



## **COOPERATIVE EDUCATION REPORT**

### **EXPLORING BRAND STRATEGY AND PERFORMANCE MARKETING AT ENSPIRE MEDIA**

**WRITTEN BY**

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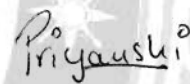
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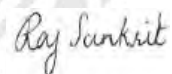
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### ABSTRACT

This report summarizes my 16-week co-op internship at Enspire Media Nepal, which began on July 27, 2025. Enspire Media is a digital marketing agency focused on brand strategy, content creation, and performance marketing. As a Content Writer Intern, I contributed to campaign ideation, content development, client outreach, and cross-team collaboration for brands in beauty, wellness, and personal care.

The internship provided practical experience in aligning content with client briefs, coordinating with design and business development teams, and analyzing performance metrics to optimize engagement. Challenges such as communication gaps, workload pressure, and content-design alignment offered valuable learning opportunities.

Through this experience, I developed skills in leadership, digital marketing strategy, content visualization, AI-based tools, time management, and teamwork, bridging academic knowledge with real-world application and significantly enhancing my professional growth.

**Keywords:** *Enspire Media, Cooperative Education, Internship, Content Creation, Digital Marketing*

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I extend my heartfelt thanks to my academic supervisor, Dr. Chutimavadee Thongjeen, for her constructive feedback, encouragement, and guidance throughout the preparation of this report. Lastly, I am deeply thankful to my family and peers for their unwavering support and motivation during the course of this internship journey.

Thank You,  
Sincerely,  
Shristy Yadav  
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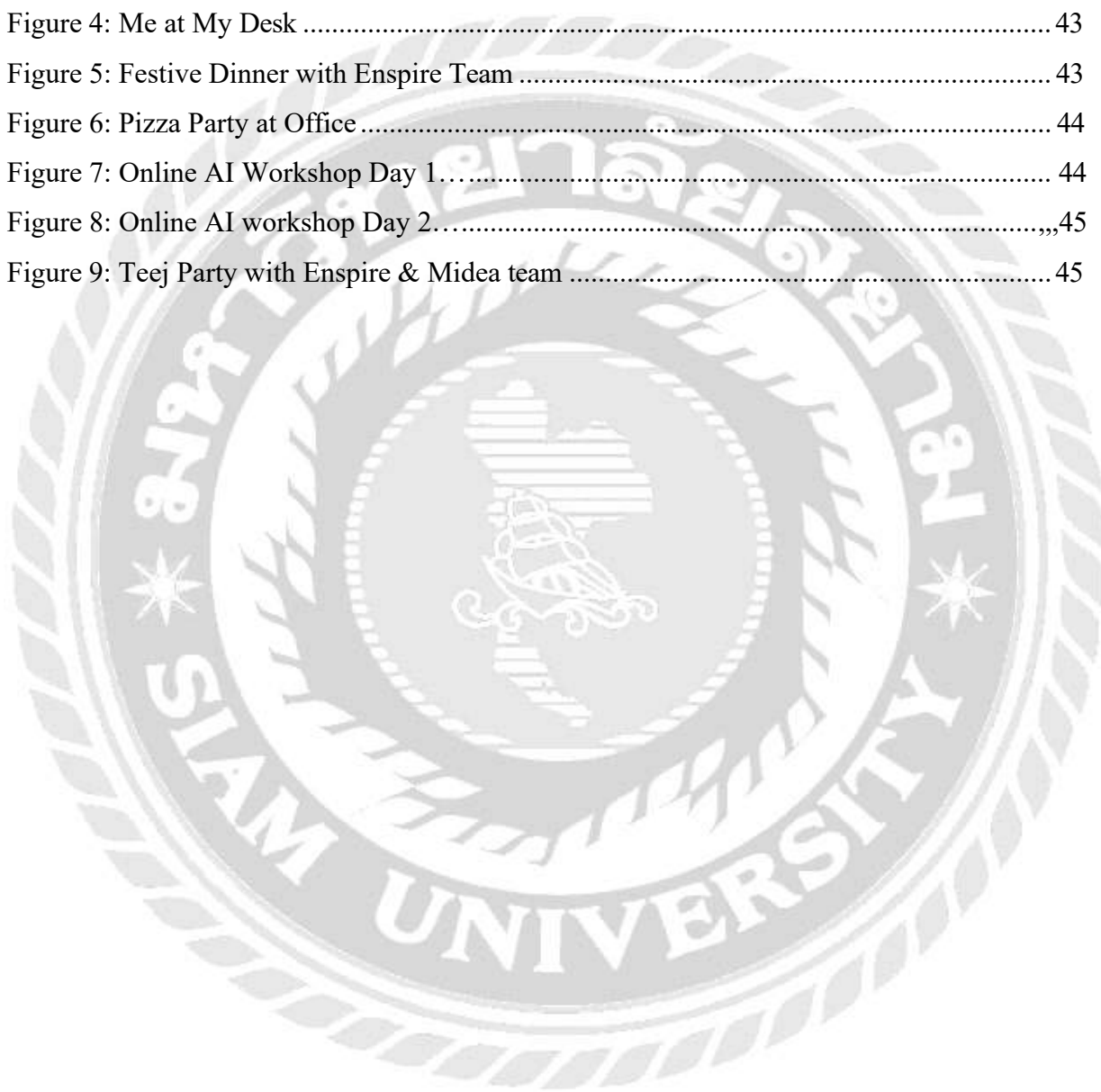
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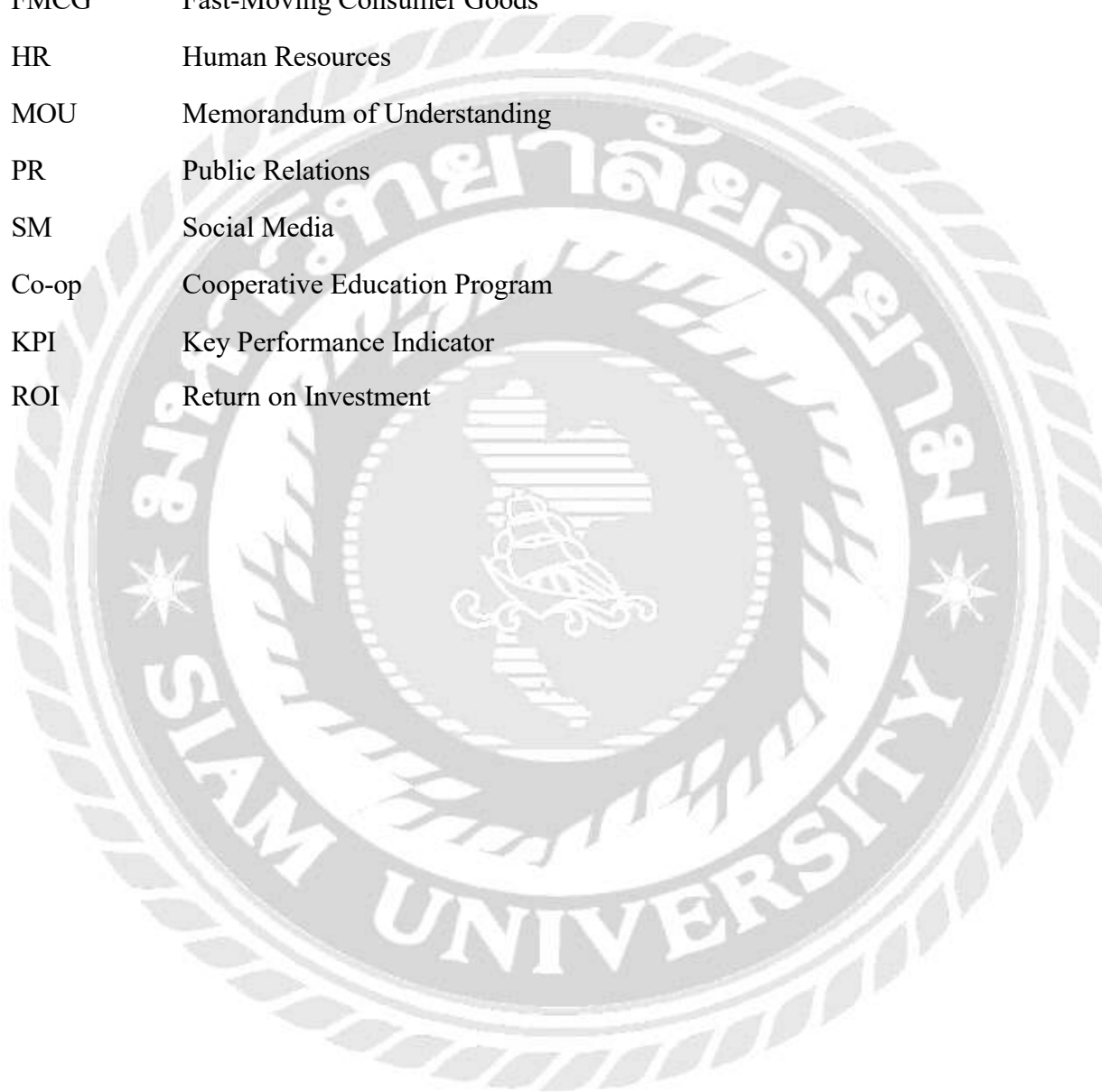




## LISTS OF ABBREVIATIONS

### Abbreviation Full Form

|       |                               |
|-------|-------------------------------|
| AI    | Artificial Intelligence       |
| CEO   | Chief Executive Officer       |
| FMCG  | Fast-Moving Consumer Goods    |
| HR    | Human Resources               |
| MOU   | Memorandum of Understanding   |
| PR    | Public Relations              |
| SM    | Social Media                  |
| Co-op | Cooperative Education Program |
| KPI   | Key Performance Indicator     |
| ROI   | Return on Investment          |



## CHAPTER 1

### INTRODUCTION

This chapter provides an extensive overview of Enspire Media, a full-service creative and performance marketing agency based in Kathmandu. The following sections present the company's profile, history and evolution, mission, vision, core values, and its diverse portfolio of brands and clients. It also highlights the reasons behind my choice to join Enspire Media for my Co-op studies.



*Figure 1: Enspire Media Logo*

#### 1. Company Profile

Enspire Media is a dynamic digital marketing and creative agency located at Central Business Park, Thapathali, Kathmandu. Established by two best friends with the vision of blending creative chaos with data-driven precision, the agency has quickly grown into one of Nepal's leading marketing firms.

Positioned as more than just an agency, Enspire defines itself as *"YOUR team – from first brainstorm to final click, we're in it with you."* Its philosophy emphasizes collaboration, creativity, and measurable growth. With the brand ethos *"Your partners in strategy, performance & creation – all geared toward one thing: Growth,"* Enspire has distinguished itself as an innovative partner for both local and global brands.

The company provides a wide range of services including social media management, performance marketing, search engine optimization (SEO), content marketing, strategy and consulting, marketing automation, and web design. With a strong belief in bold storytelling, measurable results, and seamless execution, Enspire Media specializes in helping businesses scale their digital presence and achieve impactful brand growth (Enspire Media, 2025).

##### 1.1 History and Evolution

The idea of Enspire Media was born out of a shared passion for creativity and digital innovation. Its founders, two best friends with backgrounds in business and marketing, envisioned an agency that could transform how Nepali and global brands approached online presence.

Starting with a small client base, Enspire steadily expanded through its reputation for combining creative storytelling with performance-driven marketing campaigns. Within a short period, it gained recognition for delivering results-oriented strategies and building long-term brand relationships. Today, Enspire Media collaborates with over 20 brands across multiple industries, reflecting its rapid growth and adaptability in the digital marketing landscape.

## 1.2 Vision

*“To be a globally recognized digital agency originating from Nepal, blending creativity and precision marketing to empower brands and talent.”*

This vision reflects Enspire Media’s ambition to not only strengthen the digital presence of its clients but also establish Nepal as a hub of creativity and innovation in the global marketing industry.

## 1.3 Mission

*“To craft inspiring brands that resonate with audiences worldwide through innovative strategies, compelling storytelling, and data-backed execution.”*

By positioning itself as a trusted partner, the company focuses on delivering tailored digital marketing solutions that emphasize authenticity, creativity, and measurable business impact.

## 1.4 Core Values

Enspire Media’s operations are guided by the following foundational values:

- a) **Creativity with Purpose:** Every idea must not only be visually appealing but also strategically meaningful.
- b) **Performance Precision:** Marketing efforts are always backed by data and aimed at measurable growth.
- c) **Client-Centric Approach:** Acting as a true partner by understanding client needs and co-creating strategies.
- d) **Innovation & Adaptability:** Continuously experimenting with new tools, platforms, and creative formats.
- e) **Collaboration & Culture:** Fostering a team environment that values creativity, diversity, and mutual growth.
- f) **Global Mindset, Local Instinct:** Bringing international standards while staying rooted in local market realities.
- g) **Results First:** Delivering measurable outcomes remains the agency’s foremost priority.

## 1.5 Services

Enspire Media provides a comprehensive suite of digital marketing solutions tailored to drive measurable growth and enhance brand presence. Its services include:











1. **Performance Marketing:** Focused on turning clicks into customers.
2. **Strategy & Consulting:** Provides big-picture thinking grounded in market reality.
3. **Search Engine Optimization (SEO):** Aims to scale sites and automate them to reach the top.
4. **Content Marketing:** Creates stories that sell.
5. **Social Media Marketing:** Builds communities through engagement.
6. **Marketing Automation:** Enables smarter customer journeys using AI-powered tools.
7. **Web Design & Development:** Builds responsive, user-centric websites that align with brand identity and digital goals.

## 1.6 Brand Portfolio and Descriptions









Enspire Media manages a diverse portfolio of 23+ brands across industries such as FMCG, healthcare, lifestyle, automotive, food, education, and digital personalities. This wide-ranging client base highlights the agency's adaptability while ensuring consistent growth and visibility for each brand (Enspire Media, 2024).



*Table 1: Brand Portfolio and Descriptions of Enspire Media*

| S.N. | Brand Name     | Description  | Brand Image   |
|------|----------------|--|---|
| 1    | Mamypoko Pants | A pioneer in baby care innovation, redefining diaper comfort.        |  |
| 2    | Sofy           | A feminine hygiene brand offering sanitary napkins in Nepal.         |  |
| 3    | Cetaphil       | Globally recognized skincare authority for sensitive skin solutions. |  |

| S.N. | Brand Name     | Description   | Brand Image   |
|------|----------------|---|---|
| 4    | Nepal Overseas | A leading force in Nepal's FMCG distribution sector.  |    |
| 5    | Unibev         | Privately owned manufacturer providing end-to-end beverage solutions, including syrups and packaging. |    |
| 6    | Mankind        | Leading pharmaceutical company with wide-ranging pharma and consumer healthcare products.             |    |
| 7    | Cello          | An Indian stationery brand, known for innovative pens and writing instruments.                        |    |
| 8    | Mangalam       | A respected Nepali conglomerate rooted in quality construction materials.                             |   |
| 9    | Explorestor    | Adventure travel brand offering curated safaris, treks, and journeys worldwide.                       |  |
| 10   | Swiss Military | A lifestyle brand offering affordable luxury luggage with durable, functional design.                 |  |
| 11   | Nutriplus Oil  | A Nepali brand of refined edible oils (Sunflower, Soybean, Palmolein) produced by RMC Foods Nepal.    |  |
| 12   | Nutriwell      | A brand by RMC Foods producing bakery shortenings and related products for ideal baked goods.         |  |
| 13   | Tansen Cement  | A Nepali cement brand sourcing premium limestone from Palpa to ensure top quality.                    |  |



| S.N. | Brand Name     | Description  | Brand Image   |
|------|----------------|--|---|
| 14   | RMC PEB        | A construction solutions provider using ready-mix concrete for pre-engineered steel buildings.   |    |
| 15   | Jewelry Palace | A Kathmandu-based jewelry brand specializing in handcrafted gold, diamond, and precious stone pieces.  |    |
| 16   | Zen Beauty     | A beauty and haircare brand offering makeup products and tools.  |    |
| 17   | Silverlining   | A Kathmandu-based event management company specializing in weddings, corporates, and fashion shows.  |   |
| 18   | AlfaBeta       | A leading educational consultancy in Nepal that helps students study abroad, offering services like personalized guidance, test preparation, and visa assistance |  |
| 19   | Doctor Rosh    | Founded by Dr. Rosh Roddha, Roda Clinics specializes in medical aesthetics with UK-trained expertise.  |  |
| 20   | Enspire Media  | A marketing agency helping brands grow through storytelling, data-driven strategy, and digital campaigns.  |  |
| 21   | Salbari Resort | A boutique luxury resort in Jhapa, Nepal, blending heritage charm with modern comfort.   |  |

| S.N. | Brand Name     | Description   | Brand Image   |
|------|----------------|---|---|
| 22   | Omni Motors    | The sole authorized distributor of BharatBenz commercial vehicles in Nepal, tailored for South Asia.  |  |
| 23   | Grooming Tales | A Kathmandu-based early childhood development initiative delivering hands-on life skills workshops for children to build creativity and confidence. |  |

### 1.7 Strategic Alignment and Partnerships

Since its establishment, Enspire Media has strategically aligned itself with leading international brands (e.g., Cetaphil, Mamypoko Pants, Sofy, Swiss Military, Mankind) as well as local and regional businesses (e.g., Tansen, Jewelry Palace, Grooming Tales, Nepal Overseas, Omni Motors).

Key strategic highlights include:

a) **Collaboration with Global Brands:** Partnerships with brands like Cetaphil, Sofy, and Mamypoko Pants position Enspire Media as a competitive player in Nepal's digital industry, bringing international marketing standards to the local market.

b) **Empowering Local Businesses:** By working with brands such as Jewelry Palace, Salbari, and Grooming Tales, Enspire Media supports local entrepreneurs in strengthening digital presence and consumer trust.

c) **Sectoral Diversification:** Its portfolio covers FMCG, healthcare, education, travel, construction, lifestyle, and automotive industries, demonstrating versatility in delivering tailored marketing solutions.

d) **Commitment to Innovation:** The agency integrates data-driven decision-making with creative storytelling, ensuring campaigns not only reach audiences but convert engagement into measurable ROI.

e) **Future Growth Orientation:** With its expanding partnerships, Enspire Media is preparing for regional and global expansion, aiming to showcase Nepalese digital expertise on an international stage.

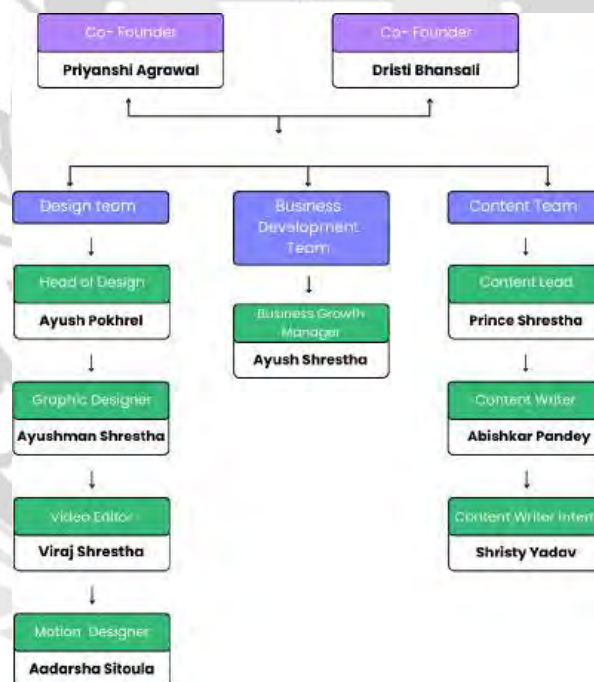
## 2. Organizational Structure

Enspire Media operates with a hierarchical organizational model that supports its mission of delivering innovative, performance-driven marketing solutions in Nepal's growing digital landscape. Founded and led by Co-Founders Ms. Priyanshi Agrawal and Ms. Dristi Bhansali, the company maintains clear reporting lines to ensure accountability, efficiency, and alignment with client objectives.

This structure fosters creativity, collaboration, and timely decision-making, enabling smooth coordination across teams. Despite being a relatively young agency, Enspire has established itself as a dynamic player in the market, employing a team of seven professionals across its Design, Content, and Business Development departments.

By complementing in-house expertise with external freelancers and strategic collaborators, the company maintains adaptability and resource efficiency. This hybrid approach allows Enspire Media to consistently deliver measurable results to both local and international clients from its headquarters in Kathmandu.

### 2.1 Functional Divisions and Key Roles



*Figure 2: Organizational Structure of Enspire Media*

As shown in Figure 2, Enspire Media operates through three major functional divisions that work in close coordination under the supervision of the Co-Founders. Each division contributes to the agency's overall creative strategy and operational efficiency, ensuring that projects are executed seamlessly from concept to delivery.



### **A. Design Team**

The Design Team handles all visual communication aspects, including static and motion graphics, brand collaterals, social media creatives, and video editing. Their primary focus is to visually represent the brand's identity while maintaining aesthetic coherence across campaigns. The team collaborates actively with the Content Team to ensure a unified message across all digital platforms.

### **B. Business Development Team**

This team manages client relationships and is responsible for strategic planning, client proposals, brand scheduling, and performance monitoring. Under client management, they also handle the scheduling and posting of content across each brand's social media platforms while ensuring that all communication reflects the client's identity and objectives. The team actively communicates any client feedback, updates, or required changes to the internal departments, ensuring smooth coordination and timely revisions. Acting as the central link between clients and the creative teams, the Business Development Team ensures that all projects are executed efficiently and aligned with overall marketing goals. Additionally, they analyze campaign insights to refine strategies, enhance engagement, and improve overall brand performance.

### **C. Content Team**

The Content Team is responsible for developing all written communication, from crafting brand narratives and copywriting for posts to visualizing concepts through creative direction. It plays a critical role in campaign ideation and strategic planning, working closely with the Design and Business Development teams to ensure that every campaign aligns with the client's tone, objectives, and target audience. In addition to creating engaging and impactful content, the team contributes to brainstorming sessions, conceptual development, and storytelling strategies that help strengthen brand identity and enhance audience engagement across all digital platforms.

## **2.2 Strategic Partnerships and External Resources**

To maintain flexibility and innovation, Enspire Media adopts a hybrid operational model that integrates in-house expertise with strategic external collaborations. The agency occasionally partners with freelancers from Nepal and India for specialized tasks such as 3D design, animation, and advanced video production.

While most photoshoots and design processes are managed internally, external consultants are brought in when campaigns demand niche technical or creative expertise. Enspire Media also partners with global digital advertising platforms like Meta, Google, and

TikTok to run performance-based campaigns, helping clients reach their target audiences more effectively.

Moreover, collaborations with influencers and digital creators enhance brand engagement and visibility, allowing Enspire's clients to connect with wider audiences. This balanced structure of internal strength and external partnerships keeps the company adaptable, creative, and scalable while maintaining consistency and quality across all deliverables.

### **2.3 My Job Position**

As a Content Writer Intern, I was positioned within the Content Team and worked directly under Ms. Priyanshi Agrawal, the Co-Founder of Enspire Media. Reporting directly to a member of the leadership team gave me the opportunity to receive firsthand mentorship, understand the company's creative philosophy, and witness decision-making processes that shaped campaign direction and execution. This direct engagement with leadership also strengthened my professional confidence and broadened my understanding of how creative agencies function at a strategic level.

### **2.4 My Job Position in the Company's Organizational Structure**

In my role as a Content Writer Intern, I served as a cross-functional contributor within the Content Team, frequently collaborating with both the Design and Business Development departments. My key responsibilities included:

1. Crafting original and engaging content for social media aligned with each client's tone, branding, and marketing objectives.
2. Assisting in campaign brainstorming sessions and providing creative input for storytelling and brand messaging.
3. Supporting outreach activities by identifying and connecting with potential international clients through digital platforms.
4. Managing content calendars and ensuring consistent posting schedules to maintain brand visibility.
5. Participating in monthly analytics reviews to assess campaign performance and provide improvement suggestions.
6. Coordinating with the design team to match visuals and written content for cohesive communication.

This role enabled me to understand how different departments function collectively to execute successful campaigns and gave me practical exposure to creative content development, client communication, and analytical reporting.

### **3. Intention and Motivation to Join Enspire Media**

As part of the 16-week cooperative internship program required in the final semester at Siam University, I chose Enspire Media, a dynamic and innovative marketing agency known for blending creativity with data-driven precision. I was particularly drawn to Enspire Media because of its strong reputation in the marketing industry and its modern approach to developing impactful business strategies in the digital landscape.

The agency's diverse portfolio, which includes clients from sectors such as FMCG, healthcare, education, and lifestyle, provided an excellent opportunity to gain exposure to different industries and understand how brands connect with various consumer groups. This diversity promised a well-rounded experience and the chance to explore how strategic creativity shapes brand identity and audience engagement.

At Enspire Media, I was excited to work in a collaborative environment where interns are encouraged to take initiative and contribute meaningfully to real projects. The experience allowed me to learn directly from seasoned professionals while engaging in creative problem-solving and campaign development.

Furthermore, I joined the internship with a personal goal of strengthening my skills in designing, analyzing, writing, and communication. Working as part of the content team has helped me enhance these abilities while also improving my networking and teamwork skills. Overall, my internship at Enspire Media has been a valuable step toward understanding the modern dynamics of marketing and building a solid foundation for my professional growth.

### **4. Strategic Analysis of Enspire Media**

#### **a. SWOT Analysis**

##### **Strengths**

1. Innovative and Data-Driven Approach: The philosophy blends "creative chaos" with "data-driven precision". All marketing efforts are backed by data, emphasizing Performance Precision and measurable outcomes.

2. Diverse Service Portfolio: Comprehensive suite of services including SEO, Performance Marketing, Content Marketing, and Marketing Automation (using AI tools).

3. Extensive and Diverse Client Base: Manages 23+ brands across numerous industries (FMCG, healthcare, automotive, education), showcasing strong versatility.

4. Strategic Alignment: Core value of Global Mindset, Local Instinct ensures international standards are met while rooted in local realities.

## **Weaknesses**

1. **Limited Scale:** The agency has a limited scale compared to larger international competitors. - **Dependence on External Resources:** Relies on external freelancers (Nepal and India) and consultants (India) for specialized tasks like advanced graphic design, 3D designs, and video editing, indicating potential gaps in in-house specialization.

2. **Dependence on Infrastructure:** Operations are dependent on the evolving digital infrastructure in Nepal.

## **Opportunities**

1. **Rising Demand:** Favorable market environment due to the rising demand for digital marketing in Nepal.

2. **Market Expansion:** Ability to expand client base across diverse sectors and work toward the vision of global recognition.

3. **Content Trend Alignment:** Direct alignment with the growing trend of content and video marketing.

4. **Technological Leverage:** The high mobile penetration rate in Nepal provides a strong platform for technological engagement.

## **Threats**

1. **Intense Competition:** Faces intense competition from emerging agencies.

2. **Rapid Technological Change:** Subject to rapid changes in social media platforms and tools, requiring continuous, costly adaptation.

3. **Regulatory Uncertainty:** The industry is subject to regulatory uncertainty regarding digital advertising and requires constant compliance.

### **b. PESTLE Analysis**

1. **Political:** Compliance is mandatory regarding advertising and data regulations in Nepal.

2. **Economic:** The economic environment features the growth in e-commerce and digital adoption, creating significant market opportunities. However, client budgets remain cost-sensitive, necessitating a sharp focus on maximizing ROI and Performance Precision.

3. **Social:** Campaigns must be tailored to address rising digital literacy and the need for relevance within cultural diversity. Storytelling is a core mission, aiming to craft brands that resonate with audiences. Sustainability messaging is becoming important in consumer campaigns.

4. **Technological:** High mobile penetration is a major factor shaping strategies. The agency leverages AI-driven tools for marketing automation. The threat of rapid changes in

social media platforms and tools requires continuous innovation. The agency also needs external help for advanced technological skills like 3D design.

**5. Environmental:** External trends indicate that sustainability messaging is becoming an increasingly important element in consumer campaigns.

**6. Legal:** Operations require continuous compliance with evolving digital advertising laws and Intellectual Property (IP) rights.

## **5. Objectives of the Co-operative Studies**

The main aim of this study is to implement classroom-learned digital marketing and creative strategies in a dynamic agency environment. The objective is to gain industry-specific knowledge, enhance creative competencies, and contribute meaningfully to client growth. The objectives of the Co-operative study are as follows:

1. To apply theoretical knowledge by implementing digital marketing concepts and creative strategies learned in the classroom in a real-world agency environment.
2. To enhance content and creative skills in writing, visualization, and campaign ideation for diverse brands.
3. To gain industry-specific knowledge regarding the digital marketing sector, client communication, and performance reporting.
4. To develop outreach and networking skills by acquiring experience in client communication and international outreach efforts.
5. To build professional confidence through improved communication, collaboration, and adaptability within a dynamic organizational culture.

## **CHAPTER 2**

### **CO-OP STUDY ACTIVITIES**

#### **1. Job Descriptions**

I worked as a Content Writer Intern in the Content Team at Enspire Media, stationed at the company's head office in Kathmandu. My primary role involved creating engaging and strategically aligned content for various client brands, managing their social media platforms, and supporting the execution of digital marketing campaigns.

As a content writer, my main responsibility was to develop creative copies and captions for social media posts, campaigns, and promotional materials tailored to each client's brand identity, tone, and objectives. I also assisted in conceptualizing campaign ideas, brainstorming visual directions with the design team, and ensuring that each piece of content reflected the client's goals and values.

As part of the social media management process, I was responsible for scheduling and publishing posts across different platforms, particularly Facebook and Instagram, while maintaining consistent brand communication. I actively tracked engagement trends and audience insights to determine what type of content performed best, allowing me to refine future strategies for improved reach and interaction.

In addition, I supported the Business Development Team by assisting in client outreach initiatives, particularly targeting potential international clients through digital networking and cold messaging. This helped strengthen my understanding of how content and communication strategies play a crucial role in attracting new business opportunities.

Moreover, I contributed to monthly performance reports by compiling engagement data, identifying content trends, and providing improvement recommendations based on analytics. Collaborating closely with the design team, I also ensured that all written content matched the visual style and storytelling direction of each brand.

Overall, my role at Enspire Media was multifaceted; combining creative writing, strategic planning, data analysis, and communication. This experience not only enhanced my content development and analytical skills but also gave me a deeper understanding of how creativity and marketing strategy work hand in hand to drive impactful campaigns.

#### **2. Job Responsibilities and Duties**

My job responsibilities and duties as a Content Writer Intern at Enspire Media were as follows:

**a. Creating and Developing Content:**

I was responsible for writing engaging and brand-relevant content for social media platforms, including captions, taglines, and campaign scripts. I also conceptualized content ideas and creative directions for upcoming campaigns in collaboration with the design team.

**b. Managing Social Media Accounts:**

I handled the day-to-day social media management of assigned client accounts. This involved scheduling posts, monitoring engagement, and ensuring that all content aligned with the client's brand identity and communication tone.

**c. Campaign Ideation and Execution:**

I participated in brainstorming sessions to generate creative ideas for marketing campaigns. My input often focused on developing storytelling angles and copywriting strategies that could enhance audience engagement and visibility.

**d. Client Outreach and Coordination:**

I supported the Business Development Team by preparing outreach messages, drafting proposals, and identifying potential international clients. I also helped communicate updates and client requests to the content and design teams to ensure smooth coordination.

**e. Social Media Analytics and Reporting:**

I assisted in monthly social media performance reporting by collecting and analyzing engagement metrics such as reach, impressions, and audience interaction. Based on this data, I prepared brief insights and recommendations for campaign optimization.

**f. Content-Design Collaboration:**

I worked closely with the design team to align written content with creative visuals, ensuring that posts were cohesive, appealing, and in tune with each brand's communication objectives.

These responsibilities helped me develop a well-rounded understanding of digital marketing operations while enhancing my skills in copywriting, communication, coordination, and content analysis.

**3. Activities in Coordination with Co-workers**

As an intern at Enspire Media, I worked under the supervision of Ms. Priyanshi Agrawal, Co-Founder of the company, and closely collaborated with members of the Content, Design, and Business Development Teams. Throughout my internship, teamwork and communication were essential parts of my daily routine.



We held weekly team meetings to discuss ongoing projects, review content ideas, and plan upcoming campaigns. These meetings also served as brainstorming sessions where everyone could share creative inputs, evaluate client feedback, and align the next steps for campaign execution.

A shared content calendar was maintained to track posting schedules for multiple brands, ensuring consistent uploads and timely delivery. Coordinating with co-workers helped prevent overlap in tasks and allowed for smooth workflow management across departments.

During the process of campaign creation, I frequently collaborated with designers to discuss visual concepts and align them with the written content. Similarly, I worked with the Business Development Team to integrate client feedback and ensure that the final deliverables met expectations.

Constructive feedback from my supervisor and team members played an important role in refining my writing, improving time management, and boosting confidence in handling creative challenges. The collaborative and supportive work culture at Enspire Media encouraged open communication and learning, making my internship experience both educational and rewarding.

#### 4. Job Process at Enspire Media



*Figure 3: Job process diagram*

As a Content Writer Intern at Enspire Media, my role involved multiple steps from understanding client requirements to delivering the final approved content. The job process can be outlined as follows:

##### Step 1: Receiving Client Brief

- The process starts with the Client Managers receiving instructions from the clients.
- This brief includes the type of graphic or visual the client wants, the key message they wish to convey, their campaign goals, and any specific ideas or references.



- The Client Managers communicate these requirements to the Content Team to ensure clarity before content creation begins.

#### Step 2: Research and Content Drafting

- Once the brief is received, the Content Team conducts detailed research, exploring market trends, competitors, and audience preferences.
- Content is then drafted according to the client's vision, including captions, text for graphics, scripts for reels, or story ideas for campaigns.
- I ensured that the content aligned with the client's objectives and was engaging for the target audience.

#### Step 3: Internal Review and Feedback

- The drafted content is sent to Co-founders for review.
- Feedback is provided regarding tone, messaging, and alignment with the campaign objectives.
- Necessary revisions are made, and the content is finalized for design execution.

#### Step 4: Design Execution

- Approved content is handed over to the Design Team.
- The designers convert the written copy into visuals, including static graphics, motion graphics, reels, or videos.
- This step involves collaboration to ensure the final visual reflects the intended message while remaining creative and appealing.

#### Step 5: Design Approval

- Once the visuals are ready, they are reviewed by the Co-Founders for internal approval before being sent to the client.
- Any required adjustments are implemented to ensure the visuals match the client's expectations and campaign goals.

#### Step 6: Scheduling and Posting

- The final approved graphic/motion graphic/reel is sent to the Client Managers or designated interns responsible for posting and scheduling the content on the client's social media platforms.
- This ensures timely publication in accordance with the campaign calendar and maximizes audience engagement.

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

During my internship at Enspire Media, I played an innovative and impactful role in enhancing the company's creative and strategic output, especially for female-oriented brands in jewelry, skincare, makeup, sanitary pads, and event management décor. In a predominantly male creative environment, I brought a female perspective that helped make campaigns more authentic, relatable, and emotionally engaging for women audiences.

I actively contributed to campaign ideation and content development by integrating storytelling with brand strategy. Beyond writing, I focused on how words and visuals could complement each other to deliver cohesive and meaningful narratives. Through close collaboration with the Design and Business Development teams, I helped bridge communication gaps, ensuring that each campaign's creative direction aligned seamlessly with client objectives and audience expectations.

Among the projects I contributed to were 'SOFT = SOFY' and the 'GYNOREEL Series' for Sofy, where I supported content ideation, messaging, and post structuring. However, the 'REAL PEOPLE REAL CETAPHIL' campaign was a concept I developed entirely from scratch. This idea emphasized authenticity by featuring real users and their honest skincare journeys instead of models or scripted portrayals. The campaign aimed to highlight that beauty comes from real people and real experiences, a concept that resonated deeply with Cetaphil's brand philosophy and audience values.

In addition to campaign ideation, I introduced a more analytical approach to content planning by studying engagement data and optimizing strategies based on audience behavior. I also refined proofreading processes for long-form content and YouTube scripts to ensure grammatical precision and brand consistency.

Overall, my time at Enspire Media was both a creative and strategic learning experience. I not only gained professional skills but also contributed innovative ideas that enhanced the company's storytelling quality, strengthened female-oriented brand communication, and fostered a culture of authentic, insight-driven marketing.

## **CHAPTER 3**

### **LEARNING PROCESS**

This chapter highlights the challenges encountered during my 16-week internship at Enspire Media, the learning process undertaken to address them, examples of problem-solving in action, and the overall outcomes of my professional experience. It also explains how theoretical knowledge from coursework was applied in a dynamic agency setting, as well as the technical and soft skills developed throughout the internship.

#### **3.1 Problems/Issues of the Company**

During my internship, I observed several areas where Enspire Media could improve its workflow efficiency and communication systems.

##### **a. Communication Gaps Between Teams and Clients**

Miscommunication occasionally arose between clients and internal teams regarding project goals or feedback. This sometimes led to last-minute changes, unclear revisions, and extra workload.

##### **b. Lack of Synchronization Between Content and Design Teams**

At times, the visual output did not fully reflect the creative direction envisioned in the written content. This was mainly due to differing interpretations of the concept and the absence of collaborative feedback loops during early stages.

##### **c. On-Demand Work Pressure and Tight Deadlines**

Like most creative agencies, Enspire Media often faced tight timelines, frequent revisions, and urgent client demands. This created a high-pressure environment that tested adaptability, time management, and creative resilience.

#### **3.2 Problems Faced During My Internship**

##### **a. Inconsistent Task Allocation**

The volume and complexity of my assigned tasks fluctuated significantly. Some days were packed with back-to-back deadlines, while others involved little work. This inconsistency made time management challenging.

##### **b. Overlapping Responsibilities**

As I worked across multiple departments, it was sometimes unclear which supervisor to report to, leading to occasional confusion regarding priorities.

##### **c. Creative Burnout**

Managing several projects simultaneously under strict deadlines occasionally caused creative fatigue. However, this also helped me develop resilience and stronger multitasking skills.

#### **d. Frequent Changes in Client Requirements**

Due to evolving client preferences, content often required several rounds of revision. This made it crucial to stay flexible and open-minded throughout the creative process.

### **3.3 Literature Review**

To strategically address the professional challenges encountered and integrate academic theory with practical application, a brief review of relevant literature was conducted, focusing on three core areas: brand storytelling, digital marketing analytics, and organizational efficiency.

#### **1. Brand Storytelling and Content Strategy**

The review of literature confirms that for modern brands, establishing an emotional connection is critical for fostering long-term consumer loyalty and trust (**Debgupta & Bhattacharyya, 2025**). This emotional bond is fundamentally built upon principles of brand authenticity and compelling narrative. Furthermore, for content to be truly effective and maximize return on investment (ROI), academic sources emphasize that it must be precisely aligned with the client's specific marketing funnel stage; whether that is awareness, consideration, or conversion (**Kaplan & Haenlein, 2010**).

#### **2. Digital Marketing Performance and Analytics**

The literature governing digital marketing success dictates rigorous measurement using Key Performance Indicators (KPIs) that demonstrate true business impact, moving beyond simple vanity metrics (**Turban et al., 2021**). Critical performance indicators include Conversion Rate, Cost Per Acquisition (CPA), and Return on Ad Spend (ROAS). Underlying all effective digital performance management is the core principle of an iterative cycle: Test, Measure, Learn, and Optimize (**Chaffey & Ellis-Chadwick, 2019**). This continual, data-driven process is essential for campaign efficiency and maximizing overall performance.

#### **3. Inter-Team Collaboration and Organizational Efficiency**

Effective teamwork and operational excellence, crucial for any creative agency, rely heavily on establishing clear, centralized, and frequent cross-functional communication platforms (**Robbins & Judge, 2024**). Such practices are vital for reducing operational errors and speeding up decision-making across departments. Moreover, to prevent internal bottlenecks and streamline the delivery process, effective teamwork requires clearly defined

roles, documented workflows, and a shared understanding of project priorities, falling under the principle of Role Clarity and Workflow (Mañas et al., 2018). The insights gleaned from these three areas of literature directly informed the practical solutions developed to address the professional challenges encountered during the cooperative education period.

### 3.4 Solutions for the Problems

#### a. Active Feedback and Iteration

I consistently sought feedback from mentors and the design team after every major draft. Implementing iterative improvements helped refine the brand voice and reduce content revisions over time.

#### b. Structured Planning and Prioritization

I began using task lists and scheduling tools to organize content deliverables. This improved my ability to manage multiple projects efficiently and meet tight deadlines.

#### c. Collaborative Brainstorming

Whenever creative blocks occurred, I joined brainstorming sessions with the design and strategy teams to align perspectives. THIS collaborative approach helped maintain brand consistency and fostered innovative ideas.

#### d. Observation and Learning from Mentors

I observed how senior writers and strategists structured campaigns and interacted with clients, which helped me adapt my writing style to different brand identities.

#### e. Adaptation and Self-Learning

To strengthen my creative and technical capabilities, I explored tools like ChatGPT, Canva, and Google Analytics tutorials. This proactive learning helped me keep pace with agency expectations.

### 3.5 Recommendation for the Company

Based on my observations and experience at Enspire Media, the following recommendations could further improve workflow and productivity:

**A. Develop a Structured Content Calendar:** A centralized content management system could enhance visibility of deadlines and avoid last-minute rush.

**B. Regular Cross-Team Meetings:** Weekly content-design sync meetings can minimize misalignment and reduce revision cycles.

**C. AI Integration for Efficiency:** Tools like Grammarly Premium, Jasper AI, or Notion AI could streamline writing and ideation processes.

**D. Feedback Documentation System:** A systematic feedback record would help interns and writers track revisions and learn from recurring patterns.

**E. Mentorship Check-Ins:** Regular short mentoring sessions could provide continuous guidance and encourage professional growth.

### 3.6 Learning During the Co-op Study

My internship at Enspire Media was a transformative experience that merged creativity, marketing strategy, and real-world collaboration.

**a. Creative Exposure:** I gained firsthand experience in developing content that blends emotional appeal with brand strategy, ensuring every post communicates purpose and personality.

**b. Visualization Skills:** I learned how to conceptualize visuals while writing, aligning design and messaging cohesively to maintain brand consistency across campaigns.

**c. Outreach Understanding:** I developed hands-on experience in acquiring new clients through cold DMs and social media outreach. This helped me understand how timing, message tone, and platform choice influence response rates and brand interest.

**d. Client Handling:** I strengthened my interpersonal and communication skills by engaging directly with clients, understanding their requirements, addressing feedback constructively, and maintaining professionalism throughout the collaboration process.

**e. Skill Development:** I enhanced my writing, analytical, and AI-assisted content creation skills, improving both efficiency and creativity.

**f. Professional Growth:** I developed stronger communication, adaptability, and multitasking abilities, becoming more confident in handling responsibilities within a fast-paced digital marketing environment.

**g. Academic Relevance:** The internship provided a practical extension of classroom learning, allowing me to apply theories from marketing, communication, and management courses to real-world business operations.

### 3.7 Coursework Application in the Real World

**a. Marketing Management** – Theoretical knowledge about consumer behavior helped me understand audience segmentation and tone variation for different brands.

**b. Business Communication** – Writing concise and persuasive content directly reflected the principles of professional and marketing communication.

**c. Strategic Management** – Concepts of goal alignment and resource optimization

were applied in campaign planning and delivery.

**d. Digital Marketing and Analytics** – Academic knowledge about digital engagement metrics helped me interpret social media performance data effectively.

**e. Organizational Behavior** – Understanding workplace dynamics and team roles improved my coordination with peers and supervisors.

### 3.8 Special Skills and Knowledge Gained

a) **Contract Drafting and Professional Writing:** Improved my ability to write professional documents, proposals, and campaign briefs.

b) **Creative Design Insight:** Gained a practical understanding of design principles and how written content translates visually.

c) **Time Management and Teamwork:** Learned to manage multiple tasks efficiently while maintaining collaboration across teams.

d) **Adaptability and Emotional Intelligence:** Developed resilience and flexibility in high-pressure, fast-changing environments.

## **CHAPTER 4**

### **CONCLUSION**

#### **4.1 Summary of Highlights of Co-op Studies**

My internship at Enspire Media was dynamic and multifaceted, combining creative thinking, research, and teamwork. As part of the Content Team, I contributed to campaign ideation, content writing, social media planning, and client communication.

I played a key role in developing campaigns such as #SOFTisEqualToSOFY for SOFY sanitary pads, #RealPeopleRealCetaphil for Cetaphil skincare, and #GynoReelSeries for SOFY. These projects allowed me to work on female-oriented brands, where I brought valuable perspectives on tone, message, and relatability, ensuring that the communication resonated authentically with women audiences.

My day-to-day work involved studying client briefs, conducting research, drafting copies, and coordinating feedback between content and design teams. After receiving client briefs through the Client Managers, I prepared the first drafts, which were reviewed by Priyanshi Ma'am for approval and feedback. Upon finalization, the approved content was sent to the Design Team for execution. Once the visual was ready, it was again reviewed by Priyanshi Ma'am or Dristi Ma'am, and then forwarded to the Client Manager for scheduling and posting.

Throughout this process, I learned how communication flows within an agency and how important cross-department coordination is for campaign success. However, I also observed occasional communication gaps, sometimes between clients and the Content Team, and at times between the Content and Design Teams, where the written concept was not always fully translated into the visual design. These challenges taught me to communicate ideas clearly and proactively ensure alignment.

In addition to content writing, I also contributed to other tasks such as assisting with outreach, campaign planning, and content visualization. I actively used various AI-based tools for ideation, research, and design references, enhancing my technical proficiency and creative workflow.

#### **4.2 My Evaluation of the Work Experience**

Working at Enspire Media was both challenging and rewarding. The internship required me to step out of my comfort zone, adapt quickly, and take initiative in a fast-paced environment. Initially, coordinating with multiple teams and understanding workflow



processes was overwhelming. However, with guidance from Ms. Priyanshi Agrawal, Ms. Dristi, and other team members, I gradually adapted and became confident in executing tasks independently.

I learned how client communication works in practice; understanding client needs, converting them into content briefs, seeking approvals, and ensuring design execution aligns with the original content vision. This taught me the importance of clarity, precision, and adaptability in professional communication.

The experience also exposed me to the realities of project management under tight deadlines, frequent revisions, and high client expectations. Handling these pressures helped me develop resilience, multitasking abilities, and time management skills. Despite challenges such as changes in content requirements, communication gaps between teams, and last-minute client requests, I learned to remain solution-oriented and maintain quality in my work.

Furthermore, I gained hands-on experience with various AI tools for content writing, visualization, and campaign planning. This expanded my technical skillset and improved my efficiency in research, copywriting, and content visualization. It also gave me practical exposure to digital marketing concepts, including social media engagement, audience targeting, and performance analysis.

#### **4.3 Key Learning Outcomes**

During my internship, I acquired a variety of technical, professional, and soft skills:

##### **1. Content Creation and Campaign Planning:**

I learned to create content tailored to different brand identities and target audiences, plan campaign strategies, and integrate storytelling with visual elements.

##### **2. Teamwork and Collaboration:**

Collaborating with Design and Business Development teams taught me the importance of cross-functional coordination, communication, and ensuring consistency between content and visuals.

##### **3. Client Handling:**

I learned how to understand client requirements, translate them into actionable briefs, seek approvals, and deliver content that meets their objectives.

##### **4. Leadership and Initiative:**

Contributing ideas in campaign ideation sessions and taking ownership of tasks helped me develop leadership qualities and confidence in decision-making.

#### **5. Digital Marketing Knowledge:**

Exposure to social media analytics, content performance evaluation, and AI tools broadened my understanding of the digital marketing landscape.

#### **6. Problem-Solving and Adaptability:**

Handling last-minute changes, tight deadlines, and revisions improved my flexibility and critical thinking skills.

#### **7. Communication Skills:**

Constant coordination, pitching ideas, and receiving feedback strengthened my professional communication, both written and verbal.

#### **8. AI and Digital Literacy:**

Using multiple AI tools for brainstorming, copy refinement, and visual concepting significantly boosted my digital proficiency and efficiency.

### **4.4 Limitations of My Co-op Studies**

Despite the enriching experience, there were certain limitations:

1. **High Workload Pressure:** Managing multiple brands and deadlines simultaneously sometimes created time constraints.
2. **Communication Gaps:** Occasional misalignment between written content and visual execution affected output consistency.
3. **Limited Client Interaction:** Most communication with clients was indirect, through managers, limiting opportunities to understand client psychology firsthand.
4. **Constant Revisions:** Frequent changes and tight deadlines sometimes restricted the creative freedom of the team.

### **4.5 Recommendations for the Company**

Based on my internship experience, I would suggest the following improvements:

1. **Structured Feedback System:** A clearer feedback and revision process between teams can minimize communication gaps and duplication of efforts.
2. **Cross-Department Training:** Allowing interns to briefly rotate between departments (Design, Business Development, Performance) would provide a holistic view of agency operations.
3. **Mentorship Programs:** Regular one-on-one guidance sessions would help interns track growth and clarify doubts.

**4. Time Management Workshops:** Training on project scheduling and task prioritization can help manage workload pressure.

#### **4.6 Final Reflection**

Reflecting on my 12-week journey at Enspire Media, I can confidently say it was a transformative experience that expanded both my creative and professional horizons. It taught me how brand storytelling, design, and performance marketing work together to shape audience perception.

I entered the internship eager to write but I left with a deeper understanding of strategy, leadership, and collaboration. I learned that creative work is not just about imagination; it is also about clarity, communication, and consistency.

Despite challenges like work pressure and communication gaps, I valued every moment because each experience helped me grow more adaptable, solution-oriented, and confident.

In conclusion, my internship at Enspire Media was not just about learning content writing, it was about discovering how creativity drives brands, how teams bring ideas to life, and how persistence turns challenges into growth opportunities. It has strengthened my vision to pursue a future career in sustainability-focused marketing and communication, where creativity can be used to inspire meaningful change.

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## APPENDICES

### Appendix A: Daily Worksheet

**Name of Student:** Shristy Yadav

**Name of the Organization:** Enspire Media

**Name of Organization's Supervisor:** Ms. Priyanshi Agrawal

**Date:** July 27, 2025 – October 13, 2025

#### Week 1

| Date     | Day       | Activities   |
|----------|-----------|--|
| July 27  | Sunday    | Created mood board for Zen Beauty as my first task                             |
| July 28  | Monday    | Analyzed different content types for various brands                            |
| July 29  | Tuesday   | Studied content formatting and carousel styles                                 |
| July 30  | Wednesday | Researched Instagram carousel concepts for Explorester                         |
| July 31  | Thursday  | Developed Instagram carousel content for Silverlining and Explorester (August) |
| August 1 | Friday    | Created 3-month content plan for Explorester; Ideated Sofy campaign concepts   |

#### Week 2

| Date     | Day       | Activities  |
|----------|-----------|---|
| August 3 | Sunday    | Wrote Instagram captions for Salbari  |
| August 4 | Monday    | Created captions for JP reels and Silverlining reels; Drafted first version of Sofy campaign; Developed Zen Beauty Rakhi post content |
| August 5 | Tuesday   | Edited Sofy content; Planned Swiss Military September content   |
| August 6 | Wednesday | Created dentist mood board; Ideated Grooming Tales reel concepts; Developed Swiss Military November content                           |
| August 7 | Thursday  | Created Sofy Rakhi and Teej post content; Continued Swiss Military content development  |

| Date     | Day    | Activities   |
|----------|--------|--|
| August 8 | Friday | Finalized Sofy festive content edits and translated to Nepali; Completed 3-month content plan; Edited Swiss Military content |

### Week 3

| Date      | Day       | Activities   |
|-----------|-----------|--|
| August 10 | Sunday    | Created 3-month Instagram content for Cello; Developed Silverlining reels and carousel concepts  |
| August 11 | Monday    | Edited and got approval for Cello content; Created JP mood board for western jewelry (Option 1); Formatted Sofy content                |
| August 12 | Tuesday   | Completed first draft of Salbari brochure; Created JP mood board (Option 2); Developed slogans for Salbari; Edited Explorestor content |
| August 13 | Wednesday | Edited Silverlining content and added new posts; Wrote captions for new Salbari posts  |
| August 14 | Thursday  | Edited Explorestor content; Created 9 carousel posts for Silverlining  |
| August 15 | Friday    | Finalized and got approval for Explorestor 3-month content; Edited Silverlining content  |

### Week 4

| Date      | Day       | Activities   |
|-----------|-----------|--|
| August 17 | Sunday    | Conducted competitor analysis for Nutriplus; Researched premium leather bag visual and design concepts                       |
| August 18 | Monday    | Added Sofy Teej content and September design elements; Created leather bag design text; Edited Silverlining 9 carousel posts |
| August 19 | Tuesday   | Edited Explorestor content   |
| August 20 | Wednesday | Got approval for Explorestor content; Edited Silverlining events content; Expanded carousel count from 9 to 15 posts         |

| Date      | Day      | Activities  |
|-----------|----------|---|
| August 21 | Thursday | Added visual references for all Silverlining carousel posts |
| August 22 | Friday   | Completed visual referencing for Silverlining carousels     |

### Week 5

| Date      | Day       | Activities   |
|-----------|-----------|--|
| August 24 | Sunday    | Got approval for Silverlining events content; Cold DMed agencies and creators; Learned about scheduling and posting strategies     |
| August 25 | Monday    | Developed campaign concept for Cetaphil Nepal; Continued cold DMs to agencies and creators   |
| August 26 | Tuesday   | <b>Holiday</b> - Teej festive  |
| August 27 | Wednesday | Wrote captions for 12 new JP posts; Selected photos for JP carousel; Grammar checked Dr. Rosh video; Conducted outreach activities |
| August 28 | Thursday  | Worked on linking softness concepts to visuals and emotions for Sofy   |
| August 29 | Friday    | Developed 30 creative ideas for SOFY = SOFT campaign   |

### Week 6

| Date        | Day     | Activities  |
|-------------|---------|---|
| August 31   | Sunday  | Scheduled posts for all managed brands; Made client-requested edits to Silverlining content |
| September 1 | Monday  | Assisted with reporting for Mamypoko, Cello, and Sofy (August reports)                      |
| September 2 | Tuesday | Corrected errors in Dr. Rosh video; Scheduled posts for JP and Explorester                  |

| Date        | Day       | Activities   |
|-------------|-----------|--|
| September 3 | Wednesday | Created Taco Talks thumbnail and description content; Developed Cetaphil Daraz offer post; Attended online AI text generation workshop |
| September 4 | Thursday  | Attended online AI graphics and motion generation workshop   |
| September 5 | Friday    | Researched fashion content and concepts for Foodcrush by Arushi  |

#### Week 7

| Date         | Day       | Activities  |
|--------------|-----------|---|
| September 7  | Sunday    | Edited Salbari brochure content; Created Cello Daraz offer post; Designed Mangalam Dashain greeting card; Corrected Dr. Rosh video errors |
| September 8  | Monday    | Continued Salbari brochure edits; Finalized Cello Daraz offer post; Completed Mangalam Dashain greeting card                              |
| September 9  | Tuesday   | Created condolence post content for brands  |
| September 10 | Wednesday | Scheduled all JP posts for September  |
| September 11 | Thursday  | Created new Nepal-specific carousel for Silverlining  |
| September 12 | Friday    | Scheduled all Explorester posts for September   |

#### Week 8

| Date         | Day    | Activities  |
|--------------|--------|---|
| September 14 | Sunday | Posted Swiss Military content; Created Dr. Rosh thumbnail; Developed JP festive content and store open/close banner |



| Date         | Day       | Activities  |
|--------------|-----------|---|
| September 15 | Monday    | <b>Sick Leave</b>   |
| September 16 | Tuesday   | Created festive content for Explorester; Posted JP content; Created thumbnail and detected errors in Dr. Abs video  |
| September 17 | Wednesday | Learned and practiced video editing on CapCut; Developed festive content for Cetaphil   |
| September 18 | Thursday  | Created thumbnail, title, and description for Dr. Abs YouTube video; Corrected grammar errors in Dr. Rosh video   |
| September 19 | Friday    | Created Cetaphil giveaway winner announcement content; Designed Dr. Rosh reel cover; Researched Cetaphil campaign ideas; Created Dr. Abs thumbnail and reel cover |

### Week 9

| Date         | Day       | Activities  |
|--------------|-----------|---|
| September 21 | Sunday    | Edited old Silverlining and Explorester content; Started planning Cetaphil October content; Edited Dr. Rosh sleep reel  |
| September 22 | Monday    | Created Cetaphil giveaway content; Researched new content ideas for Silverlining; Categorized JP photos for reels   |
| September 23 | Tuesday   | Created Mamypoko festive content; Posted JP content; Edited new Silverlining content; Assisted with 3-month audit reporting for Cetaphil and Sofy                 |
| September 24 | Wednesday | Grammar checked Dr. Rosh video with thumbnail and reel content; Wrote Cetaphil festive captions; Conducted outreach research                                      |
| September 25 | Thursday  | Created Cetaphil campaign teaser video content; Developed visual ideation for Silverlining; Drafted reach-out messages; Created Sofy and Mamypoko festive content |
| September 26 | Friday    | Visualized new Silverlining content; Created Sofy festive giveaway content; Scheduled JP posts  |

**Week 10**

| Date                     | Day     | Activities  |
|--------------------------|---------|---|
| September 28             | Sunday  | Detected errors in Dr. Abs video; Categorized photos for JP reels; Scheduled JP posts |
| September 29 – October 3 | Mon-Fri | Holiday Week  |

**Week 11**

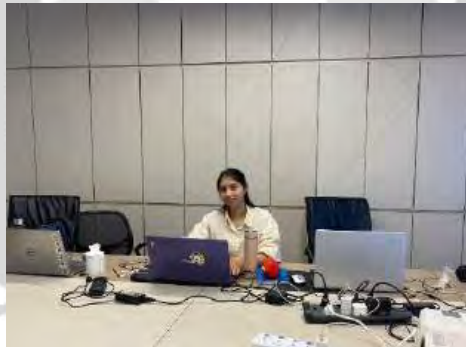
| Date       | Day       | Activities  |
|------------|-----------|---|
| October 5  | Sunday    | Holiday   |
| October 6  | Monday    | Created thumbnail content for Dr. Rosh fat cut video; Found hooks for Dr. Rosh reels; Created Mamypoko and Sofy giveaway announcement content |
| October 7  | Tuesday   | Created festive content for NOM, Mankind, and Unibev; Grammar corrected Enspire reels   |
| October 8  | Wednesday | Developed new Cetaphil content; Detected errors in Enspire reels; Created Omni Motors festive content   |
| October 9  | Thursday  | Continued working on Cetaphil's new content with deliverables and feedback  |
| October 10 | Friday    | Edited Cetaphil new content presentation; Ideated Sofy new reel campaign  |

**Week 12**

| Date       | Day    | Activities   |
|------------|--------|--|
| October 12 | Sunday | Created Dr. Abs thumbnail and title content; Developed Sofy new gyno series campaign presentation for client |
| October 13 | Monday | Created 4 different creative briefs for influencers and UGC creators for Cetaphil campaign                   |

| Date       | Day       | Activities  |
|------------|-----------|---|
| October 14 | Tuesday   | Cetaphil client meeting ppt made, Dr. Rosh video errors and thumbnail   |
| October 15 | Wednesday | New graphic content for SOFY November posting   |
| October 16 | Thursday  | Helped in Cetaphil's' new influencer and UGC brief doc, Made a new YouTube description for Nutriplus YouTube channel, Figured out some reel hooks and timestamps for Dr. Rosh's Instagram reels |
| October 17 | Friday    |   |

## Appendix B: Photo Gallery



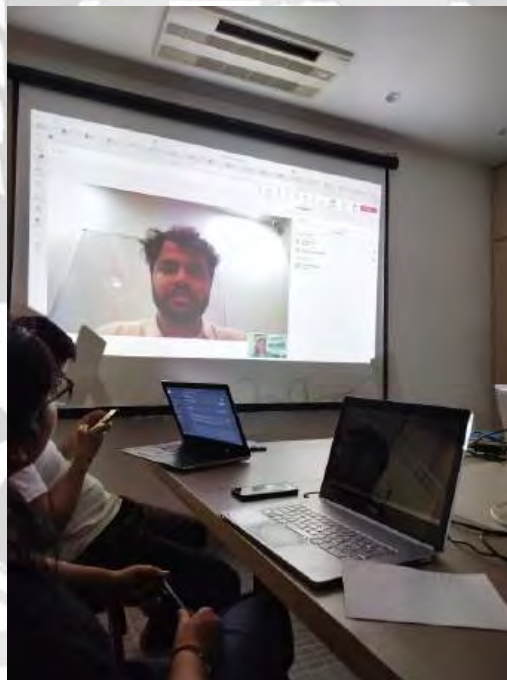
**Figure 4: Me at my desk**



**Figure 5: Festive dinner with Enspire Team**



**Figure 6: Pizza party at office**



**Figure 7: Online AI workshop day 1**





**Figure 8: Online AI workshop day 2**



**Figure 9: Teej party with Enspire & Midea Team**