



COOPERATIVE EDUCATION REPORT

Exploring Digital Creativity and Marketing Strategy at Pycus Holdings

Written by

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This report is submitted in Partial Fulfillment of the Requirements for Cooperative Education.

Faculty of Business Administration

Academic Year 3/2024

Siam University

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Major : Marketing
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Approval Page

This report is submitted in partial fulfillment of the requirements for the Cooperative Education Program, Faculty of Business Administration, Siam University

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Abstract

This cooperative education report presents a comprehensive overview of my internship experience at Pycus Holdings Pvt. Ltd., a leading digital marketing and creative strategy agency in Nepal. From July to November 2025, I worked as a Social Media Intern within the Digital Marketing and Creative Media Department, contributing to branding campaigns, content development, design work, and analytics.

The report includes the company's background, strategic analysis, workflow diagrams, descriptions of daily tasks, problems encountered, and solutions implemented. It also outlines the practical application of theoretical marketing knowledge gained through the Bachelor of Business Administration program at Siam University.

Keywords: Social Media, Digital Marketing, Branding, Creative Strategy, Content Development, Client Relations.

Acknowledgement

First and foremost, I would like to express my sincere gratitude to Siam University for offering the Cooperative Education Program, which enables students to gain valuable professional exposure while pursuing their academic degrees.

My heartfelt appreciation goes to my academic advisor, Bikash Dahal, for his continuous support and guidance throughout this program. I would also like to extend my gratitude to Asst. Prof. Dr. Maruj Limpawattana, Director of the Cooperative Education Department, and to the Faculty of Business Administration for organizing this practical learning platform.

I am profoundly thankful to Pycus Holdings Pvt. Ltd. for giving me the opportunity to intern in their Digital Marketing and Creative Media Department. My sincere thanks go to my workplace supervisor, Mr. Sailesh Dangol (Project Manager), whose mentorship, feedback, and encouragement played a crucial role in my learning journey. I am equally grateful to the founders, Mr. Kashyap Shakya and Mr. Rahul Shakya, for fostering such an inspiring and creative environment.

Lastly, I owe special thanks to my family, friends, and peers for their continuous motivation, patience, and support throughout this internship period. Their belief in me has been an invaluable source of strength and inspiration.

Samyan Shakya

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Chapter 1: Introduction

1.1 Company Profile

Pycus Holdings Pvt. Ltd. is a full-service marketing and creative agency established in 2015 in Kupondole, Lalitpur, Nepal. The company specializes in digital branding, social media management, creative design, photography, videography, and strategic marketing solutions for both local and international clients. Over the years, Pycus Holdings has developed a strong reputation for delivering innovative and engaging marketing campaigns across various industries, including automotive, hospitality, retail, real estate, and corporate sectors.

The organization operates with a multidisciplinary team of designers, strategists, photographers, content creators, and digital marketers. Its primary mission is to support brands in building strong digital identities through data-driven strategies, impactful storytelling, and visually appealing creative outputs. Pycus Holdings has managed over 100 client accounts and continues to expand its influence in Nepal's growing digital marketing ecosystem.

1.1.1 Vision and Mission

- **Vision:**
To be Nepal's leading full-service marketing agency recognized for innovation, creativity, and impact.
- **Mission:**
To provide data-driven and design-focused marketing solutions that empower brands to connect deeply with their audiences and achieve measurable results.

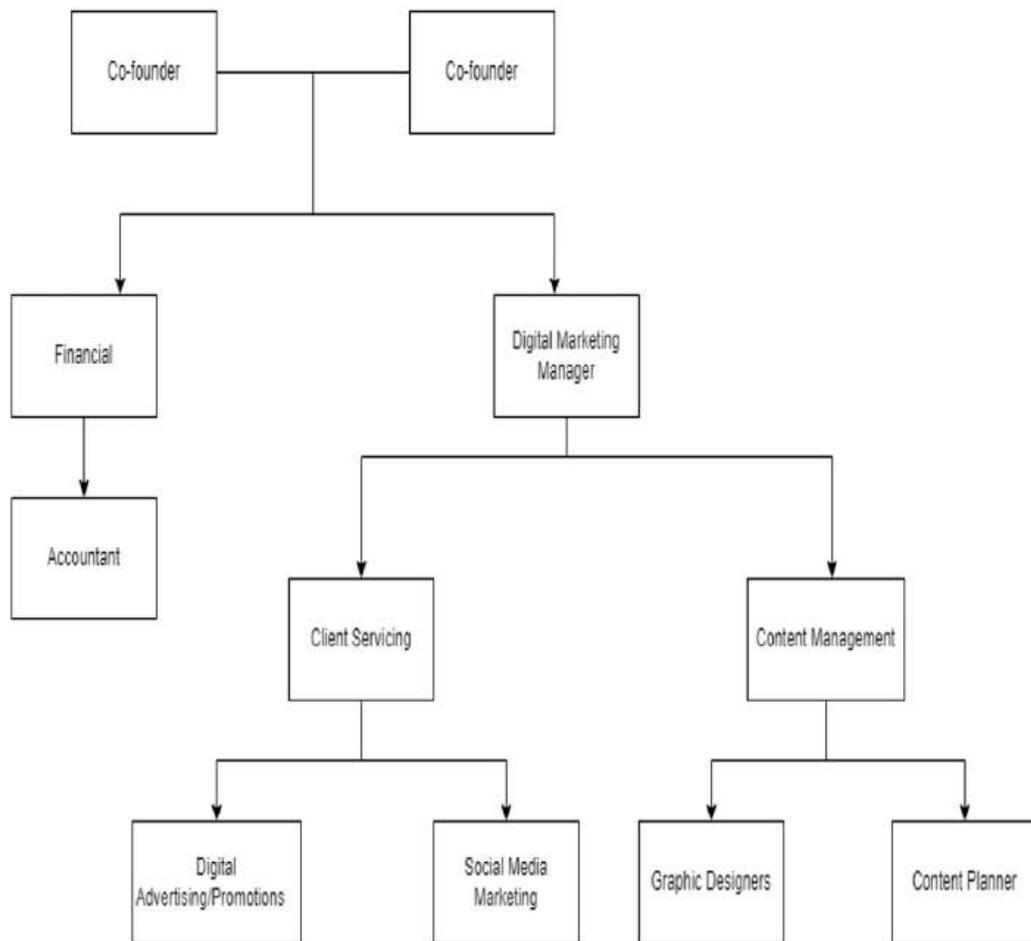
1.1.2 Core Values

- **Creativity:** Encouraging innovative ideas that challenge conventions.
- **Integrity:** Conducting business with honesty, transparency, and professionalism.
- **Teamwork:** Collaborating across departments to ensure high-quality output.

- Adaptability: Staying ahead of digital trends and evolving client needs.
- Excellence: Delivering value-driven campaigns that exceed expectations.

1.2 Organizational Structure

Pycus Holdings follows a functional organizational structure to ensure smooth coordination between creative and strategic departments. The company is led by two founders who oversee overall operations, creative direction, and client management. Below them, specialized departments handle day-to-day project execution, including the Creative Team, Digital Marketing Team, Client Servicing Team, and Operations & Strategy.



1.3 Intentions to Join This Company

I chose to join Pycus Holdings for my cooperative education because I wanted to gain practical experience in a dynamic and creative marketing environment. As a Marketing major, I was

particularly interested in understanding how digital branding strategies are developed and implemented for real clients. Pycus Holdings provided the ideal learning space, offering exposure to diverse creative projects, professional marketing workflows, and hands-on experience with industry-standard tools such as Adobe Illustrator, Photoshop, and Premiere Pro.

The company's culture of creativity, teamwork, and continuous learning motivated me to apply for the internship, with the intention of developing both my technical and professional skills.

1.3.1 Leadership and Management

Pycus Holdings is managed by two founding partners:

- Mr. Kashyap Shakya – Founder & Managing Director
- Mr. Rahul Shakya – Co-Founder & Director

They oversee all major business operations, creative direction, and strategic client development.

1.3.2 Departments

The company is divided into the following departments:

1. Creative Team – Handles design, photography, videography, and post-production.
2. Digital Marketing Team – Manages social media, digital campaigns, analytics, and content strategy.
3. Client Servicing Team – Handles communication, project coordination, and business development.
4. Operations & Strategy – Supervises internal workflow, client scheduling, and overall project execution.

1.3.3 My Position in the Organization

I worked as a Social Media Intern under the supervision of Mr. Sailesh Dangol, Project Manager. My role required close collaboration with the creative and digital teams to develop and execute content strategies. I was responsible for designing digital materials, managing social platforms, supporting photo/video shoots, and analyzing engagement metrics.

This position allowed me to gain exposure to all stages of the marketing process — from brainstorming and content creation to publishing and client reporting.

1.4 Statement of the Report

This report presents the activities, responsibilities, and learning experiences gained during my cooperative education program at Pycus Holdings Pvt. Ltd. It describes the tasks assigned to me as a Social Media Intern, the challenges encountered in the workplace, and the solutions implemented to overcome them. The report also highlights the knowledge applied from academic coursework and the overall contributions made throughout the internship period. The purpose of the report is to provide a comprehensive reflection on the practical skills, professional development, and insights acquired during the cooperative study.

1.5 Objectives of the Study

The objectives of this cooperative education study are:

1. To apply theoretical marketing knowledge in a real-world professional environment.
2. To gain hands-on experience in digital content creation, social media management, and creative marketing.
3. To understand the workflow, processes, and responsibilities within a marketing agency.
4. To develop technical skills in design and media production using industry-relevant software tools.
5. To strengthen communication, teamwork, and time management abilities.

SWOT(Puyt et al., 2023) Analysis

Strengths	Weaknesses
Strong reputation in digital and creative marketing	High workload during peak campaigns
Diverse client portfolio (corporate to multinational)	Heavy reliance on tight deadlines

Experienced leadership and talented creative team	Limited automation in reporting
Innovative and adaptive brand culture	Occasional overlap in task assignments

Opportunities	Threats
Growing digital marketing demand in Nepal	Increasing competition from new agencies
Expansion into influencer and regional marketing	Rapidly changing social media algorithms
Potential for international collaborations	Client retention challenges due to market saturation

1.6 Objectives of the Cooperative Study

- To apply theoretical marketing knowledge in a practical corporate environment
- To gain real-world exposure to digital media planning and execution.
- To understand client relationship management within a marketing agency.
- To enhance creative and analytical skills through hands-on design and social media projects.
- To develop a professional work ethic aligned with industry standards.

Chapter 2: Co-op Study Activities

2.1 Job Description

As a Social Media Intern at Pycus Holdings Pvt. Ltd., I was assigned to the Digital Marketing and Creative Media Department under the supervision of the Project Manager, Mr. Sailesh Dangol. My position required supporting both the creative and digital teams in planning, designing, and executing marketing content for various clients. The primary purpose of my role was to assist in strengthening client brand visibility through creative visual materials, strategic social media posts, and audience-engagement activities.

My responsibilities included graphic design, content creation, photography and videography assistance, and publishing materials across social media platforms. I also participated in internal meetings, campaign planning sessions, and client briefings, enabling me to understand the workflow and expectations within a professional marketing agency.

2.2 Duties and Responsibilities

Throughout the cooperative education period, I performed several tasks that contributed to the daily operations of the agency. My major responsibilities included the following:

1. Graphic Design

I created marketing materials such as posters, banners, social media layouts, and advertisements for various clients using Adobe Illustrator and Photoshop.

2. Social Media Management

I helped schedule, publish, and monitor content across platforms such as Facebook and Instagram using Meta Business Suite. This included drafting captions, designing posts, and reviewing engagement metrics.

3. Photography and Videography Support

I assisted the Creative Team during photoshoots and video shoots, helped set up equipment, captured behind-the-scenes content, and prepared short video clips for social media.

4. Content Planning

I contributed creative ideas during brainstorming sessions for campaigns, promotional events, and influencer collaborations. I also helped outline monthly content plans for clients.

5. Client Coordination

I attended client meetings along with the Project Manager to understand campaign requirements, take notes, and provide creative suggestions when appropriate.

6. Performance Monitoring

I reviewed social media analytics such as reach, impressions, and engagement levels to help evaluate published content and suggest improvements for future posts.

These responsibilities allowed me to develop technical skills, improve creative thinking, and gain exposure to professional marketing practices.

2.3 Activities in Coordination with Co-Workers

Team collaboration was an essential part of my internship. I worked closely with members from the Creative Team, Digital Marketing Team, and Client Servicing Team to ensure smooth execution of campaigns.

Through frequent brainstorming sessions, revision discussions, and content planning meetings, I learned how integrated teamwork contributes to successful marketing outputs. Coordination with designers, photographers, and content strategists taught me how each department plays a role in delivering final campaign materials.

Adapting to the fast-paced nature of the agency and learning to communicate effectively within the team helped me develop stronger interpersonal and collaborative skills.

2.4 Job Processes

During the internship, I was involved in several recurring processes that form the core operations of Pycus Holdings. These included:

1. Campaign Planning

Understanding client objectives and target audiences

Researching trending concepts and competitor strategies

Participating in idea generation for visuals and messaging

2. Content Development

Designing visual materials aligned with brand guidelines

Drafting captions and selecting creative concept

Incorporating revisions and feedback from supervisors

3. Publishing and Monitoring

Scheduling posts using Meta Business Suite

Monitoring post-performance and audience responses

Suggesting improvements for future content

4. Creative Production

Assisting with photography and videography setups

Supporting the editing of short videos for Reels and TikTok

Organizing digital assets for internal use

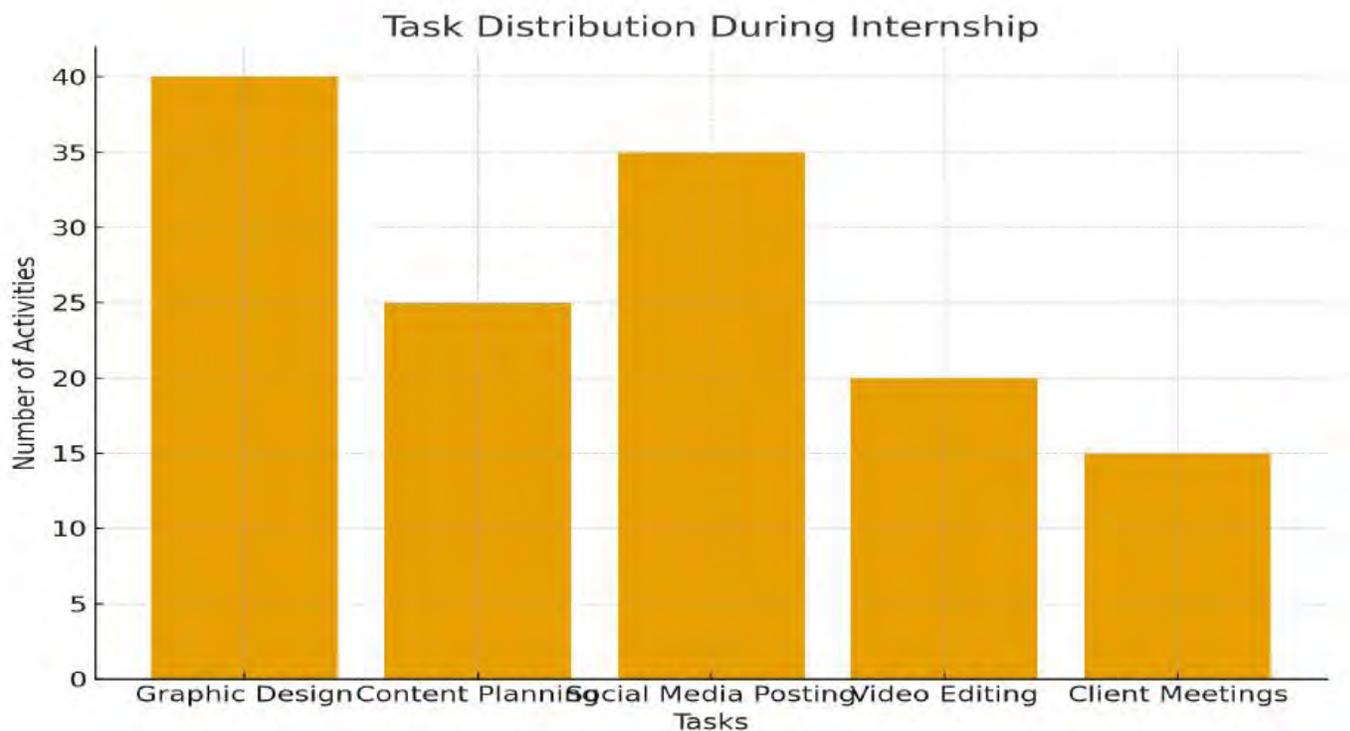
5. Client Review and Feedback

Presenting draft content to the Project Manager

Making adjustments based on client comments

Finalizing assets for campaign launch

These processes helped me understand how creativity, strategy, and analytics work together in digital marketing.



2.5 Contributions as a Co-op Student

Despite being an intern, I was encouraged to contribute meaningfully to ongoing projects. My major contributions included:

Designing social media posts that were officially published for clients such as BYD and Omoda

Assisting in visual preparation and content support for an automotive launch event

Suggesting creative ideas for festival promotions that were incorporated into live campaigns

Contributing to improvements in the agency's internal post-tracking system

Supporting the video production team by editing short promotional clips

These contributions allowed me to apply academic knowledge in a practical environment and gain confidence in my abilities as a marketing professional.

Some poster i made



Chapter 3: Learning Process

3.1 Problems and Issues in the Workplace

During my internship at Pycus Holdings Pvt. Ltd., I encountered several challenges that helped shape my learning experience. Working in a fast-paced creative agency required flexibility, accuracy, and the ability to handle multiple tasks simultaneously. One of the first issues I faced was adapting to tight deadlines. Marketing campaigns often needed to be produced quickly based on client requests, and this pressured me to deliver quality designs within limited timeframes.

Another challenge involved adjusting to the team's workflow and communication style. As a beginner, I sometimes found it difficult to interpret feedback from senior designers and digital strategists. Understanding what needed to be improved in my designs or content required careful listening, note-taking, and practice.

Additionally, I faced a learning curve with software tools such as Adobe Illustrator, Photoshop, and Premiere Pro. Although I had prior basic knowledge, using advanced features and preparing files according to industry standards required time and additional self-learning.

These challenges, although demanding, were essential in helping me grow professionally and understand the expectations of a real-world marketing workplace.

3.2 Solutions to the Problems

To overcome deadline pressure, I learned to organize my tasks more effectively by breaking assignments into smaller steps and setting internal deadlines for each part. I also communicated regularly with my supervisor to clarify priorities, which helped me manage time more efficiently.

To improve communication with team members, I became more proactive in asking questions and seeking clarification whenever I did not fully understand instructions. Participating actively in brainstorming sessions helped me better understand the reasoning behind creative decisions, which improved my confidence when sharing ideas.

To address technical skill gaps, I dedicated time outside working hours to watch tutorials and practice using Adobe software. I also asked for guidance from the design team when I encountered difficulties. Over time, this allowed me to produce higher-quality work and complete tasks more independently.

By applying these solutions, I was able to adapt to the company's workflow, improve my creativity, and become more confident working within a professional environment.

3.3 Recommendations to the Company

Pycus Holdings is a well-organized and creative agency, and my experience there was highly positive. However, certain improvements could help future interns adapt more quickly and work more efficiently:

1. Structured Onboarding for Interns

A short orientation program covering tools, processes, and expectations would help new interns understand their responsibilities from the beginning.

2. Improved Task Tracking System

Using project management software such as Trello or Asana could help streamline communication and ensure tasks are clearly assigned and monitored.

3. Skill Development Workshops

Short internal workshops on emerging social media trends, design standards, and analytics could help interns develop skills that match industry requirements.

These improvements would make the internship experience even more productive and supportive for future students.

3.4 What I Have Learned

My internship at Pycus Holdings allowed me to apply classroom knowledge to real-world projects and develop a wide range of skills. Some of the most important lessons I learned include:

- Time Management: I learned to work efficiently under pressure, manage deadlines, and prioritize multiple tasks.
- Teamwork and Communication: Collaborating with designers, strategists, and content creators helped me understand the importance of clear communication and shared goals.
- Technical Skills: I significantly improved my ability to use Adobe Illustrator, Photoshop, and Premiere Pro for content creation.
- Problem-Solving: I learned to adapt quickly, respond to client feedback, and revise content creatively and professionally.
- Professionalism: Working in a corporate environment taught me the importance of responsibility, punctuality, and maintaining a positive work attitude.

These learnings contributed greatly to my personal growth and confidence as a future marketing professional.

3.5 Application of Knowledge from Coursework

Throughout the internship, I was able to apply theoretical concepts learned in various courses at Siam University. Subjects such as Principles of Marketing, Marketing Communication, Advertising and Promotion, and Digital Marketing helped me understand how real campaigns are designed and implemented.

I applied marketing theories (Wilson et al., 2025) related to consumer behavior, segmentation, targeting, and branding while planning and analyzing content for clients. Knowledge from advertising coursework helped me create appealing designs and understand how messaging influences audience engagement. Digital Marketing classes also provided the foundation for analyzing social media performance and understanding platform algorithms.

This application of theory to practice strengthened my understanding of marketing concepts and improved my ability to use them in real business situations.

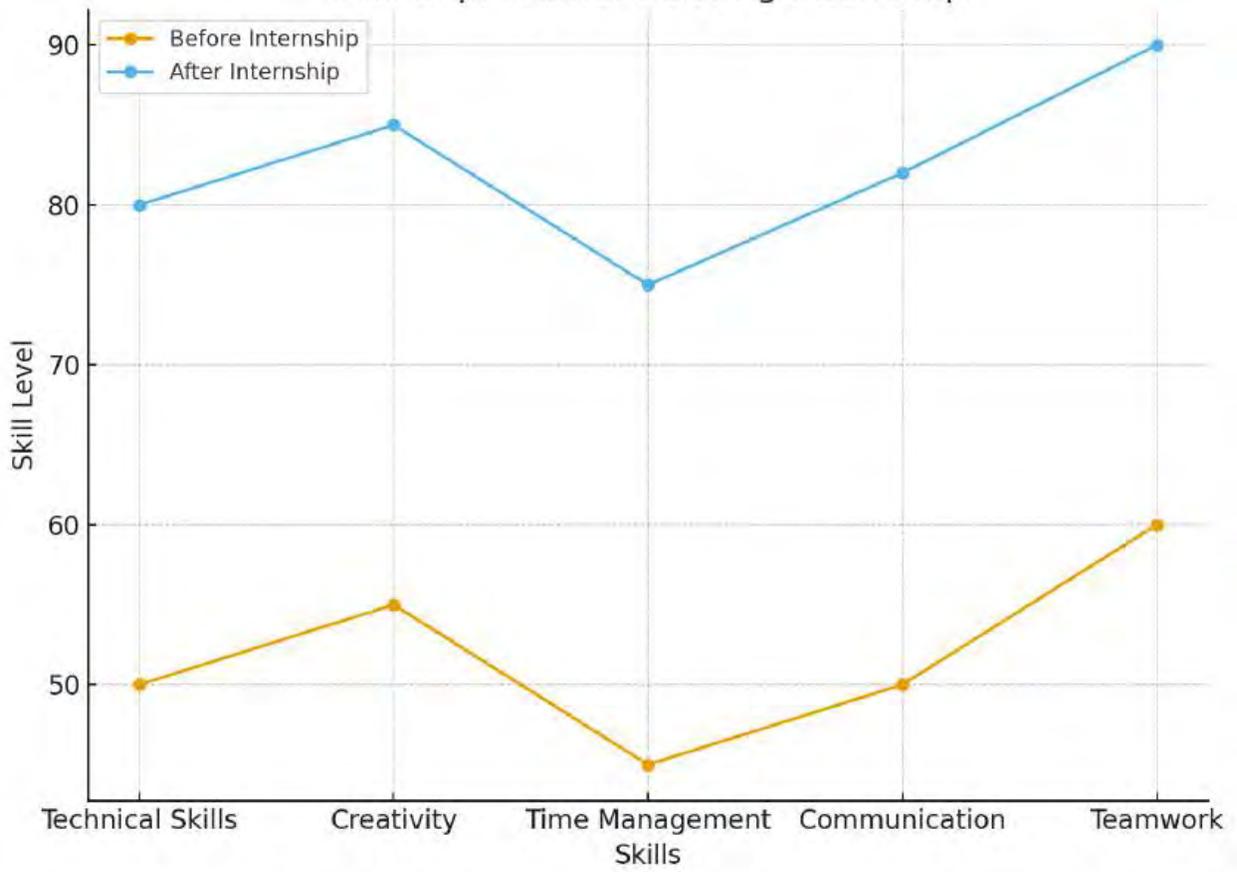
3.6 Key Learnings and Development

By the end of my cooperative education experience, I developed professionally in several areas:

Area	Development Achieved
Professionalism	Learned workplace etiquette, responsibility, and punctuality
Creativity	Improved design thinking and ability to produce visually appealing content
Technical Skills	Developed proficiency in Adobe tools for design and video editing
Interpersonal Skills	Strengthened collaboration, communication, and teamwork
Adaptability	Able to work under tight deadlines and adjust to rapid changes
Strategic Awareness	Understood the connection between brand goals, design, and analytics

These developments reflect the practical growth I achieved during my internship and demonstrate the value of my cooperative education program.

Skill Improvement During Internship



Chapter 4: Conclusion

4.1 Summary of the Internship Experience

The four-month internship at Pycus Holdings Pvt. Ltd. has been one of the most valuable and transformative phases of my academic journey.

As a Social Media Intern, I was given the opportunity to immerse myself in the dynamic world of digital marketing and creative brand management. From handling real client accounts to participating in campaign meetings, I was exposed to the full cycle of marketing operations.

Throughout my tenure, I was able to bridge the gap between theoretical knowledge and practical execution. I learned how marketing concepts such as brand positioning, audience targeting, and digital engagement strategies are implemented in real-world campaigns. Additionally, I was able to apply creative skills such as graphic design, photography, and content writing in professional contexts.

The work culture at Pycus Holdings encouraged innovation and independent thinking. Despite the fast-paced and sometimes demanding environment, the supportive guidance from my supervisor and team members allowed me to grow both personally and professionally.

This experience has not only enhanced my technical expertise but has also improved my adaptability, teamwork, and problem-solving abilities. It reaffirmed my passion for marketing and inspired me to pursue a long-term career in this field.

Evaluation of the Work Experience

Working at Pycus Holdings provided me with an authentic understanding of how a marketing agency operates. The experience offered both creative freedom and responsibility. Each project presented a unique challenge — from conceptualizing new content ideas to meeting client expectations under strict timelines.

The supervision provided by Mr. Sailesh Dangol, Project Manager, was instrumental in my growth. His consistent feedback helped me refine my design quality, time management, and

communication style. The workplace was vibrant, inclusive, and focused on collaboration, making it an ideal learning environment for an intern.

I believe this internship has successfully achieved its objective — to prepare students for professional realities beyond the classroom. I now feel more confident about working in a corporate setting and contributing effectively to future marketing initiatives.

Limitations

While the internship was immensely beneficial, there were certain limitations:

1. **Short Duration:** Four months was sufficient for exposure but limited in exploring deeper strategic aspects of digital marketing.
2. **High Workload Periods:** Managing multiple campaigns at once was sometimes overwhelming for an intern.
3. **Limited Access to Client Data:** Some campaign performance reports were confidential, restricting full analytical learning.

Despite these constraints, the overall learning experience was extremely rewarding and far outweighed the limitations.

4.2 Recommendation

For future interns joining Pycus Holdings or similar marketing firms, I would recommend:

1. **Be Proactive:** Take initiative and ask for new tasks beyond assigned responsibilities.
2. **Learn the Tools Early:** Get familiar with creative and scheduling software before starting the internship.
3. **Communicate Effectively:** Regularly discuss your progress and challenges with supervisors.
4. **Balance Creativity and Structure:** Ensure your ideas align with client brand guidelines and timelines.

Following these practices can help new interns maximize their learning experience and make meaningful contributions to the organization.

Future Career Plans

This internship has inspired me to pursue a long-term career in digital marketing and brand strategy. Experiencing the operational side of marketing firsthand allowed me to identify where my interests and strengths align — in creative direction, campaign planning, and digital content management.

In the near future, I plan to gain more experience in digital marketing agencies and eventually specialize in creative strategy and brand development. My ultimate goal is to work as a creative director or brand strategist, contributing to the growth of innovative marketing campaigns that connect businesses with audiences on a deeper level.

I also aspire to continue developing my technical proficiency in digital design and analytics tools to stay competitive in the evolving global marketing landscape.

Final Reflection

In conclusion, the internship at Pycus Holdings was a pivotal chapter in my academic and professional journey. It transformed theoretical classroom learning into practical experience, strengthened my confidence, and equipped me with the skills necessary to succeed in the marketing industry.

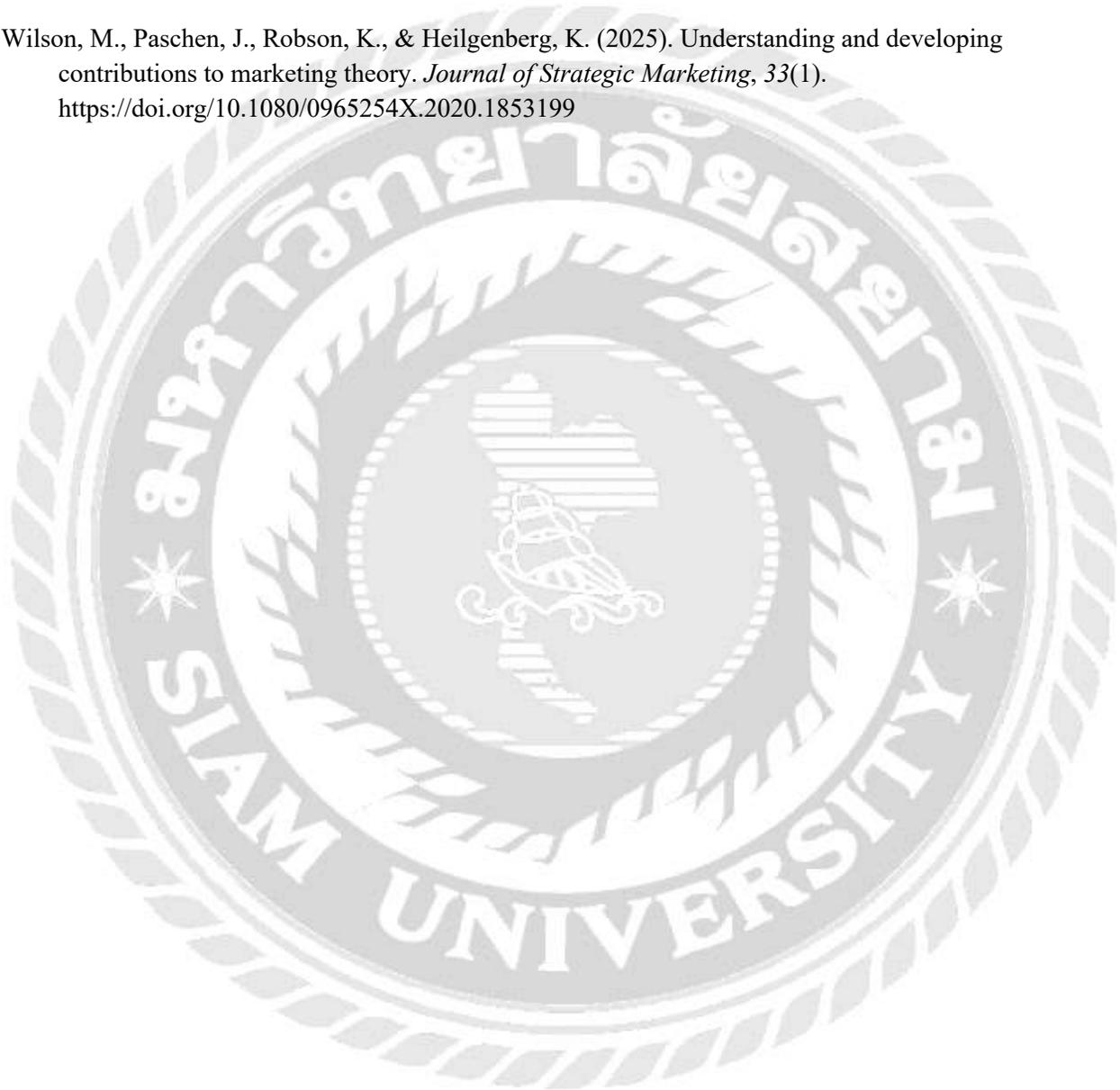
The experience taught me that success in marketing is not only about creativity but also about discipline, communication, and adaptability. I am deeply grateful to Siam University and Pycus Holdings Pvt. Ltd. for providing me with this invaluable opportunity to grow both as a student and as a future professional.

Annex

References

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Weekly Report

Duration: July 1, 2025 – November 1, 2025

Week 1

Monday: 07/07/2025	Tuesday: 08/07/2025	Wednesday: 09/07/2025	Thursday: 10/07/2025	Friday: 11/07/2025
<ul style="list-style-type: none"> - Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement 	<ul style="list-style-type: none"> - Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement 	<ul style="list-style-type: none"> - Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement 	<ul style="list-style-type: none"> - Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement 	<ul style="list-style-type: none"> - Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement

Week 2

Monday: 14/07/2025	Tuesday: 15/07/2025	Wednesday: 16/07/2025	Thursday: 17/07/2025	Friday: 18/07/2025
<ul style="list-style-type: none"> - Assisted in content creation - Designed social media graphics - Attended brainstorming sessions 	<ul style="list-style-type: none"> - Assisted in content creation - Designed social media graphics - Attended brainstorming sessions 	<ul style="list-style-type: none"> - Assisted in content creation - Designed social media graphics - Attended brainstorming sessions 	<ul style="list-style-type: none"> - Assisted in content creation - Designed social media graphics - Attended brainstorming sessions 	<ul style="list-style-type: none"> - Assisted in content creation - Designed social media graphics - Attended brainstorming sessions

- Scheduled posts and monitored engagement				
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Week 3

Monday: 21/07/2025	Tuesday: 22/07/2025	Wednesday: 23/07/2025	Thursday: 24/07/2025	Friday: 25/07/2025
- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement

Week 4

Monday: 28/07/2025	Tuesday: 29/07/2025	Wednesday: 30/07/2025	Thursday: 31/07/2025	Friday: 01/08/2025

- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement
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Week 5

Monday: 04/08/2025	Tuesday: 05/08/2025	Wednesday: 06/08/2025	Thursday: 07/08/2025	Friday: 08/08/2025
- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement

Week 6

Monday: 11/08/2025	Tuesday: 12/08/2025	Wednesday: 13/08/2025	Thursday: 14/08/2025	Friday: 15/08/2025
- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement

Week 7

Monday: 18/08/2025	Tuesday: 19/08/2025	Wednesday: 20/08/2025	Thursday: 21/08/2025	Friday: 22/08/2025
- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled

posts and monitored engagement				
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Week 8

Monday: 25/08/2025	Tuesday: 26/08/2025	Wednesday: 27/08/2025	Thursday: 28/08/2025	Friday: 29/08/2025
- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement

Week 9

Monday: 01/09/2025	Tuesday: 02/09/2025	Wednesday: 03/09/2025	Thursday: 04/09/2025	Friday: 05/09/2025
- Assisted in content creation - Designed social media graphics	- Assisted in content creation - Designed social media graphics	- Assisted in content creation - Designed social media graphics	- Assisted in content creation - Designed social media graphics	- Assisted in content creation - Designed social media graphics

- Attended brainstorming sessions				
- Scheduled posts and monitored engagement				

Week 10

Monday: 08/09/2025	Tuesday: 09/09/2025	Wednesday: 10/09/2025	Thursday: 11/09/2025	Friday: 12/09/2025
- Assisted in content creation				
- Designed social media graphics				
- Attended brainstorming sessions				
- Scheduled posts and monitored engagement				

Week 11

Monday: 15/09/2025	Tuesday: 16/09/2025	Wednesday: 17/09/2025	Thursday: 18/09/2025	Friday: 19/09/2025
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- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement
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Week 12

Monday: 22/09/2025	Tuesday: 23/09/2025	Wednesday: 24/09/2025	Thursday: 25/09/2025	Friday: 26/09/2025
- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement

Week 13

Monday: 29/09/2025	Tuesday: 30/09/2025	Wednesday: 01/10/2025	Thursday: 02/10/2025	Friday: 03/10/2025
- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement

Week 14

Monday: 06/10/2025	Tuesday: 07/10/2025	Wednesday: 08/10/2025	Thursday: 09/10/2025	Friday: 10/10/2025
- Assisted in content creation - Designed social media graphics - Attended brainstorming	- Assisted in content creation - Designed social media graphics - Attended brainstorming	- Assisted in content creation - Designed social media graphics - Attended brainstorming	- Assisted in content creation - Designed social media graphics - Attended brainstorming	- Assisted in content creation - Designed social media graphics - Attended brainstorming

sessions - Scheduled posts and monitored engagement				
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Week 15

Monday: 13/10/2025	Tuesday: 14/10/2025	Wednesday: 15/10/2025	Thursday: 16/10/2025	Friday: 17/10/2025
- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement

Week 16

Monday: 20/10/2025	Tuesday: 21/10/2025	Wednesday: 22/10/2025	Thursday: 23/10/2025	Friday: 24/10/2025
- Assisted in content creation				

- Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement
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Week 17

Monday: 27/10/2025	Tuesday: 28/10/2025	Wednesday: 29/10/2025	Thursday: 30/10/2025	Friday: 31/10/2025
- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement

Week 18

Monday: 03/11/2025	Tuesday: 04/11/2025	Wednesday: 05/11/2025	Thursday: 06/11/2025	Friday: 07/11/2025
- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement	- Assisted in content creation - Designed social media graphics - Attended brainstorming sessions - Scheduled posts and monitored engagement





Intern workstation



Marketing team

