatment solutions

D. Body Care & Personal Hygiene

Everyday essentials for body care and wellness:

- Body lotions, scrubs, shower gels
- Deodorants, intimate care products
- Hand creams and foot care items

E. Wellness & Supplements

Supporting holistic beauty from within:

- Collagen supplements
- Vitamins for skin, hair, and nails
- Tea blends & nutritional boosters

F. Exclusive Brand Partnerships

Foreveryng collaborates with globally recognized brands to make otherwise unavailable products easily accessible in Nepal. These include:

- International skincare brands
- Regional Asian beauty brands
- Popular cosmetic labels

These partnerships ensure authenticity and strengthen Foreveryng's position as a trusted beauty retailer.

G. Services Provided

In addition to products, Foreveryng enhances customer experience through:

- Easy returns and replacements
- Customer consultations & beauty guides via blogs and social content
- Seasonal beauty campaigns and product bundles
- Fast nationwide delivery
- Authenticity guarantee on all products
- Exclusive influencer-curated product recommendations

H. Digital Shopping Experience

Foreveryng's platform focuses on user convenience through:

- Organized categories and filters

- Secure payment gateways (including digital wallets)
- Frequent discounts, offers, and festival sales
- Social media–integrated shopping experiences

1.1.6 Strategic Alignment and Partnerships

Foreveryng operates as a subsidiary of Seven Multi Trading Pvt. Ltd., leveraging the parent company's resources, market expertise, and operational support to strengthen its position as Nepal's largest beauty e-commerce platform. While Foreveryng primarily focuses on distributing high-quality international and local beauty and wellness products rather than manufacturing them, it strategically aligns with trusted brands to ensure authenticity and customer satisfaction.

1.2 Organizational Structure

This section provides a detailed overview of the organizational structure at Foreveryng, including the overall organizational model, functional divisions, key roles, and the role of strategic partnerships and external resources in supporting the company's operations.

1.2.1 Organizational Overview

Foreveryng, a subsidiary of Seven Multi Trading Pvt. Ltd., operates with a lean and agile structure to support rapid growth in Nepal's beauty e-commerce sector. Its flat hierarchy encourages open communication, quick decision-making, and cross-functional collaboration across marketing, operations, customer service, and logistics. The team focuses on product curation, content creation, influencer marketing, and customer support, enabling Foreveryng to stay responsive to market trends and deliver a high-quality online shopping experience.

1.2.2 Functional Divisions and Key Roles

A. Marketing Department

Led by Sakshi Sharma, the marketing team manages influencer outreach, content creation, campaign planning, and brand promotion. As a marketing intern, I support strategic initiatives, content ideation, and campaign execution, reporting directly to the marketing head.

B. Inventory Department

Also headed by Sakshi Sharma, this team oversees product procurement, inventory management, and stock coordination to ensure smooth operations and timely order fulfillment.

C. Finance Department

Managed by Shraddha Neupane, the finance team handles budgeting, payment processing, and financial reporting, ensuring accountability across all departments.

D. Executive Management and HR

The company is led by CEO Shakti Thapa, with HR managed by Kanchan Thapa, overseeing recruitment, employee engagement, and organizational policies to maintain smooth internal operations.

1.2.3 My Position in the Organization

As a Marketing Intern at Foreveryng, I was positioned within the Marketing Division, working closely with senior marketers and content creators to support the company's digital marketing initiatives. My responsibilities included influencer outreach, content ideation, campaign strategy assistance, and creating engaging copy for social media platforms. In addition to content creation, I was responsible for generating reports and analytics for partner brands, tracking metrics such as views, likes, and overall engagement on our pages. This role allowed me to gain hands-on experience in both creative and analytical aspects of marketing, providing insights to optimize campaigns and strengthen brand partnerships.

1.2.4 My Role in the Organizational Hierarchy

As a Marketing Intern, I was positioned under the Marketing & Operations Head, working closely with the PR and Influencer team. My role functioned at an entry-level support capacity, where I assisted in influencer outreach, content ideation, and campaign coordination. I collaborated with the Marketing Supervisor, PR Executives, and Graphic Designer to contribute to Foreveryng's digital marketing workflow. Although my position was non-managerial, I played a supportive role that helped maintain smooth communication and execution across different marketing activities.

1.3 Intention and Motivation to Join Foreveryng

I chose Foreveryng because of its market-leading position in Nepal's beauty e-commerce sector and its strong emphasis on authenticity and customer trust. I have always been interested in the beauty and wellness industry, which drew me to a company that not only delivers high-quality products but also connects with customers in meaningful ways. Having been a customer myself, I was already familiar with the company's offerings and values, which made the opportunity to contribute as an employee even more motivating. I wanted to gain hands-on experience in influencer marketing, digital campaigns, and content creation, as these activities allow me to enhance my creativity while applying strategic thinking. Additionally, working in marketing and content creation gave me insight into brand building and promotional strategies, aligning perfectly with my academic background and long-term career goals in marketing.

1.4 SWOT Analysis

Strengths	Weaknesses
Market leader in Nepal's beauty e-commerce sector	Limited physical presence; entirely online may miss offline customers
Offers a wide range of authentic international and local beauty brands	Dependence on third-party suppliers for product

<p>Strong emphasis on customer trust and easy returns policy</p> <p>Growing influencer partnerships for brand promotion</p> <p>User-friendly e-commerce platform and strong digital engagement</p>	<p>availability</p> <p>Small marketing team compared to larger competitors</p> <p>Limited brand awareness in more remote regions</p> <p>High competition from other online marketplaces</p>
Opportunities	Threats
<p>Expansion of product lines into wellness and personal care segments</p> <p>Growing demand for online shopping in Nepal</p> <p>Collaborations with more influencers and content creators</p> <p>Leveraging analytics and customer insights to improve marketing strategies</p> <p>Potential partnerships with lifestyle and wellness brands (non-competitor)</p>	<p>Increasing competition from local and international e-commerce platforms</p> <p>Supply chain disruptions affecting product availability</p> <p>Rapidly changing beauty trends requiring constant adaptation</p> <p>Customer loyalty can be affected by pricing or competitor promotions</p> <p>Economic fluctuations impacting consumer spending</p>

1.5 Statement of the Report

During my 16 week internship at Foreveryng from July 2, 2025 to October 17, 2025 it became clear that the company is carving a niche in Nepal's beauty and wellness e-commerce sector by offering a curated selection of authentic international and local beauty brands. As a startup, it emphasizes quality products, customer trust, and a seamless online shopping experience to build credibility and a loyal customer base. The company leverages influencer collaborations, digital campaigns, and engaging content to strengthen brand awareness and connect with its target audience. However, being a young brand, it faces challenges such as limited market reach, dependency on third-party suppliers, and the need to establish a stronger presence in a competitive industry. Growing interest in skincare and wellness among Nepali consumers presents opportunities for expansion, but Foreveryng must stay adaptable to trends, digital marketing innovations, and competitive pressures. Overall, the startup has strong potential to grow in Nepal's beauty e-commerce sector by leveraging its authenticity, creativity, and customer-focused approach.

1.6 Objectives of the Co-op Studies

- To apply theoretical marketing concepts and frameworks in practical e-commerce settings, bridging academic learning with real-world business operations.
- To develop hands-on skills in influencer outreach, content creation, and campaign execution, gaining experience in both creative and analytical aspects of digital marketing.
- To gain a deeper understanding of Nepal's beauty and wellness industry, including market trends, consumer behavior, and competitive dynamics.
- To contribute meaningfully to digital marketing strategies, supporting campaigns that enhance brand visibility, customer engagement, and loyalty.
- To strengthen professional skills such as communication, collaboration, and teamwork, preparing for future roles in marketing and brand management.

Chapter 2: Co-op Study Activities

This chapter presents my experience as a co-op student at Foreveryng, detailing the specific roles and responsibilities I undertook during my placement. It highlights how I collaborated with team members in a professional setting, describes the processes I followed to execute my tasks effectively, and showcases the contributions I made to the company's marketing initiatives. By providing a thorough overview of my co-op activities, this chapter illustrates the practical skills I developed in influencer outreach, content creation, and campaign analysis, as well as the professional growth I achieved through hands-on experience in Nepal's beauty and wellness e-commerce sector.

2.1 Job Description

As a marketing intern, my role was to support the marketing team in influencer management, content strategy, and digital campaigns. The job involved balancing creativity with analytical tasks to ensure campaigns were engaging and aligned with brand goals.

My content creation and influencer coordination tasks aligned with social-media marketing theory, which emphasizes storytelling, relevance, and community engagement (Tuten & Solomon, 2017). The role combined creative input with operational coordination to enhance campaign effectiveness, influencer engagement, and brand visibility.

The job primarily required the following:

A. Influencer Research and Management

- Research and identify potential influencers suitable for different brands and products based on audience alignment and campaign objectives.

- Filter and select influencers, creating a shortlist for specific campaigns.
- Contact and engage with influencers, managing communications professionally and efficiently.
- Schedule influencer content, ensuring timely delivery and alignment with marketing calendars.
- Provide guidance to influencers, including drafting scripts, reviewing content, and offering creative feedback for videos.
- Maintain records of influencer interactions and track campaign deliverables.

B. Content Creation and Campaign Support

- Create digital content, including social media posts and short-form videos, aligned with campaign goals.
- Assist in drafting captions, product descriptions, and messaging for brand campaigns.
- Support campaign ideation, contributing creative ideas for promotions, launches, and seasonal campaigns.
- Help ensure content aligns with brand voice, aesthetics, and quality standards.

C. Reporting and Analytics

- Prepare performance reports for influencer campaigns, including metrics such as views, likes, shares, and engagement.
- Analyze data to provide insights on campaign effectiveness and potential improvements.

- Track approximately 150 to 200 influencer communications over four months to monitor overall impact and results.

D. Cross-Departmental Coordination

- Collaborate with marketing, operations, and content teams to ensure campaign alignment and smooth execution.
- Assist in coordinating content and influencer schedules with other ongoing marketing initiatives.
- Provide support to senior marketers in strategic campaign planning and execution.

E. Professional Development and Brand Contribution

- Develop practical skills in digital marketing, influencer management, content creation, and campaign analytics.
- Contribute to enhancing brand visibility and engagement on Foreveryng's social media platforms.
- Gain hands-on experience in operational and creative aspects of e-commerce marketing.

2.2 Duties and Responsibilities

During my 16-week internship at Foreveryng, I served as a Marketing Intern, contributing primarily across influencer management, content creation, social media coordination, and campaign reporting. My responsibilities evolved over time as I gained familiarity with the company's workflow and digital marketing practices.

A. Influencer Research and Management

- Conducted research to identify potential influencers suitable for specific brands and products based on audience alignment and campaign objectives.
- Filtered and shortlisted influencers for campaigns, ensuring relevance to brand and product promotion.
- Contacted and engaged influencers, scheduling content delivery and maintaining professional communications.
- Guided influencers in content creation, providing scripts and directions to ensure videos met brand standards.
- Managed ongoing communications with approximately 150 to 200 influencers over four months.

B. Content Creation and Social Media Coordination

- Created digital content, including social media posts and videos, aligned with marketing campaigns.
- Drafted captions, product descriptions, and short-form copy for Instagram, Facebook, and other platforms.
- Managed the company's social media accounts, scheduling posts and monitoring engagement.
- Assisted in campaign execution, ensuring content adhered to the brand's voice, aesthetics, and quality standards.

C. Reporting and Analytics

- Prepared performance reports for influencer campaigns and social media posts, tracking metrics such as views, likes, engagement, and audience reach.
- Shared analytical insights with senior marketers to inform decision-making and campaign evaluation.

D. Professional Development and Operational Support

- Executed tasks as assigned by the marketing team, following guidelines and timelines for campaigns.
- Gained practical experience in influencer marketing, content creation, social media management, and digital analytics.
- Contributed to maintaining brand consistency across all online campaigns and digital platforms.

2.3 Activities in Coordination with Co-Workers

The core team at Foreveryng consists of the CEO, the HR Head, the Marketing and Social Media Head, and a team of around 20 employees. I was positioned within the Marketing Department, specifically focusing on social media and influencer-related activities. Upon joining, I was briefed by the Marketing Head on my responsibilities, which helped me understand the expectations and workflow within the department.

Collaboration was an essential part of my role. I coordinated closely with senior marketers, content creators, and other team members to ensure that campaigns, influencer collaborations, and social media content were executed smoothly and on schedule. Regular meetings were held to discuss updates on ongoing campaigns, review engagement metrics, plan for upcoming

promotions, and brainstorm new content ideas. These sessions fostered a collaborative environment, allowed for knowledge sharing, and helped align the team towards achieving Foreveryng's marketing objectives efficiently.

2.4 Job Processes

During my cooperative education at Foreveryng, I followed a structured workflow to carry out my responsibilities effectively. Each task within the marketing department required coordination, planning, and timely execution. The overall job process can be described as follows:

Influencer Outreach Process:

The first step involved identifying suitable beauty influencers whose content aligned with Foreveryng's brand image. After shortlisting potential influencers, I prepared outreach messages and contacted them through Instagram or email. Once they responded, I discussed collaboration details, such as deliverables, timelines, and product selections. After finalizing agreements, I coordinated with the team to arrange product dispatch and monitored influencer submissions to ensure they matched the campaign objective.

Content Ideation and Planning:

At the start of each week or campaign cycle, the marketing team conducted brainstorming sessions. During these meetings, I contributed ideas for social media campaigns, product-focused posts, seasonal themes, and engagement-driven content. Based on the ideas approved by the supervisor, I assisted in developing content drafts and planning them within the monthly content calendar.

Content Writing and Creation:

After the ideation phase, I wrote captions, short product descriptions, and promotional copy tailored for platforms such as Instagram, Facebook, and TikTok. This process included researching product benefits, identifying suitable tones for each post, and ensuring the writing

was aligned with Foreveryng's branding. The content was then reviewed by the marketing supervisor before final scheduling.

Campaign Execution and Coordination:

For ongoing marketing campaigns, I supported the team by ensuring that the necessary content, influencer posts, and product details were prepared on time. I assisted in monitoring post performance, gathering engagement insights, and updating the team on the progress of each campaign.

Market and Competitor Research:

Part of the process involved continuously observing beauty trends, competitor activities, and customer preferences. I compiled insights on trending products, seasonal demands, and competitor marketing strategies. These insights were later used during team discussions to refine campaign effectiveness and adjust content plans.

Overall, each job process required a combination of communication, collaboration, research, and creative execution, ensuring that the marketing activities aligned with Foreveryng's goals and contributed to a consistent brand presence across digital platforms.

2.5 Contributions as a Co-op Student

During my 16-week internship at Foreveryng, I contributed to multiple areas within the Marketing Department, focusing primarily on influencer management, social media execution, and performance reporting. This aligns with influencer-marketing literature stating that effective campaign outcomes depend heavily on selecting creators whose audience aligns with brand positioning (Brown & Hayes, 2008). My role directly supported the company's digital growth, campaign execution, and content pipeline across various beauty and skincare brands managed by the platform.

A. Influencer Management and Outreach:

One of my key contributions was leading the influencer outreach and selection process for

different brands and products. I conducted detailed research to filter influencers based on engagement rate, audience demographics, content style, and brand suitability. Over the span of my internship, I contacted and coordinated with a large number of influencers, managing communication, negotiating deliverables, confirming timelines, and scheduling content shoots. I played a central role in helping match the right influencer with the right product, ensuring that campaign objectives were met effectively. My work significantly improved the efficiency of the influencer pipeline by maintaining consistent communication and timely content production.

B. Social Media Support and Content Posting:

I contributed to the company's social media presence by supporting daily posting, content scheduling, and creative coordination. Since I was given full access to the company's social media accounts, I regularly uploaded reels, posts, and product highlights based on campaign requirements. I ensured timely uploads, maintained consistency across platforms, and responded to performance patterns as they emerged. By closely monitoring trends and applying them to content ideas, I helped the team maintain a more engaging and dynamic online presence.

C. Content Creation and Script Development:

Apart from coordination, I also contributed directly to content creation by producing short videos, drafting captions, and preparing scripts for influencers. For many campaigns, I guided influencers on the type of shots needed, the tone of the video, product highlights to focus on, and overall storytelling style. This level of guidance ensured that final content aligned well with Foreveryng's brand voice and the marketing goals of each product. Some videos I created were posted directly on the brand's page, adding to the content variety and helping maintain posting frequency.

D. PR Dispatch and Product Distribution:

Throughout my internship, I contributed heavily to PR operations by preparing, organizing, and sending 150–200 PR packages to influencers and content creators. This included selecting suitable products, planning dispatch cycles, and coordinating delivery logistics. This large-scale PR activity helped expand product visibility, strengthened relationships with creators, and supported multiple simultaneous campaign pushes.

E. Analytics, Reports, and Performance Tracking:

A major part of my role involved preparing detailed reports on influencer videos, including views, likes, comments, reach, and overall engagement levels. I compiled these analytics for each brand to help the marketing head evaluate campaign success and plan next steps. These reports provided clear insights into which influencers performed best, what type of content worked, and how audiences responded to different products. My reporting work contributed to more data-driven decision-making and more refined influencer selection for future campaigns.

F. Campaign Execution Support:

Throughout multiple campaigns, I assisted in ensuring smooth coordination across tasks—confirming deliverables, reviewing content before posting, and handling follow-ups with influencers. My timely execution of assigned tasks helped maintain campaign flow and allowed the marketing team to run multiple product pushes simultaneously without delays.

Chapter 3: Learning Process and Outcomes

In this chapter, I have outlined the challenges I faced during my internship at Foreveryng, the learning process I went through to overcome those challenges, and the practical approaches I used to navigate my responsibilities. This chapter also highlights the key problem-solving methods applied during influencer coordination and content management, the examples of how I resolved issues during my day-to-day tasks, and the final Learning Outcomes. These outcomes include:

1. how I was able to connect my academic marketing knowledge with real industry practices,
2. the technical and soft skills I developed while working in a fast-paced social media environment, and
3. the overall learnings and professional growth I achieved through this co-op experience.

3.1 Challenges Encountered

Throughout my internship at Foreveryng, The challenge of maintaining consistent influencer quality supported academic findings that influencer content varies widely based on credibility, aesthetics, and follower trust (De Veirman et al., 2017). Although my responsibilities were primarily execution-focused, the nature of the tasks pushed me to think critically about workflow efficiency, influencer availability, and content quality. The major challenges I faced during the internship are outlined below:

A. Repetitiveness and Limited Campaign Exposure

One of the earliest challenges I experienced was the repetitive nature of my daily tasks. Much of my work involved researching influencers, filtering profiles, and sending out PR packages. While this helped me build strong operational skills, the monotony sometimes limited my opportunity to engage in creative strategy or direct campaign planning. I often wished I could participate more actively in campaign ideation, messaging, and execution rather than only carrying out assigned instructions. Balancing motivation and maintaining consistency despite the repetitive workload was an important learning experience.

B. Difficulty Finding Suitable Influencers in Nepal's Limited Market

A major challenge during my internship was researching and identifying micro-influencers in Nepal, especially after having already compiled a list of more than 200 creators early in the internship. The limited creator pool in the Nepali beauty and skincare niche made it increasingly difficult to find fresh profiles that met specific brand requirements.

This challenge became even more prominent while sourcing creators for high-quality brands like Vaseline, where videos needed to be aesthetic, well-lit, and professionally executed. Many local creators did not match the expected standard, and the number of reliable UGC-style creators was very small. As a result, meeting campaign requirements sometimes required extra time, broader searches, and repeated filtering to ensure quality deliverables.

C. Quality Control and Content Selection Challenges

Since many influencers produced content at varying levels of professionalism, ensuring consistent quality became a challenge. Some creators submitted videos that required revisions, did not follow the script properly, or lacked the brand-specific storytelling needed for platforms like TikTok and Instagram. Reviewing, coordinating, and requesting changes often took more time than expected. Balancing deadlines while ensuring high-quality content required patience, clear communication, and repeated follow-ups. This experience helped me understand the realities of influencer coordination and the importance of maintaining quality standards while working with multiple creators simultaneously.

3.2 Problem-Solving Approaches

Throughout my internship at Foreveryng, I adopted a structured approach to addressing the challenges that arose in my social media, PR, and influencer outreach responsibilities. My methods typically followed these steps:

A. Problem Identification and Analysis:

I began by assessing the root cause of each issue before taking action. For example, when facing technical limitations due to restricted intern access, I identified which tools or information were unavailable and adapted my workflow accordingly.

B. Collaborative Clarification:

When instructions from my supervisor were unclear due to her workload, I consulted my coworker for guidance or cross-checked previous campaign materials. This minimized delays and ensured alignment with the brand's communication style.

C. Research and Data-Driven Decisions:

For influencer outreach and PR activities, I relied heavily on platform analytics, CRM data, and performance insights to guide my choices. By using Google Sheets, Instagram analytics, and TikTok metrics, I ensured that my decisions were grounded in actual engagement trends rather than assumptions.

D. Practical Alternative Solutions:

When ideal influencers were unavailable or difficult to secure, I evaluated past collaborators who had delivered strong results. This allowed campaigns to progress smoothly without compromising content quality.

E. Documentation and Process Refinement:

I maintained detailed tracking sheets for influencer communication, deliverables, and content schedules. This documentation strengthened workflow consistency, especially during periods when I worked independently.

3.3 Examples of Problem Resolution

These problem-solving strategies proved effective across my PR, content creation, and influencer outreach tasks. A few key examples include:

A. Challenge: Influencer Unavailability and Narrow Outreach Windows

Often, potential influencers were unresponsive or booked, which threatened campaign timelines.

Solution: I revisited Foreveryng's list of previous collaborators, analyzed their past performance, and selected creators who consistently delivered high-quality content. I reinitiated communication using CRM records to streamline the process.

Result: This ensured content continuity, prevented delays, and maintained the brand's engagement levels without compromising on quality.

B. Challenge: Limited Access to Tools and Technical Constraints as an Intern

Certain platforms and analytics features were restricted, which slowed reporting and outreach.

Solution: I maximized the tools available—mainly Google Sheets, Instagram insights, TikTok metrics, and internal CRM systems. I reorganized the workflow into more efficient sheets that allowed me to track deliverables, content approval stages, and influencer performance.

Result: Despite limitations, I produced accurate weekly reports and maintained smooth influencer communication, demonstrating reliability and independence.

C. Challenge: Unclear Instructions Due to Supervisor's Workload

My supervisor was often managing multiple tasks, leading to limited guidance.

Solution: I clarified tasks by reviewing past campaign materials, consulting my coworker when available, and drafting initial versions of content for approval rather than waiting for full instruction.

Result: This proactive approach reduced delays, ensured consistent brand voice, and allowed me to handle responsibilities confidently during the final month when I worked more independently.

3.4 Recommendations to the Company

Based on my internship experience at Foreveryng, I would like to suggest the following improvements:

A. Increase Team Size:

The marketing and PR team is currently very small, which creates workload pressure. Expanding the team would help manage influencer outreach, content creation, and reporting more efficiently.

B. Improve Workload Distribution:

My supervisor often had to handle most of the responsibilities alone. Establishing a clearer division of tasks among team members would prevent burnout and ensure smoother project execution.

C. Build a More Positive Work Environment:

There was limited positive motivation within the company, which sometimes affected morale. Encouraging constructive feedback, appreciation, and open communication would help create a more supportive workplace culture.

3.5 Technical and Soft Skills Acquired

During my internship at Foreveryng as a Marketing Intern specializing in Social Media, PR, and Influencer Outreach, I developed the following key skills:

A. Technical Skills

- **Influencer Outreach & PR Management:**

Handled influencer identification, vetting, communication, negotiation, and deliverable coordination across both TikTok and Instagram.

- **Campaign Support & Content Operations:**

Assisted in drafting content ideas, preparing briefs, updating content plans, and contributing to PR-driven promotional activities.

- **Social Media Tools & Reporting:**

Used Excel, Google Sheets, CRM systems, Instagram, TikTok, and analytics dashboards to track influencer performance and engagement metrics.

- **Content Writing & Curation:**

Drafted captions, PR messages, outreach emails, and influencer briefs tailored to brand voice.

- **Digital Research:**

Identified potential micro-influencers across Nepal and India using platform search methods, niche hashtags, engagement audits, and competitor analysis.

- **Design & Editing Skills:**

Used Canva to prepare basic content drafts, reference mood boards, and influencer guidance materials.

B. Soft Skills

- **Communication & Coordination:**

Managed ongoing communication with influencers, coworkers, and my supervisor—especially during periods of unclear instructions or technical barriers.

- **Problem-Solving:**

Found alternatives when suitable influencers were unavailable by re-engaging trusted creators and adjusting outreach strategies creatively.

- **Independence & Initiative:**

Worked independently for the final month of the internship while staying aligned with goals through regular check-ins with my supervisor.

- **Adaptability:**

Adjusted quickly to repetitive tasks, changing requirements, and limited access to internal systems as an intern.

- **Time Management:**

Balanced outreach, content drafting, reporting, and daily administrative tasks efficiently.

- **Attention to Detail:** Reviewed influencer profiles, content quality, engagement authenticity, and PR requirements with accuracy.

- **Collaboration:**

Coordinated tasks smoothly with my coworker during the early phase of the internship and followed structured guidance from my supervisor.

- **Professional Conduct:**

Learned to communicate formally, follow brand expectations, and maintain professionalism across all PR and outreach interactions.

3.6 Application of Coursework to Real Work Situations

My academic coursework at Siam University played a significant role in the way I approached and completed my tasks during my internship at Foreveryng. The theories, models, and tools I learned in class were directly applicable to my work in social media, PR, influencer outreach, content writing, and analytics.

A. Application of Marketing Principles (STP & Consumer Behavior)

The Segmentation, Targeting and Positioning (STP) framework (Kotler & Keller, 2016) guided

how I selected suitable influencers based on niche, audience type, and content relevance. Understanding consumer behavior theories such as perception, motivation, and involvement (Solomon, 2018) helped me evaluate what kind of beauty and skincare content Nepali Gen Z engages with the most.

B. AIDA Model in Content Writing

While creating captions, influencer briefs, and PR messages, I structured content using the AIDA model—Attention, Interest, Desire, and Action—which remains one of the most widely applied communication models in marketing (Strong, 1925).

C. Digital Marketing & Social Media Concepts

My knowledge of digital marketing tools, content pillars, analytics, and engagement strategies was directly applied during the internship (Chaffey & Ellis-Chadwick, 2019). Social media marketing principles such as message consistency, platform-specific tone, and consumer engagement (Tuten & Solomon, 2017) helped me draft effective content.

D. Influencer Marketing Theory

When choosing influencers, I relied on influencer-marketing frameworks that emphasize credibility, authenticity, and follower–brand alignment (Brown & Hayes, 2008). Research on influencer impact — especially Instagram-based persuasion and engagement effectiveness (De Veirman et al., 2017) — was relevant in understanding which creators could deliver the best results.

E. Public Relations & Communication

My communication with influencers was shaped by PR and relationship-building theories, focusing on clarity, message framing, and mutual expectations (Freberg, 2021).

F. E-commerce & Online Consumer Journey

Understanding the e-commerce customer journey, convenience expectations, and digital purchase behavior (Laudon & Traver, 2021) helped me connect my tasks with Foreveryng's overall operational goals.

3.7 Co-op Learning Experience and Outcomes

. Throughout the internship, I gained practical experience in digital marketing, influencer communication, and social media content development. I learned how marketing campaigns are planned and executed in real-time, and how teams coordinate to meet deadlines. This experience strengthened my skills in content writing, trend analysis, and professional communication. Overall, the internship enhanced my confidence, clarified my career interests, and provided valuable insights into how beauty e-commerce companies operate in Nepal's digital landscape

Chapter 4: Conclusion

This chapter summarizes my overall internship experience at Foreveryng. It highlights my major achievements and learning outcomes, reflects on how this experience strengthened my professional skills, discusses the challenges and limitations I faced while working in an e-commerce environment, and provides suggestions for improving the Co-op program. The chapter concludes with my personal reflections on how this internship has shaped my confidence, clarified my career direction in digital marketing, and prepared me for future roles in the professional world.

4.1 Summary of Internship Highlights

Throughout my internship at Foreveryng, I was involved in several key activities that shaped my overall learning experience. I actively managed and updated product listings, ensured accurate pricing and descriptions, and helped maintain the brand's online presence across different e-commerce platforms. I contributed to improving the quality and organization of SKU data, which strengthened my understanding of catalog management and digital merchandising. I also applied core marketing frameworks such as STP (Kotler & Keller, 2016), AIDA (Strong, 1925), consumer-behavior concepts (Solomon, 2018), and digital content principles (Tuten & Solomon, 2017) while working on content writing, influencer briefs, and campaign evaluations.. These tasks enhanced my technical and analytical skills while allowing me to connect classroom knowledge with real-world e-commerce operations. Overall, the experience helped me develop a

deeper understanding of how online retail functions and prepared me for future roles in digital marketing and e-commerce management.

4.2 Self-assessment of Professional Development

A. Strengths

My internship at Foreveryng helped me recognize and further refine several strengths that supported my performance in social media marketing, PR, and influencer outreach.

- **Communication Skills**

I consistently communicated with influencers, coordinated deliverables, clarified content expectations, and maintained smooth internal communication despite limited access and occasional unclear instructions. My ability to adapt my communication style for influencers, supervisors, and coworkers became one of my strongest assets.

- **Creativity and Content Development**

I strengthened my creativity through brainstorming campaign ideas, drafting content, and designing social media materials. My experience with Canva, Sheets, and social platforms helped me produce content that aligned with the brand's tone and trends.

- **Analytical Thinking**

Using STP, AIDA, and basic analytics concepts, I evaluated influencer performance, engagement patterns, and campaign results. This enhanced my ability to make data-based decisions and complete insights reports confidently.

- **Problem-solving and Adaptability**

When I faced challenges such as difficulty finding influencers or unclear instructions, I adapted by revisiting previously successful creators and taking initiative without compromising quality. Working alone during the final month strengthened my independence and decision-making.

- **Task Ownership and Reliability**

I handled influencer coordination, content drafting, and reporting with minimal supervision. My ability to work alone while still following guidance showed strong responsibility and ownership over my tasks.

B. Areas for Development

Alongside my strengths, several areas emerged where further development would strengthen my professional growth.

- **Technical Knowledge of Tools and Systems**

Although I successfully used Excel, Sheets, CRM systems, and social media, I realized I could benefit from a deeper understanding of analytics dashboards, automation tools, and advanced reporting features to optimize my workflow.

- **Influencer Negotiation Skills**

I managed outreach effectively, but I can further improve my negotiation approach to secure better rates, clearer deliverables, and long-term partnerships.

- **Strategic Thinking in Campaign Planning**

While I handled execution well, I want to enhance my ability to connect influencer actions, content ideas, and PR efforts with broader brand goals and long-term strategies.

- **Confidence in Decision-making**

During unclear instructions or technical limitations, I sometimes relied heavily on supervisor guidance. Building confidence to take faster, more independent decisions will strengthen my leadership capabilities in future roles.

- **Time Management Under Workload Changes**

When my coworker left and I worked alone, I managed well, but I realized that improving my

time-planning skills could make multitasking and higher workloads easier in future positions.

This self-assessment gives me a clearer understanding of where I excel and what I need to develop further. It will guide my next steps in improving my technical, strategic, and professional capabilities.

4.3 Benefits from the Internship for a Future Career

My internship at Foreveryng has offered significant value for my professional growth and future career direction. The skills, exposure, and responsibilities I gained throughout this experience will directly support my development in marketing, public relations, and brand communication.

A. Practical Experience in Social Media and Influencer Marketing

Working directly with influencer outreach, product seeding, coordinating deliverables, and preparing insights reports gave me hands-on experience in one of the most in-demand areas of digital marketing. This practical exposure will help me excel in future roles that require managing creators, campaigns, or social media strategies.

B. Versatile Digital Marketing Skill Set

From content drafting and using AIDA/STP models to analyzing engagement patterns and preparing weekly reports, the internship strengthened a wide range of marketing skills. This versatility allows me to fit into roles in social media management, PR, brand strategy, content creation, and campaign execution across different industries.

C. Startup Environment Exposure

Being part of a small team taught me how startups operate, how responsibilities overlap, and how each task directly contributes to business goals. This exposure improved my ability to multitask, take initiative, and work independently—skills that are valuable whether I work at an agency, corporate company, or eventually start my own venture.

D. Real-world Problem-solving and Adaptability

Handling unclear instructions, searching for influencers within strict criteria, and managing tasks alone during the final month strengthened my problem-solving abilities. I learned to adapt,

think creatively, and complete tasks even with limited guidance—something classroom learning cannot replicate.

E. Professional Communication and Networking

Communicating professionally with influencers, negotiating placements, and coordinating with supervisors helped me refine my communication style. The relationships built during the internship have expanded my network within the beauty and skincare industry, which can support future opportunities in marketing or PR.

F. Industry Knowledge: Beauty, Skincare & E-commerce

Working with a beauty and skincare brand exposed me to product categories, consumer behavior trends, and content strategies in a fast-growing industry. This knowledge opens opportunities in cosmetics, wellness, lifestyle, and any brand focused on social-first marketing.

G. Career Direction and Confidence

Most importantly, this internship helped me understand what areas I genuinely enjoy—content creation, influencer coordination, analytics, and brand communication. This clarity gives me a stronger sense of direction as I move toward building a career in marketing and digital strategy.

Overall, this internship has strengthened my employability, broadened my skill set, and increased my readiness for future professional challenges. I plan to continue improving my technical and strategic marketing skills while exploring opportunities that align with my growth in digital marketing and brand management.

4.4 Limitations of the Co-op Studies

Although my internship at Foreveryng provided meaningful learning experiences, there were certain limitations that influenced the overall scope of my work. The short duration of the

internship limited my ability to see long-term results from the influencer campaigns, especially in measuring the full impact of brand collaborations, audience conversions, or sustained engagement growth over time. At times, the lack of structured guidelines or defined processes made it challenging to fully understand expectations, especially when tasks required independent decision-making or subjective judgment.

Additionally, due to confidentiality reasons, I could not include internal reports, brand strategy documents, or influencer contracts in this report, which restricts the reader from viewing the complete depth of my work. The lean nature of the team also meant that I had limited access to advanced paid analytics tools, and many tasks required manual tracking, which can affect efficiency. Finally, the experiences shared in this report reflect my personal role and responsibilities and may differ from the experience of other interns working in different functions within the company.

4.5 Recommendations for the Co-op Program

Based on my experience, I recommend introducing more structured guidance and practical support for students before beginning their internship. Training sessions on influencer management tools, content analytics, and communication etiquette could prepare students better for digital marketing roles. Periodic check-ins during the internship would help students track their progress, clarify uncertainties, and ensure alignment with academic expectations.

It would also be beneficial for the program to encourage placements in companies that offer hands-on marketing experience, especially in fast-moving industries like beauty and lifestyle, as these environments provide exposure to real-time trends and consumer behavior. Lastly, offering clearer templates or guidelines for documenting internship tasks would help students maintain consistent records throughout the 16-week period, ultimately contributing to a more organized and comprehensive final report.

4.6 Final Reflections

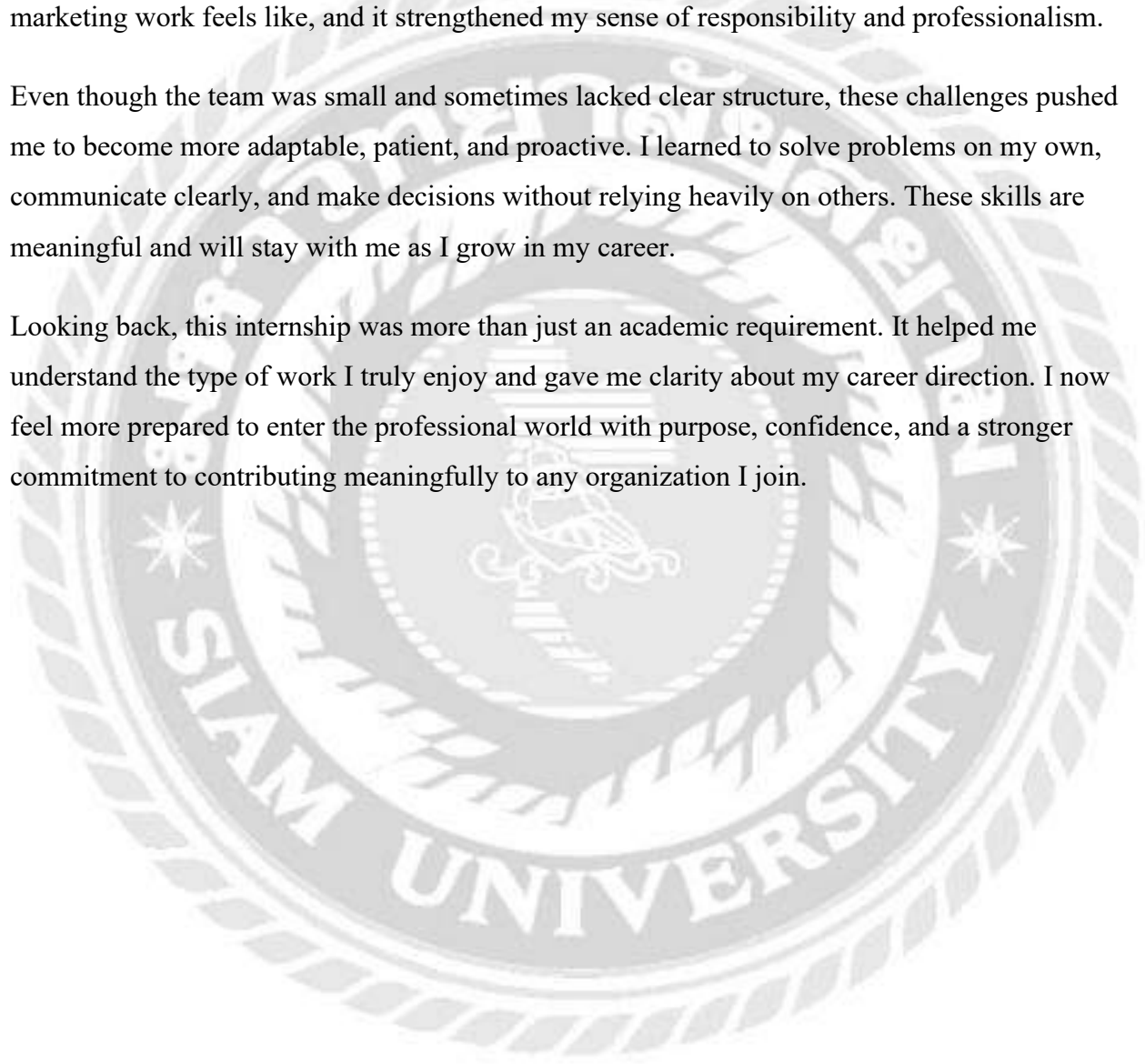
Over the past 16 weeks, my internship at Foreveryng has been a truly transformative experience. It allowed me to apply the concepts I learned in university directly to real tasks in social media marketing, PR, influencer outreach, and content creation. Because of this experience, I

discovered a genuine interest in digital branding, communication, and the creative side of marketing.

Throughout the internship, I gained confidence in my abilities and learned how to work more independently while still seeking guidance when necessary. Managing influencers, planning content, writing for the brand, and preparing reports helped me understand what day-to-day marketing work feels like, and it strengthened my sense of responsibility and professionalism.

Even though the team was small and sometimes lacked clear structure, these challenges pushed me to become more adaptable, patient, and proactive. I learned to solve problems on my own, communicate clearly, and make decisions without relying heavily on others. These skills are meaningful and will stay with me as I grow in my career.

Looking back, this internship was more than just an academic requirement. It helped me understand the type of work I truly enjoy and gave me clarity about my career direction. I now feel more prepared to enter the professional world with purpose, confidence, and a stronger commitment to contributing meaningfully to any organization I join.



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Appendices

Appendix A: Weekly Log

Week	Date	Working Hours	Summary of Work Performed
Week 1	July 2 – July 5	10:00 AM – 6:00 PM	Orientation, introduction to Foreveryng’s brand guidelines, understanding product categories, observing marketing workflow, assisting in basic content tasks.
Week 2	July 7 – July 12	10:00 AM – 6:00 PM	Began influencer research, prepared initial outreach lists, drafted sample outreach messages, supported content ideation for weekly posts.
Week 3	July 14 – July 19	10:00 AM – 6:00 PM	Contacted influencers, coordinated initial responses, assisted in product selection for influencer dispatch, wrote captions for Instagram content.
Week 4	July 21 – July 26	10:00 AM – 6:00 PM	Follow-ups with influencers, documentation of agreed deliverables, brainstormed product-focused content ideas, supported supervisor in reviewing influencer profiles.
Week 5	July 28 – Aug 2	10:00 AM – 6:00 PM	Drafted content for skincare-focused campaigns, wrote product descriptions, coordinated with team for content calendar planning, tracked influencer replies.
Week 6	Aug 4 – Aug 9	10:00 AM – 6:00 PM	Assisted in campaign preparation, organized influencer dispatch list, wrote captions for promotional posts, researched seasonal beauty trends.
Week 7	Aug 11 – Aug 16	10:00 AM – 6:00 PM	Monitored influencer content submissions, ensured alignment with campaign guidelines, updated campaign tracker, contributed content ideas.
Week 8	Aug 18 – Aug 23	10:00 AM – 6:00 PM	Helped finalize weekly social media plan, prepared drafts for wellness product posts, reviewed competitor platforms, continued influencer communication.
Week 9	Aug 25 – Aug 30	10:00 AM – 6:00 PM	Prepared festive-season content ideas, updated outreach pipeline, wrote short-form content for TikTok/Instagram, supported product dispatch coordination.

Week 10	Sept 1 – Sept 6	10:00 AM – 6:00 PM	Assisted in reviewing influencer content before posting, created engagement-focused captions, researched trending beauty formats.
Week 11	Sept 8 – Sept 13	10:00 AM – 6:00 PM	Structured content calendar for the month, supported campaign planning, monitored ongoing influencer collaborations, performed competitor mapping.
Week 12	Sept 15 – Sept 20	10:00 AM – 6:00 PM	Drafted copy for multiple product categories, compiled influencer deliverables report, followed up for pending submissions.
Week 13	Sept 22 – Sept 27	10:00 AM – 6:00 PM	Assisted in launching new product content, contributed to brand awareness posts, supported marketing discussions and idea refinement.
Week 14	Sept 29 – Oct 4	10:00 AM – 6:00 PM	Continued influencer coordination, reviewed campaign performance metrics, wrote captions and short messages for upcoming promos.
Week 15	Oct 6 – Oct 11	10:00 AM – 6:00 PM	Finalized content drafts, wrapped up influencer communication, organized documentation, supported end-of-campaign evaluations.
Final Week	Oct 13 – Oct 17	10:00 AM – 6:00 PM	Completed pending tasks, submitted final influencer reports, helped close campaign files, concluded internship responsibilities.

