



Cooperative Education Report

Digital Marketing Solutions at Amnil Technologies Private Limited



Submitted By:

Asmi Shrestha

Student Number: 6508040067

Marketing Major

**This report is submitted in partial fulfillment of the requirements for
Cooperative Education.**

Faculty of Business Administration, Academic Semester 2/2025

Siam University

Title: Digital Marketing Solutions at Amnil Technologies Private Limited

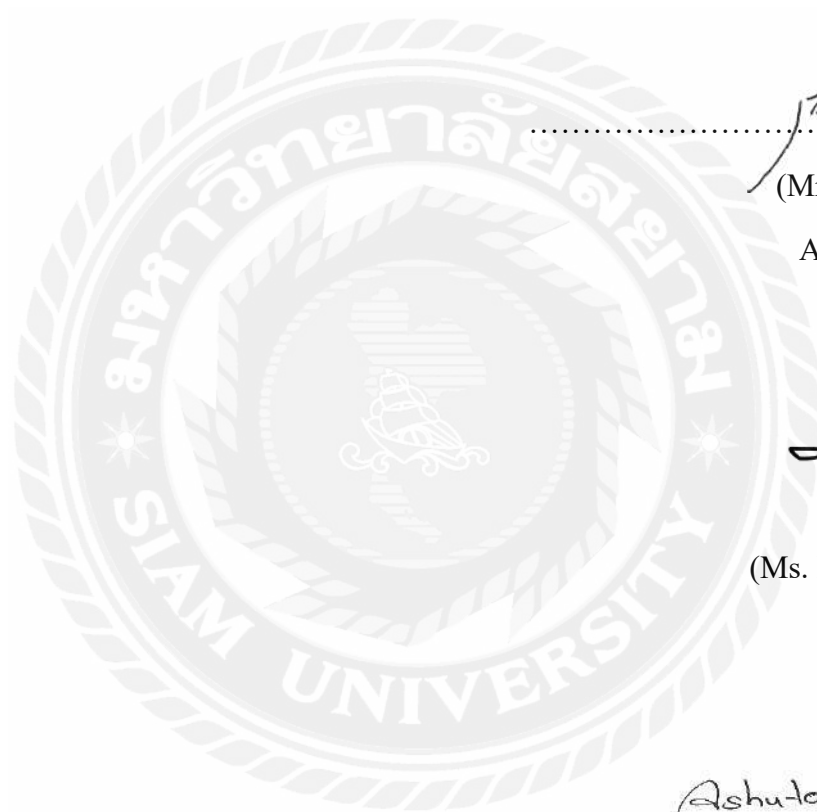
Written By: Ms. Asmi Shrestha

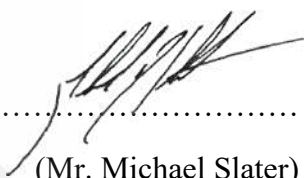
Department: Bachelor of Business Administration Program in Marketing

Academic Advisor: Mr. Michael Slater

We have approved this Co-operative Education Report as the partial fulfillment of the Co-operative Education Program, semester 2/2025.

Oral Presentation Committees:



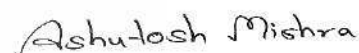

.....
(Mr. Michael Slater)

Academic Advisor



(Ms. Luisha Bhandari)

Job Supervisor


.....

(Mr. Ashutosh Mishra)

Co-operative Education Committee


.....
(Asst. Prof Maruj Limpawattana, Ph.D.)

Vice-President and Director of Co-operative Education

Title: Digital Marketing Solutions at Amnil Technologies Private Limited

Credit: 5

Written By: Ms. Asmi Shrestha

Academic Advisor: Mr. Michael Slater

Degree: Bachelor of Business Administration

Major: Marketing

Faculty: Business Administration

Semester/Academic Year: 2/2025

Abstract

This report presents the Co-operative Education internship experience completed at Amnil Technologies Private Limited as a Digital Marketing Intern. The internship focused on understanding corporate digital strategy, client account management, visual content planning, and brand communication within the technology and skincare industries. During the internship period, the major tasks included developing comprehensive content strategies, curating monthly content calendars, designing social media posts across platforms—specifically focusing on Amnil’s corporate LinkedIn presence—and managing end-to-end digital operations for retail clients like Derma Arth. Additionally, the role involved executing Online Reputation Management (ORM) for high-profile corporate clients like MAW and drafting public relations (PR) performance reports when required.

The internship provided practical exposure to how modern digital marketing and corporate communication operate in a market-leading technology firm. It helped connect academic concepts such as Integrated Marketing Communications (IMC), brand positioning, consumer behavior, visual storytelling, public relations, and data-driven engagement analytics to real-world situations. The experience also developed important professional skills, including creative strategy, client relationship management, cross-departmental teamwork, deadline discipline, and problem-solving. Overall, the internship enhanced my understanding of the digital media ecosystem and provided valuable practical knowledge for future career development in digital marketing, brand management, and corporate communications.

Keywords: Amnil Technologies, Digital Marketing, Social Media Strategy, Content Creation, Online Reputation Management (ORM), Public Relations (PR)



Acknowledgement

I would like to express my sincere gratitude to Siam University and Kathmandu College of Management for providing me with the opportunity to participate in the Co-operative Education program. This program allowed me to apply my academic knowledge in a practical business environment and gain valuable professional exposure.

I am grateful to my academic advisor, Mr. Mickel Slater, for his guidance, support, and feedback throughout the internship period. His supervision helped me stay aligned with the objectives of the Co-operative Education program.

I would also like to thank Amnil Technologies Private Limited for allowing me to work as a Digital Marketing Intern. This internship helped me gain practical knowledge of corporate digital strategy, client account management, visual content planning, and brand communication.

I am especially thankful to my job supervisor, Ms. Luisha Bhandari, Head of Digital Marketing, for her mentorship and continuous support. Her guidance helped me understand real business practices related to social media management, brand positioning, and online reputation management.

Furthermore, I would like to thank my colleagues and team members in the marketing department at Amnil Technologies for their cooperation, teamwork, and encouragement throughout my internship. Finally, I am grateful to my family and friends for their constant support and motivation during this journey.

Sincerely,

Asmi Shrestha

Student ID: 6508040067

Table of Contents

Abstract	2
Acknowledgement	4
Table of Contents	5
List of tables	7
List of figures	8
List of Abbreviations	9
Chapter 1: Introduction	10
1.1 Company Profile	10
1.1.1 Company Mission	11
1.1.2 Company Vision	11
1.1.3 Product Portfolio	11
1.1.4 Company Core Objectives	12
1.1.5 Strategies of the Company	13
1.2 Organizational Structure	14
1.2.1 Diagram of the Organizational Structure	14
1.2.2. My Job Position	15
1.2.3. My Job Position in the Company's Organizational Structure	16
1.3. My Intention and Motivation to Choose This Company as My Co-Op Studies Workplace	17
1.4 Strategic Analysis: SWOT Analysis of Amnil Technologies Private Limited	17
Table 1: SWOT Analysis of ATPL	18
1.4.1 Strategic Explanation of SWOT Factors	18
1.5 Objectives of Co-Op Studies	21
Chapter 2: Co-operative Study Activities	23
2.1 Job Description	23
2.3 Activities and Coordinating with Coworkers	24
2.4 Job Process Diagram	25
2.5 Contributions as a Co-Op Student in the Company	26
Chapter 3: Learning Process	28
3.1 Problems/Issues of the Company	28
3.2 Proposed solutions to the identified Problems	29
3.3 Recommendations to the Company	30
3.4 Learning Outcome from the Co-Op Studies	30

3.6 Special Skills and New Knowledge Gained	31
Chapter 4: Conclusion	33
4.1 Summary of Highlights of My Co-Op Studies at ATPL	33
4.2 My evaluation of the Work Experience	33
4.3 Limitations of My Co-Op Studies	34
References	36
APPENDICES	37
<i>Table 3: 16 Week Internship Daily Log</i>	37
Photo Gallery	47



List of tables

Table 1: SWOT Analysis of ATPL

Table 2: Job Process Diagram

Table 3: 16 Week Internship Daily Log

Table 4: My Creative Work and Designs for Derma Arth

Table 5: My Social Media Post Designs for Amnil Technologies

Table 6: ATPL Digital Marketing Team



List of figures

Fig 1: Amnil Technologies Private Limited Logo

Fig 2: Organizational Structure of ATPL

Fig 3: Launch post for Derma Arth's new Acnoderm Moisturizer

Fig 4: Product post for Peptide Moisturizer

Fig 5: Post for Thursday Tips

Fig 6: Viral trend post for Acnoderm Moisturizer

Fig 7: Education Infographic post

Fig 8: Eid Post for Amnil's social media

Fig 9: Engagement Poll for Amnil's LinkedIn

Fig 10: Nepali New Year wish post for Amnil's social media

Fig 11: Women's Day post for Amnil's LinkedIn

Fig 12: Congratulatory post for the appointment of the new CEO of Muktinath Bikas Bank

Fig 13: Amnil Technologies CGO Appointment post on LinkedIn

Fig 14: Me with the Amnil Technologies Company Logo

Fig 15: Me with my job supervisor, Ms. Luisha Bhandari (Head of Digital Marketing)

Fig 16: Picture with the digital marketing team when the CGO of Amnil was officially appointed

Fig 17: Me with my colleagues

Fig 18: Final Co-Op Presentation

List of Abbreviations

ATPL: Amnil Technologies Private Limited

ORM: Online Reputation Management



Chapter 1: Introduction

This chapter establishes the framework of my Co-operative Education experience as a Digital Marketing Intern at Amnil Technologies Private Limited. Amnil Technologies is one of Nepal's leading IT and digital marketing firms, playing a critical role in supporting the country's technological and digital transformation. As businesses across industries, ranging from skincare brands like Derma Arth to major corporate clients like MAW, increasingly rely on digital platforms to engage customers, Amnil has positioned itself as a premier partner for end-to-end digital solutions. This section introduces my specific internship position and core responsibilities, my personal motivations for choosing the host organization, the overall company profile, and a strategic SWOT analysis of Amnil's market standing.



Fig 1: Amnil Technologies Private Limited Logo

1.1 Company Profile

Amnil Technologies Private Limited is a premier information technology and digital marketing firm in Nepal, established in 2009 with a focus on driving regional digital transformation across various high-impact sectors. Headquartered in Manbawan, Lalitpur, the company has grown into a market-leading enterprise comprising a team of nearly 200 skilled professionals specializing in 360-degree technological and creative support. Amnil is widely recognized for its integrated lifecycle approach, building long-term, comprehensive relationships with its clients by serving as a trusted partner for leading national and international brands.

The company operates across diverse, highly regulated industries, providing customized IT solutions and digital media management for the Banking, Financial Services, and Insurance (BFSI) sectors, as well as the pharmaceutical, retail, and automotive markets. Amnil's operational capacity allows it to deliver complex software development alongside high-end marketing execution. This dual expertise enables the firm to handle extensive digital portfolios, ranging from localized brand management for premium retail accounts like Derma Arth to corporate communications for tech platforms and nationwide enterprise clients like MAW.

Through its focus on operational excellence, data-driven strategies, and robust digital architecture, Amnil Technologies actively contributes to the "Digital Nepal" ecosystem. By bridging the gap between advanced software engineering and modern digital marketing, the company continues to establish benchmarks for corporate digital strategy, helping prominent domestic and global enterprises scale their online presence efficiently.

1.1.1 Company Mission

At Amnil Tech, we are passionate about our work. We like to keep our process simple and transparent. And our team thrives on creating best-in-class quality experiences for users. We aim for customer satisfaction in all stages of our work. From conception to implementation and ongoing maintenance, our goal is to provide impeccable customer service to all our clients.

1.1.2 Company Vision

To be Nepal's most trusted technology partner by driving the rapid digitization of the Nepalese market through innovative and customized technology solutions for both national and international clients.

1.1.3 Product Portfolio

ATPL offers a 360-degree suite of technical and digital solutions designed to help national and international brands scale efficiently. The company's service portfolio is broadly categorized into two major wings: Technical Software Engineering and Digital Creative Operations.

Core Services and Solutions:

- **Enterprise Software & Web Development:** Designing robust, customized software architectures, data applications, and responsive websites for high-security industries like banking, finance, and insurance.
- **Mobile Application Development:** Building native and cross-platform mobile apps (using technologies like Flutter and React Native) to optimize customer engagement.
- **Business Process Automation:** Delivering Data Analysis, Data Visualization, Robotic Process Automation (RPA), and Omni-Channel Chatbots to maximize corporate efficiency.
- **360-Degree Digital Marketing & Creative Operations:** Curating high-end digital marketing assets, brand identities, structured content calendars, and cross-platform social media strategies (Facebook, Instagram, and LinkedIn).
- **Online Reputation Management (ORM) & Public Relations (PR):** Monitoring brand sentiment, managing public-facing communication crises, and generating quantitative PR performance reports for enterprise partners.

Key Client Portfolios: Amnil Technologies maintains an extensive and diverse client ecosystem across multiple competitive market sectors. Notable accounts managed by the company include prominent names in the pharmaceutical, retail, and automotive industries. In the premium retail sector, the firm manages end-to-end social media aesthetics and community engagement for brands such as Derma Arth. In the corporate and industrial sectors, Amnil executes strategic digital communication, brand positioning, and online reputation management for major industry conglomerates, including enterprise accounts such as MAW.

1.1.4 Company Core Objectives

To ensure the delivery of high-quality digital solutions and maintain its position as a market leader, Amnil Technologies operates with a defined set of strategic goals. The core objectives of the company focus on driving regional transformation, operational excellence, and long-term brand equity:

- **Digital Transformation and Innovation:** The company aims to empower traditional industries, particularly the banking, financial services, and insurance (BFSI) sectors, by

integrating cutting-edge enterprise-grade software, data automation, and scalable systems like the Amtix platform to meet changing global demands.

- **User-Centric Design and Creative Excellence:** Amnil prioritizes intuitive interfaces and data-driven visual storytelling. The objective is to ensure that complex software solutions remain accessible and that digital creative campaigns across social media platforms effectively engage target audiences.
- **Client Satisfaction and Operational Transparency:** The company seeks to build long-term relationships with clients by maintaining an open line of collaborative communication throughout the project lifecycle. This involves delivering high-end account management, timely campaign execution, and reliable maintenance support.
- **Strategic Market Scaling:** Amnil focuses on expanding its digital creative and technological footprint across diverse market sectors. This includes targeting high-growth corporate accounts across the pharmaceutical, automotive, and retail industries, thereby driving diverse project-based growth.
- **Quality Leadership:** The company strives for "best-in-class" performance in all sectors of Information Systems, Technology, and Digital Marketing. It enforces strict internal quality benchmarks from the initial product specification and creative layout phases through to long-term deployment.

1.1.5 Strategies of the Company

Amnil Technologies uses several strategic approaches to deliver high-quality tech and digital marketing solutions while remaining highly competitive in the industry:

- **360-Degree Digitalization ("Strategize > Execute > Evolve")**

The company focuses on driving the rapid digitalization of businesses. By combining IT consulting, application development, and digital marketing services, Amnil provides complete, end-to-end technological support to help both local and international brands grow.

- **Design-Driven Visual Customization**

Amnil emphasizes high-end aesthetics and professional visual storytelling. The agency focuses on building premium online identities for clients—such as creating specialized, minimalist social

media content for the skincare and corporate sectors—ensuring that every digital campaign looks polished and unique.

- **Data-Driven Strategic Planning**

To give clients a clear advantage, the company relies heavily on deep market research, competitor benchmarking, and detailed SWOT analyses. This ensures that marketing campaigns, corporate communications, and tech products are always backed by solid data and tailored to specific industry dynamics.

- **Modern Audience Engagement & Trend Integration**

Amnil helps clients connect with younger, tech-savvy generations like Gen Z. The company actively integrates current digital trends, interactive social media elements (such as educational campaigns and market awareness polls), and modern communication formats to boost online reach and user retention.

- **Long-Term Collaborative Partnerships**

The organization believes in building "ground-up to the top" relationships with its clients. Amnil works closely with corporate leaders and executive teams to ensure that creative marketing initiatives align perfectly with the client's operational objectives and brand values.

1.2 Organizational Structure

Amnil Technologies follows a hierarchical organizational structure where different departments operate under specialized functions such as business development, accounts, administration, technology, digital strategy, and creative operations.

1.2.1 Diagram of the Organizational Structure

The diagram below is a simplified ATPL's organizational structure:

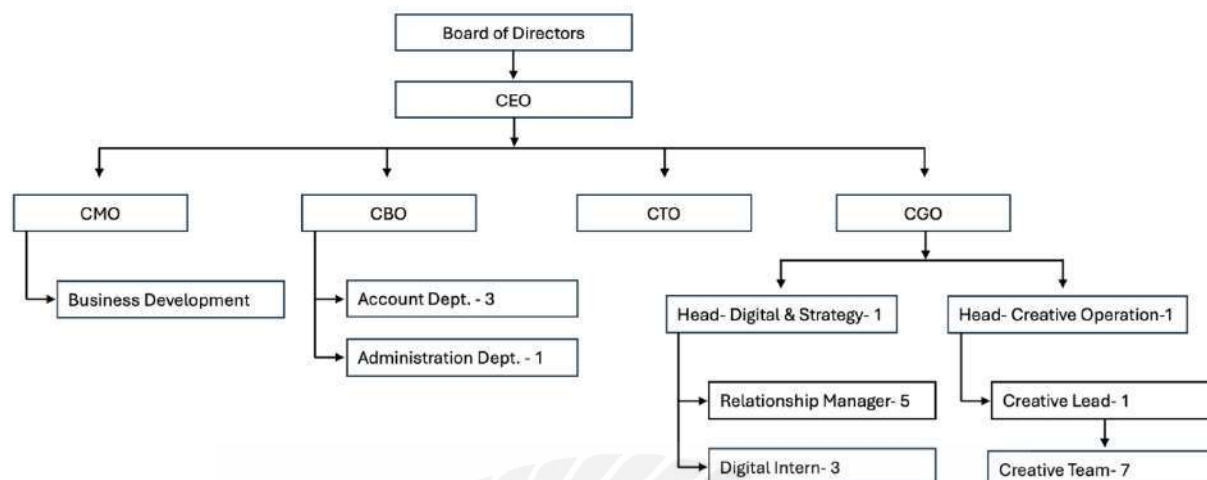


Fig 2: Organizational Structure of ATPL

The figure above represents the organizational structure of ATPL. The Board of Directors lies at the highest position, providing overarching governance and strategic direction to the company. Then, the Chief Executive Officer (CEO) oversees the day-to-day activities, company vision, and the entire executive management team. Under the CEO, four chief officers direct their respective specialized divisions: the Chief Marketing Officer (CMO) leads Business Development, the Chief Business Officer (CBO) manages the Account and Administration Departments, the Chief Technology Officer (CTO) directs the technical operations, and the Chief Growth Officer (CGO) oversees both the Digital & Strategy and Creative Operations teams.

1.2.2. My Job Position

During my internship at ATPL, I served as a Digital Marketing Intern within the core marketing and creative operations division. My primary responsibility was to design and execute data-driven digital brand strategies, manage multi-platform content ecosystems, and maintain online brand equity for a highly diverse portfolio of corporate and retail client accounts. This role required a strategic combination of premium visual curation, persuasive copywriting, and a deep understanding of platform-specific consumer psychology.

My work involved analyzing fast-moving market trends to transform client goals into structured, high-end digital campaigns. For retail portfolios such as the skincare brand Derma Arth, I took

ownership of end-to-end account operations, which included building cohesive, minimalist social media grids and writing targeted copy focused on skincare routines to foster consumer engagement and trust. Concurrently, I managed Amnil's corporate LinkedIn presence, transforming complex corporate milestones and technical IT solutions into polished, professional thought-leadership content aimed at a B2B audience.

Beyond content planning, I acted as a vital coordinator within the agency's creative production pipeline. I was responsible for:

- Drafting detailed creative briefs and assigning specific post layouts or artwork requirements to the internal graphic design team.
- Executing daily ORM for major enterprise accounts like MAW, which involved tracking live digital sentiment and crafting prompt, professional responses to protect client brand equity.
- Compiling quantitative Public Relations (PR) performance reports to evaluate campaign reach and prove tangible marketing value to corporate stakeholders.
- Enforcing strict quality control by systematically routing all creative assets through my immediate supervisor (the Head of Digital Marketing) and the Chief Operations Officer (COO) to secure executive approval before deployment.

This position demanded exceptional efficiency, sharp multitasking capabilities, and absolute adaptability, especially when shifting between contrasting corporate and retail brand voices under tight campaign deadlines. During this Co-operative Education period, I significantly advanced my practical skills in end-to-end campaign lifecycles, executive-level correspondence, and cross-departmental team management.

1.2.3. My Job Position in the Company's Organizational Structure

The Digital Marketing Intern role falls under the Digital Marketing Department. I worked under the direct supervision of Ms. Luisha Bhandari, the Head of Digital Marketing, who guided my daily tasks and content strategies. My position acted as a bridge between creative visual design

and strategic brand communication, helping to align our digital marketing goals with the expectations of modern audiences.

1.3. My Intention and Motivation to Choose This Company as My Co-Op Studies

Workplace

The primary motivation for choosing ATPL as my Co-operative Education workplace was its strong reputation as a premier information technology firm and its active role in driving regional digital transformation across Nepal. As a student with a sustained interest in strategic business analysis, corporate communication, and high-end digital marketing, I found this internship an ideal opportunity to gain practical, hands-on experience in a highly competitive digital agency environment.

Additionally, the organization's ability to bridge advanced software engineering with 360-degree creative operations is perfectly aligned with my academic and professional focus on modern marketing strategies. The opportunity to manage diverse brand portfolios, ranging from executing premium visual aesthetics for retail brands like Derma Arth to curating professional B2B communications for Amnil's corporate channels, offered a comprehensive learning curve. The chance to work in a dynamic corporate setting, where I could contribute to real-world online reputation management, public relations reporting, and strategic content creation under the direct guidance of senior leadership, further motivated me to join Amnil Technologies.

1.4 Strategic Analysis: SWOT Analysis of Amnil Technologies Private Limited

To understand Amnil Technologies' market position and identify strategic areas for growth, a SWOT Analysis was conducted using corporate data and insights gathered from senior marketing executives. This strategic analysis tool helps evaluate internal strengths and weaknesses, alongside external opportunities and threats, that directly influence the company's digital operations, competitive advantage, and future business strategy.

<p>Strengths</p> <ul style="list-style-type: none"> ● Dominant Market Share in BFSI & Pharma ● Integrated "Strategize > Execute > Evolve" Model ● ISO 27001:2022 Data Security Certification ● Diverse, High-End Client Portfolio (MAW, Nabil) 	<p>Weaknesses</p> <ul style="list-style-type: none"> ● High Revenue Dependency on the Banking Sector ● Complexity in Cross-Departmental Communication ● High Resource Demand for Custom Solutions
<p>Opportunities</p> <ul style="list-style-type: none"> ● "Digital Nepal" Government Initiatives ● Cross-Sector Integration of Agentic AI ● Growing Demand for Omnichannel Marketing ● B2B LinkedIn Strategy Expansion 	<p>Threats</p> <ul style="list-style-type: none"> ● Rising Competition from Local & Global Firms ● Rapid Global Technological Obsolescence ● Macroeconomic Fluctuations in IT Budgets

Table 1: SWOT Analysis of ATPL

1.4.1 Strategic Explanation of SWOT Factors

Strengths

- Dominant Market Share in BFSI & Pharma

Amnil holds a distinct competitive advantage by establishing deep-rooted trust and high switching costs within Nepal's highly regulated Banking, Financial Services, and Insurance (BFSI) and pharmaceutical sectors. This strong positioning forms the bedrock of the company's corporate brand equity and ensures a steady stream of high-value client retention.

- Integrated "Strategize > Execute > Evolve" Model

Unlike traditional single-service vendors, Amnil utilizes an integrated end-to-end framework. This comprehensive model allows the company to capture value at every stage of the consumer lifecycle—moving seamlessly from high-level digital strategy to creative execution and continuous operational optimization.

- **ISO 27001:2022 Data Security Certification**

In a B2B landscape driven by data privacy, this international security certification acts as a powerful marketing asset. It systematically lowers perceived risk for corporate clients and creates a high barrier to entry for smaller local competitors who lack institutional compliance standards.

- **Diverse, High-End Client Portfolio**

Successfully managing a premium, cross-industry portfolio ranging from heavy conglomerates like MAW to major financial institutions like Nabil Bank proves the high adaptability of Amnil's marketing and technological capabilities. This cross-sector presence minimizes systemic market risks through effective portfolio diversification.

Weaknesses

- **High Revenue Dependency on the Banking Sector**

Concentrating a massive portion of revenue within a single industry exposes the firm to severe macro-environmental risks. Any restrictive regulatory updates from the central bank or broader economic downturns in the financial sector could directly compress Amnil's primary income streams.

- **Complexity in Cross-Departmental Communication**

Operating with a large, highly specialized workforce can inadvertently foster functional silos. Misalignments or communication friction between technical software engineering teams and fast-paced creative marketing departments can slow down project delivery timelines and impact client relationship management.

- **High Resource Demand for Custom Solutions**

Designing bespoke software and highly tailored marketing strategies is inherently labor-intensive and difficult to standardize. This heavy reliance on custom execution limits the organization's

ability to scale operations rapidly compared to competitors leveraging productized, "off-the-shelf" software models.

Opportunities

- "Digital Nepal" Government Initiatives

The state-led push toward national digitization offers a massive macro-environmental tailwind. Amnil is uniquely positioned to capitalize on public-private partnership opportunities, expanding its market penetration by aligning its product ecosystem with government-backed digital frameworks.

- Cross-Sector Integration of Agentic AI

Integrating next-generation Agentic AI and automated workflows into proprietary systems, such as the Amtix platform, unlocks premium cross-selling and upselling opportunities across the entire client portfolio. By driving advanced operational efficiency for clients across banking, automotive, retail, and corporate media, this innovation positions Amnil as a forward-thinking market leader in scalable, industry-agnostic technological solutions.

- Growing Demand for Omnichannel Marketing

As the Nepalese consumer base shifts toward conversational commerce, corporate clients are actively demanding integrated communication ecosystems across platforms like Viber and WhatsApp. Expanding agency services to master these touchpoints allows Amnil to capture an entirely new marketing vertical.

- B2B LinkedIn Strategy Expansion

There is a surging demand among corporate leaders for executive branding and specialized professional media management. By commercializing high-end corporate LinkedIn and public relations packages, Amnil can easily scale its service revenues across its existing client database.

Threats

- Rising Competition from Local & Global Firms

The digital landscape in Kathmandu is facing margin compression due to a dual threat: nimble local digital startups operating with low overhead costs, and large international outsourcing agencies aggressively entering the domestic market.

- Rapid Global Technological Obsolescence

The exponential acceleration of global software frameworks risks turning current product architectures obsolete if continuous, capital-intensive research and development is not maintained.

- **Macroeconomic Fluctuations in IT Budgets**

Rising inflation, liquidity challenges, and broader economic volatility frequently force major enterprise clients to cut discretionary spending. This structural constraint directly triggers elongated sales cycles and reduced marketing budgets across the corporate sector.

1.5 Objectives of Co-Op Studies

The objectives of this internship study are outlined as follows:

- **To apply theoretical marketing frameworks in a real-world corporate setting**

This objective focuses on bridging the gap between academic learning and high-stakes corporate execution. Concepts such as Integrated Marketing Communications (IMC), brand positioning, and consumer behavior were actively applied while managing retail accounts like Derma Arth and corporate platforms like Amnil's LinkedIn, translating classroom theories into actionable market strategies.

- **To understand end-to-end digital media operations and campaign management**

The internship provided comprehensive exposure to the digital agency workflow. This included structuring data-driven monthly content calendars, drafting creative briefs, coordinating with graphic design teams, and navigating executive approval pipelines with the CMOO and Head of Digital Marketing. Understanding this cross-functional ecosystem is essential for executing successful 360-degree marketing campaigns.

- **To analyze brand equity and online reputation management strategies**

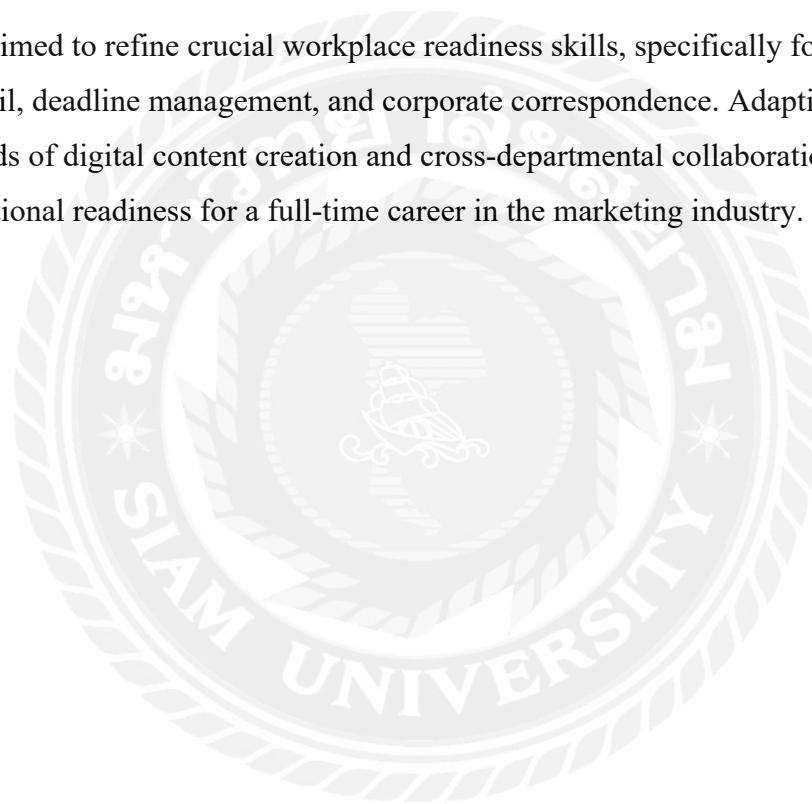
A major objective was to observe how major enterprise clients maintain and protect their brand value online. By executing real-time Online Reputation Management (ORM) and compiling PR performance metrics for conglomerates like MAW and Nabil Bank, practical insights were gained into digital consumer relationship management and sentiment analysis.

- **To navigate B2B marketing dynamics within highly regulated tech and fintech sectors**

This objective aimed to explore the operational complexities of marketing for a technology firm servicing the BFSI and pharmaceutical sectors. Through involvement in Amnil's corporate branding, firsthand insight was gained into establishing "digital trust" and professional authority while strictly adhering to complex industry regulations, such as Nepal Rastra Bank guidelines.

- **To develop professional competencies in a fast-paced agency environment**

The internship aimed to refine crucial workplace readiness skills, specifically focusing on attention to detail, deadline management, and corporate correspondence. Adapting to the high-pressure demands of digital content creation and cross-departmental collaboration significantly enhanced operational readiness for a full-time career in the marketing industry.



Chapter 2: Co-operative Study Activities

This chapter explains the strategic and operational activities carried out during my internship at ATPL as a Digital Marketing Intern. It outlines my specific job description, primary responsibilities across various brand portfolios, and my professional coordination with corporate co-workers and senior leadership. Furthermore, this section details my day-to-day job process workflow and analyzes my direct creative and operational contributions to the company's marketing department during the Co-operative Education period.

2.1 Job Description

During my co-operative study period at Amnil Technologies, I worked as a Digital Marketing Intern in the marketing and creative operations department. My role focused on translating client goals into data-driven digital strategies and managing multi-platform brand content.

The position involved managing diverse portfolios, ranging from retail brands like Derma Arth to enterprise accounts like MAW. My primary responsibilities included designing monthly visual content calendars, curating professional B2B copy for Amnil's LinkedIn, and executing daily ORM to protect brand sentiment. Additionally, I compiled quantitative Public Relations (PR) performance reports to evaluate campaign reach and media impact.

This role served as a bridge between academic marketing principles and real-world digital execution. By facilitating cross-departmental coordination, I contributed directly to the company's goals of maximizing audience engagement, optimizing campaign performance, and reinforcing digital brand trust.

2.2 My Job Responsibilities

The responsibilities assigned during the internship were diverse and required a strategic blend of creative execution and data-driven account management.

These include:

- **Visual and Textual Content Strategy**

Defining creative directions and establishing premium brand aesthetics, such as minimalist layouts and curated color palettes, to ensure social media assets resonate with target consumer demographics.

- **Multi-Platform Content Calendar**

Designing comprehensive monthly content calendars to guarantee consistent brand communication across Facebook, Instagram, and LinkedIn for both corporate and retail portfolios.

- **Retail and B2B Account Operations**

Managing end-to-end digital publishing for accounts like Derma Arth and Amnil Technologies, balancing consumer-focused skincare education with high-level B2B corporate milestone announcements.

- **Publishing and Scheduling**

Uploading and scheduling approved digital assets through management tools like Meta Business Suite, ensuring strategic timing and algorithmic optimization to maximize organic reach and audience engagement.

- **Online Reputation Management (ORM)**

Monitoring daily digital sentiment and managing public consumer inquiries for enterprise clients like MAW to actively protect and sustain corporate brand equity.

- **PR Performance Reporting**

Tracking media reach, aggregating engagement metrics, and formatting quantitative data into clear performance summaries to demonstrate tangible campaign ROI to corporate stakeholders.

- **Digital Asset and Workflow Management**

Organizing creative repositories, copy templates, and interaction logs to streamline the internal executive approval process and optimize future marketing campaigns.

2.3 Activities and Coordinating with Coworkers

Collaboration and cross-departmental alignment were essential components of my internship. Working within a fast-paced digital agency environment required constant communication to ensure campaign quality and brand consistency.

- **Creative Team Coordination:** Collaborated directly with the internal graphic design team, providing detailed creative briefs and guiding the visual layout of social media assets to align with established brand aesthetics.
- **Editorial Support and Post Refinement:** Actively sought mentorship and guidance from senior team members when editing social media posts, allowing me to refine my copywriting skills and ensure all content met premium agency standards before final submission.
- **Supervisory Guidance:** Worked under the direct supervision of the Head of Digital Marketing, Ms. Luisha Bhandari, receiving ongoing strategic feedback on content calendars and overall brand direction to align with the company's broader marketing goals.
- **Executive Review Process:** Presented finalized campaign layouts and social media assets to the Chief Operations Officer (COO), securing final approvals and ensuring strict adherence to corporate guidelines before deployment.
- **Strategic Team Alignment:** Participated in departmental discussions to align daily digital activities, such as content pacing and ORM, with the broader marketing objectives of our enterprise clients.
- **Real-Time Crisis Communication:** Coordinated rapidly with team members to execute prompt online reputation responses and manage live public relations sentiment for high-profile accounts like MAW.

2.4 Job Process Diagram

Below is a step-by-step breakdown of my job responsibilities and the associated workflows:

Step 1: Daily ORM & Crisis Monitoring

(Reviewing digital sentiment, flagging potential issues, and handling consumer inquiries for enterprise accounts like MAW immediately upon arriving at the office)



Step 2: Content Strategy & Calendar Planning

(Structuring monthly campaign themes for retail and corporate portfolios)



Step 3: Copywriting & Creative Briefing

(Drafting B2B/B2C copy and establishing premium visual aesthetics)



Step 4: Design Coordination

(Collaborating with the internal graphic design team to produce visual assets)



Step 5: Editorial Review & Refinement

(Seeking guidance and refining post drafts with senior team members)



Step 6: Executive Approval Pipeline

(Securing final layout and brand compliance sign-off from the Head of Digital Marketing and CMOO)



Step 7: Publishing & Scheduling

(Optimizing and scheduling approved assets via Meta Business Suite for LinkedIn, Facebook, and Instagram)



Step 8: PR & Performance Reporting (As Needed)

(Aggregating reach, engagement, and campaign metrics into quantitative stakeholder reports when requested)

Table 2: Job Process Diagram

2.5 Contributions as a Co-Op Student in the Company

During the internship, I made significant contributions to the digital marketing strategy and corporate communications of the organization, particularly in enhancing brand aesthetics and safeguarding client reputation.

- Strategic Content Execution

Produced highly targeted campaigns across diverse sectors, ranging from drafting high-level executive announcements for corporate LinkedIn pages to designing specialized skincare visuals, such as an engaging "Thursday Tips" content series.

- Enhancing Digital Engagement

Contributed to active audience participation by creating diverse engagement posts and videos. For Amnil Technologies, I initiated a strategy of posting interactive polls, which resulted in a visible improvement in audience interaction and a significant increase in overall engagement and follower growth.

- **Premium Aesthetic Standardization**

Elevated the visual identity of client portfolios within the digital marketing and skincare sectors by systematically integrating high-end design elements, such as natural sunlight and marble backgrounds, into regular social media content.

- **Proactive Brand Protection**

Successfully managed daily ORM for major enterprise accounts. By monitoring digital sentiment first thing every morning, I ensured rapid response times to public inquiries and maintained positive brand equity for high-profile clients like MAW.

- **Strategic Business Analysis**

Supported the agency's broader corporate goals by participating in foundational business research, which included actively working on competitor research and comprehensive SWOT analyses for IT firms in Nepal.

- **Adaptability and Cross-Functional Efficiency**

Successfully navigated a fast-paced agency environment by balancing urgent daily crisis monitoring with strict executive approval pipelines, ensuring all deliverables met the high standards required by the Head of Digital Marketing.

Chapter 3: Learning Process

3.1 Problems/Issues of the Company

During the internship at ATPL, several operational and strategic challenges were observed, particularly regarding client management, talent retention, and navigating unpredictable digital landscapes within a fast-paced agency environment.

One major issue encountered was managing the unrealistic expectations and timelines often set by clients. There is a frequent demand for rapid campaign turnarounds and instant, viral engagement. This expectation often clashes with the agency's established workflows, which require a strict, multi-tiered executive approval process to maintain premium brand aesthetics and ensure corporate compliance before any content goes live.

Another significant challenge was the sheer unpredictability of the macro-environment, particularly concerning ORM. Public sentiment can shift instantaneously due to unforeseen external factors, such as sudden social media trends, economic shifts, or broader industry disruptions. Because managing enterprise accounts requires constant, daily monitoring, this unpredictability meant the team had to remain continuously on high alert, as it is impossible to forecast exactly what public relations or customer service challenges might emerge on any given morning.

Additionally, manpower retention proved to be a structural challenge for the organization. The high-pressure nature of digital agency work, characterized by tight deadlines, demanding client portfolios, and the underlying stress of real-time crisis management, can contribute to employee burnout. Retaining skilled digital marketing professionals in such a demanding, fast-paced environment is difficult, and periodic staff turnover can temporarily disrupt team synergy and campaign continuity.

Finally, a distinct strategic challenge involved product differentiation within highly competitive, emerging sectors, specifically regarding the skincare brand Derma Arth. The skincare market in Nepal is currently experiencing rapid growth, resulting in a continuous influx of both domestic and international competitors. Establishing a unique brand positioning for Derma Arth and

effectively differentiating it from the multitude of other companies fighting for the same consumer base proved to be a complex task. It required continuous, deliberate effort to elevate the brand's visual identity and educational value to cut through the market saturation and build genuine brand loyalty.

3.2 Proposed solutions to the identified Problems

To address the challenges observed during the internship, the following strategies were implemented and proposed to enhance operational efficiency and brand competitiveness:

- Proactive Online Reputation Management (ORM)

To combat the unpredictability of the macro-environment, I implemented a robust monitoring workflow using Google Alerts and various social listening tools to track real-time news and brand mentions. Upon identifying any relevant news, I ensured immediate communication with the respective clients to keep them informed. Furthermore, I adopted a strategic response framework to address both positive and negative engagement by crafting and publishing measured, brand-aligned comments that help steer public sentiment and maintain positive brand equity.

- Strategic Market Differentiation for Skincare (Derma Arth)

To overcome the challenge of market saturation in the emerging Nepali skincare sector, I focused on continuous trend analysis by closely monitoring global and local social media skincare movements. By conducting regular competitive benchmarking, I identified gaps in competitors' content strategies and visual storytelling. This allowed me to pivot towards more creative, educational, and high-aesthetic content that differentiates Derma Arth from generic market offerings, fostering a stronger, more distinct brand identity.

- Improving Operational Workflow and Retention

To manage the tension between aggressive client timelines and the need for high-quality corporate compliance, I advocate for the implementation of a more streamlined, "emergency-ready" internal approval process. By establishing predefined response protocols for common scenarios, the agency could reduce the pressure on team members. Additionally, fostering an environment that encourages creative input and internal professional development can help mitigate burnout, thereby improving long-term staff retention and team stability.

3.3 Recommendations to the Company

Based on the insights gained during my internship at Amnil Technologies, I suggest the following recommendations to strengthen the agency's market position and internal efficiency:

- **Establish a Dedicated Corporate Content Unit**

Creating a specialized team to manage Amnil's internal social media channels would significantly boost the agency's B2B authority and showcase its expertise to prospective enterprise clients.

- **Implement "Agile" Approval Workflows**

Developing a tiered approval system with pre-approved creative templates would allow for faster content turnarounds while maintaining the high brand standards required for enterprise clients.

- **Enhance Data-Driven Decision Making**

Investing in advanced social listening and CRM analytics tools, specifically upgrading to professional-grade ORM software, would provide the deeper audience insights necessary to optimize content and maintain a competitive edge for brands like Derma Arth.

- **Institutionalize Trend and Competitor Benchmarking**

Establishing a formal weekly routine for monitoring competitors and global trends will enable the team to innovate proactively and avoid repetitive marketing strategies.

3.4 Learning Outcome from the Co-Op Studies

The co-operative study provided significant practical exposure and learning opportunities that bridged the gap between academic marketing theories and real-world corporate execution, providing a clear, hands-on understanding of how a digital marketing agency runs, especially when managing major corporate clients. Working under pressure and on tight deadlines taught me to manage my time more effectively and stay productive even when things got busy, such as when I had to handle quick responses for ORM during unexpected news events. I also learned the importance of staying updated on the latest social media trends and industry news, which helps me

create content that is both relevant and interesting to the audience. This constant need to track trends taught me to be more observant and creative in my daily tasks. Overall, this experience made me much more confident in handling my professional responsibilities and working well with a team, which has given me a solid foundation for my future career in digital marketing.

3.5 Application of the Knowledge from Coursework to the Real Working Situation

The internship served as a vital bridge between academic theory and professional practice, allowing me to apply core marketing principles to daily agency operations. By leveraging concepts from consumer behavior, I was able to better analyze audience preferences and tailor content to be more engaging and relatable to younger demographics. I also applied digital marketing fundamentals to optimize visuals and messaging, ensuring that content was specifically adapted for the unique requirements of different social media platforms.

Furthermore, my coursework in branding and corporate communication was essential in aligning my creative work with the agency's broader strategic goal of modernizing its brand voice. Beyond technical marketing skills, I utilized project management and organizational theories to balance multiple client tasks, ensuring that deadlines were met even under high-pressure conditions. This practical application not only reinforced my classroom learning but also gave me the confidence to make data-driven, strategic decisions in a real-world professional environment.

3.6 Special Skills and New Knowledge Gained

The internship was a transformative period that significantly sharpened both my personal and professional skill sets. On a technical level, I gained proficiency with various digital tools to produce high-quality visual content, ensuring every design met the agency's premium aesthetic standards while staying aligned with the fast-paced nature of modern digital marketing. I was also introduced to new AI tools that have streamlined my workflow, allowing me to research, brainstorm, and create content more efficiently than before. I developed a much deeper understanding of how media organizations function from the inside, learning how to bridge the gap between creative vision and corporate strategy.

Beyond technical skills, I significantly improved my ability to think creatively under pressure and communicate effectively with team members and clients alike. Managing diverse portfolios taught

me to adapt quickly to unexpected market shifts, turning potential obstacles into opportunities for growth. My problem-solving abilities were put to the test daily, allowing me to refine my approach to task prioritization and time management. Ultimately, this experience not only expanded my knowledge of content strategy and audience engagement but also built the resilience and professional confidence necessary to thrive in a competitive, fast-moving industry.



Chapter 4: Conclusion

4.1 Summary of Highlights of My Co-Op Studies at ATPL

The co-operative study at ATPL was a highly enriching and practical learning experience that provided deep insights into the digital marketing and agency ecosystem. One of the key highlights of the internship was the opportunity to work as a Digital Marketing Intern, where I actively bridged the gap between academic marketing theories and real-world corporate execution across diverse client portfolios.

A major achievement during the internship was the successful implementation of new digital strategies that measurably enhanced audience engagement and elevated brand aesthetics. By introducing interactive formats, such as engagement polls on Amnil's social media platforms, I contributed to a visible improvement in audience interaction and significant follower growth. Furthermore, conceptualizing specialized visual campaigns like the "Thursday Tips" series, alongside successfully managing daily ORM for enterprise clients like MAW, stood out as significant professional milestones.

Additionally, the experience of working in a fast-paced agency environment provided invaluable hands-on training. Handling daily crisis monitoring, collaborating directly with the creative team, and navigating strict executive approval pipelines under senior leadership were among the most valuable highlights of this co-op study. These experiences significantly enhanced my operational readiness and ability to execute high-level corporate communications.

4.2 My evaluation of the Work Experience

The overall work experience at Amnil Technologies was highly positive and directly aligned with my academic background in marketing. The internship provided a practical platform to apply theoretical concepts, such as consumer behavior and Integrated Marketing Communications (IMC), to real-world digital agency operations and corporate client management.

One of the most valuable aspects of the experience was the opportunity to work under real-world pressure, particularly balancing urgent daily ORM for enterprise clients with the strict executive

approval pipelines required by senior leadership. This dynamic environment helped me significantly improve my efficiency, cross-departmental communication, and ability to deliver high-quality strategic work within tight deadlines.

The work environment was highly supportive, with constant guidance from my supervisors and seamless collaboration with the creative team, contributing to my continuous learning. However, the role also required a high level of adaptability and strategic creativity, as I had to consistently maintain premium brand aesthetics while finding innovative ways, such as interactive polls, to drive measurable audience engagement.

Overall, the internship significantly enhanced my professional capabilities, successfully bridged the gap between academic theory and corporate practice, and fully prepared me for future roles in digital marketing and corporate brand management.

4.3 Limitations of My Co-Op Studies

Despite the highly valuable learning experience at Amnil Technologies, there were certain limitations during the co-operative study period. Firstly, the scope of my daily responsibilities was primarily concentrated on organic social media management, visual content calendars, and ORM, which limited my exposure to other critical areas of a full-service digital agency, such as Paid Per Click (PPC) advertising, Search Engine Optimization (SEO), and campaign budget allocation. Secondly, due to the highly dynamic and fast-paced nature of agency workflows—especially regarding urgent daily crisis monitoring, there was occasionally limited time for deep post-campaign reflection or long-term strategic experimentation. Additionally, while I successfully utilized standard platforms like Meta Business Suite for publishing and basic reporting, direct access to advanced, enterprise-level marketing automation software and deeper backend CRM data was limited. Gaining hands-on experience with these more complex analytical tools could have further broadened my technical understanding of audience behavior and advanced content optimization strategies.

4.4 Recommendations for the Company

Based on the internship experience at Amnil Technologies, the following recommendations are suggested to help improve future operations and client success:

- **Integrate Video Content**

While premium visual carousels work well for skincare and corporate brands, adding more short-form videos (like Reels and TikToks) can help boost engagement and reach a broader audience for clients.

- **Deepen Analytics Utilization**

Giving content creators and interns full access to detailed performance metrics will help them understand audience behavior better and make data-driven choices for future campaigns.

- **Regular Training on AI and Digital Tools**

Hosting workshops on emerging AI tools, advanced editing software, and the latest LinkedIn marketing trends will keep the team's skills sharp and competitive.

- **Optimize Content Calendars**

Creating a more structured, shared content calendar will improve workflow efficiency and help the team manage tight deadlines or unexpected market events more smoothly.

- **Promote Trend Experimentation**

Giving creators the flexibility to test new, trend-focused ideas and interactive features (such as polls and live Q&As) can lead to more creative campaigns and stronger audience engagement.

References

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice (7th ed.)*. Pearson Education.

Derma Arth – Global Quest Pvt. Ltd. (n.d.). <https://www.globalquest.com.np/derma-arth/>

Derma Arth [@derma_arth]. (n.d.). Posts [Instagram profile]. Instagram. June 12, 2026.

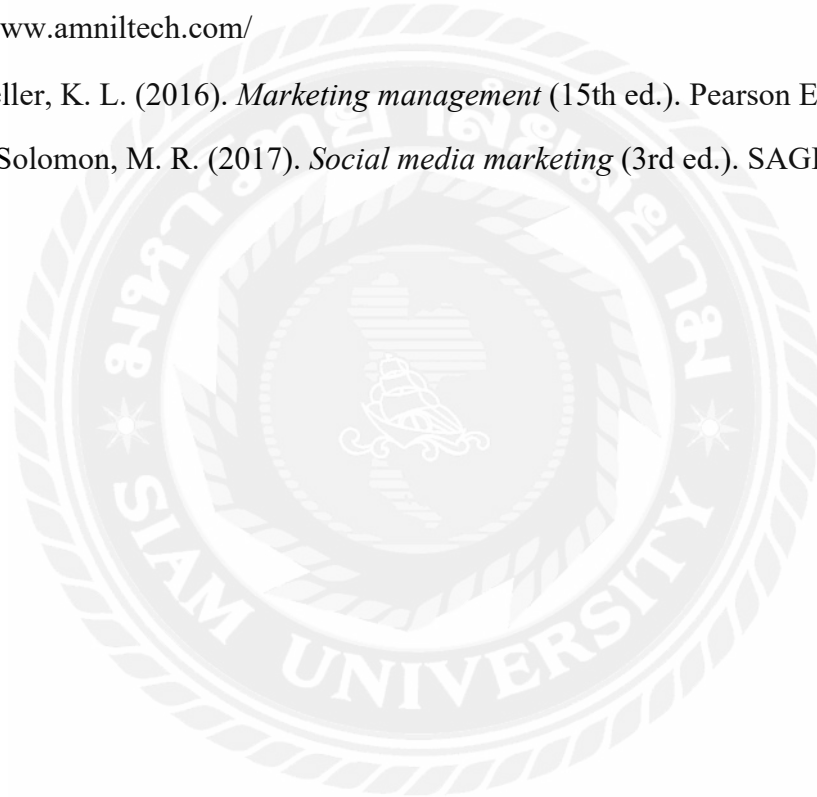
https://www.instagram.com/derma_arth/?hl=en

Home | Amnil Technologies Pvt. Ltd. (n.d.). Amnil Technologies Pvt. Ltd.

<https://www.amniltech.com/>

Kotler, P., & Keller, K. L. (2016). *Marketing management (15th ed.)*. Pearson Education.

Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing (3rd ed.)*. SAGE Publications.



APPENDICES

Table 3: 16 Week Internship Daily Log

Company: Amnil Technologies Private Limited

Position: Digital Marketing Intern

Internship Period: January 25th, 2026, to May 17th, 2026

Weekly Holiday: Saturday

Week	Date	Day	Daily Work Log
Week 1	Jan 25	Sunday	First day of internship; onboarding session and orientation with the HR and marketing team.
	Jan 26	Monday	Conducted in-depth research on Amnil Technologies' core services and IT industry positioning.
	Jan 27	Tuesday	Performed a competitor analysis on leading IT firms and digital agencies in Nepal.
	Jan 28	Wednesday	Compiled a detailed competitor analysis report for the Head of Digital Marketing.
	Jan 29	Thursday	Enrolled in and completed corporate-recommended online digital marketing training modules.
	Jan 30	Friday	Finished online courses focusing on B2B LinkedIn strategies and advanced visual aesthetics.
	Jan 31	Saturday	Holiday

Week 2	Feb 1	Sunday	Briefed on agency workflows, began creating sample post layouts and testing ad copy variants.
	Feb 2	Monday	Trained on standard corporate templates for designing social media content calendars.
	Feb 3	Tuesday	Conducted research on current visual and textual engagement trends across LinkedIn and Instagram.
	Feb 4	Wednesday	Drafted a sample content strategy and grid layout for review by the creative team.
	Feb 5	Thursday	Refined sample posts based on initial design feedback from senior team members.
	Feb 6	Friday	Participated in a strategic alignment meeting with the COO, Head of Digital Marketing, and the creative team to define the core messaging, visual direction, and future content strategy for Amnil's corporate LinkedIn profile.
	Feb 7	Saturday	Holiday

Week 3	Feb 8	Sunday	Officially assigned to manage core social media channels for Amnil Technologies.
	Feb 9	Monday	Prepared the post for Safer Internet Day
	Feb 10	Tuesday	Posted the post of Safer Internet Day
	Feb 11	Wednesday	Assigned visual artwork requests to the graphic design team for Amnil's weekly posts.
	Feb 12	Thursday	I gathered creative feedback and revised post copy layout options for senior review.
	Feb 13	Friday	Published approved content updates and monitored real-time audience engagement on LinkedIn.
	Feb 14	Saturday	Holiday

Week 4	Feb 15	Sunday	Initiated a secondary content planning cycle exclusively for Amnil Technologies' active platforms.
	Feb 16	Monday	Drafted promotional content focusing on Amnil's custom enterprise software solutions.
	Feb 17	Tuesday	Collaborated with designers to ensure corporate visual aesthetics met strict brand compliance.
	Feb 18	Wednesday	Prepared post for Ramadan
	Feb 19	Thursday	Posted the Ramadan post
	Feb 20	Friday	Prepared a blog post for Amnil's LinkedIn
	Feb 21	Saturday	Holiday

Week 5	Feb 22	Sunday	Formally assigned to manage the complete end-to-end digital portfolio for Derma Arth.
	Feb 23	Monday	Researched skincare sector trends, focusing on premium, minimalist grid aesthetics and consumer behavior. Posted a blog in Amnil's LinkedIn.
	Feb 24	Tuesday	Drafted the initial comprehensive content and platform strategy for Derma Arth's channels.
	Feb 25	Wednesday	Designed a structured monthly content calendar combining educational grids with product features.
	Feb 26	Thursday	Prepared the content calendar for Amnil and Derma Ath for March
	Feb 27	Friday	Submitted the complete monthly calendar to the Head of Digital Marketing and COO for approval.
	Feb 28	Saturday	Holiday

Week 6	Mar 1	Sunday	Compiled and formatted the end-of-month performance reports for Amnil's LinkedIn channel.
	Mar 2	Monday	Public Holiday (Holi Festival)
	Mar 3	Tuesday	Prepared Election post for Amnil
	Mar 4	Wednesday	Assigned to execute daily Online Reputation Management (ORM) for corporate client MAW. Starting from this day, managing ORM became a primary daily responsibility and the very first task executed every morning to ensure consistent brand monitoring and timely audience engagement.
	Mar 5	Thursday	Public Holiday (Election Holiday) Posted the election post on Amnil's social media.
	Mar 6	Friday	Prepared Women's Day post for Amnil
	Mar 7	Saturday	Holiday

Week 7	Mar 8	Sunday	Conducted morning sentiment tracking for MAW; handled routine community interactions. Posted Women's Day post.
	Mar 9	Monday	Drafted new weekly content blocks for Amnil Technologies and Derma Arth.
	Mar 10	Tuesday	Assigned post layouts and artwork requirements to the design team for review.
	Mar 11	Wednesday	Conducted routine ORM check-ins for MAW; escalated complex client inquiries to account leads.
	Mar 12	Thursday	Gathered finalized visual elements from designers and secured executive sign-off.
	Mar 13	Friday	Scheduled weekly posts across platforms and logged daily

			engagement metrics.
	Mar 14	Saturday	Holiday

Week 8	Mar 15	Sunday	Performed standard morning ORM tasks for MAW; drafted copy templates for client responses.
	Mar 16	Monday	Built the mid-month creative calendar for Derma Arth, focusing on high-end visual carousels.
	Mar 17	Tuesday	Developed professional copy outlining Amnil's digital transformation initiatives for LinkedIn.
	Mar 18	Wednesday	Coordinated with designers to adjust visual color balances to match corporate branding rules.
	Mar 19	Thursday	Managed the formal approval pipeline with the Head of Digital Marketing for the weekend content.
	Mar 20	Friday	Published active campaign blocks and tracked public user comments for retail accounts.
	Mar 21	Saturday	Holiday

Week 9	Mar 22	Sunday	Conducted regular digital reputation monitoring and audience interaction sweeps for MAW.
	Mar 23	Monday	Assigned to compile a specialized Public Relations (PR) report for Nabil Bank.
	Mar 24	Tuesday	Gathered and analyzed media reach data, engagement metrics, and sentiment trends for the bank.
	Mar 25	Wednesday	Drafted and formatted the Nabil Bank PR performance report for senior account review.
	Mar 26	Thursday	Developed weekly social content matrices for Amnil Technologies and Derma Arth portfolios.

	Mar 27	Friday	Coordinated artwork tasks with designers; finalized copies for corporate publishing.
	Mar 28	Saturday	Holiday

Week 10	Mar 29	Sunday	Approved Personal Leave
	Mar 30	Monday	Aggregated end-of-month digital performance data for Amnil's corporate LinkedIn page.
	Mar 31	Tuesday	Compiled monthly ORM sentiment tracking analytics and summary reports for MAW.
	Apr 1	Wednesday	Formulated the new April monthly content calendar structure for Derma Arth.
	Apr 2	Thursday	Designed new visual layouts and conceptual directions with the graphic design team.
	Apr 3	Friday	Presented April social media strategies to the CMOO and job supervisor for final sign-off.
	Apr 4	Saturday	Holiday

Week 11	Apr 5	Sunday	Handled routine morning ORM operations for MAW; verified brand interactions.
	Apr 6	Monday	Drafted week-specific corporate updates highlighting Amnil's internal engineering milestones.
	Apr 7	Tuesday	Developed educational skincare copywriting blocks for the Derma Arth account.
	Apr 8	Wednesday	Issued detailed creative design briefs to the creative team for post-artwork generation.
	Apr 9	Thursday	Routed finalized copy and design layouts through the internal approval pipeline.
	Apr 10	Friday	Executed platform-wide scheduling for upcoming posts; tracked live user feedback.
	Apr 11	Saturday	Holiday

Week 12	Apr 12	Sunday	Conducted daily brand sentiment monitoring and customer interaction tracking for MAW.
	Apr 13	Monday	Posted a poll on Amnil's LinkedIn and prepared Nepali New Year post for Amnil.
	Apr 14	Tuesday	Posted the Nepali New Year post.
	Apr 15	Wednesday	Prepared specialized professional posts regarding regional digital growth for LinkedIn.
	Apr 16	Thursday	Presented finalized assets to the Head of Digital Marketing to ensure quality compliance.
	Apr 17	Friday	Deployed weekend publication blocks; performed standard community management duties.
	Apr 18	Saturday	Holiday

Week 13	Apr 19	Sunday	Tracked live brand reputation metrics for MAW; resolved open customer care queries.
	Apr 20	Monday	Drafted new weekly content calendars and text copy templates for active client portfolios.
	Apr 21	Tuesday	Collaborated with designers to initiate asset production for Derma Arth.
	Apr 22	Wednesday	Compiled background engagement data for secondary corporate tracking analytics.
	Apr 23	Thursday	Completed the validation process for weekly brand media assets with internal stakeholders.
	Apr 24	Friday	Maintained consistent content output across platforms; logged weekly performance metrics.
	Apr 25	Saturday	Holiday

Week 14	Apr 26	Sunday	Managed standard digital reputation monitoring operations for enterprise client accounts.
	Apr 27	Monday	Commenced generation of monthly analytics data for Amnil's LinkedIn communication channels.
	Apr 28	Tuesday	Aggregated final April performance metrics and sentiment data for the MAW ORM account.
	Apr 29	Wednesday	Posted the CGO appointment post. Finished and submitted formal monthly marketing reports to senior management.
	Apr 30	Thursday	Approved Personal Leave
	May 1	Friday	Planned May content calendar skeletons and platform-specific aesthetic goals for Derma Arth.
	May 2	Saturday	Holiday

Week 15	May 3	Sunday	Conducted routine post-holiday ORM auditing and public sentiment updates for MAW.
	May 4	Monday	Assigned creative artwork pipelines to graphic designers for May campaign launches.
	May 5	Tuesday	Drafted professional B2B text blocks for Amnil Technologies' corporate channels.
	May 6	Wednesday	Reviewed initial visual concepts with designers; refined typography and background elements.
	May 7	Thursday	Managed the executive approval workflow with the job supervisor and CMOO for live posts.
	May 8	Friday	Scheduled finalized media campaigns; monitored early viewer engagement metrics.
	May 9	Saturday	Holiday

Week 16	May 10	Sunday	Performed standard morning ORM tasks for MAW; handled community management workflows.
	May 11	Monday	Drafted final-week social media content matrices for Amnil and Derma Arth portfolios.
	May 12	Tuesday	Completed final asset coordination and visual cross-checks with the graphic design team.
	May 13	Wednesday	Prepared comprehensive campaign wrap-up data for active digital marketing accounts.
	May 14	Thursday	Conducted final digital asset handovers and archived project copy templates for the department.
	May 15	Friday	Final day of internship; attended wrap-up meetings with the marketing team and job supervisor.

	May 16	Saturday	Holiday
	May 17	Sunday	Finalized Co-operative Education report details and completed internship exit documentation.



Photo Gallery

 <p>The image shows a collection of Derma Arth skincare products, including a large tube of Acnoderm Moisturizer in the foreground. The products are arranged on a blue and white checkered floor. A banner with the word 'NEW' is draped across the products. The Derma Arth logo is visible in the top left corner.</p>	<p><i>Fig 3. Launch post for Derma Arth's new Acnoderm Moisturizer</i></p>
 <p>The image features a tube of Derma Arth Peptide Moisturizer displayed on a light blue shelf. The product is next to a black and white striped glass door. Text on the shelf reads 'FOR DEEP HYDRATION. BREAK GLASS!'. The Derma Arth logo and 'PEPTIDE MOISTURIZER' are at the top.</p>	<p><i>Fig 4: Product post for Peptide Moisturizer</i></p>
 <p>The image shows a woman patting her face with a white towel. The text reads 'THE TOWEL PAT VS RUB RULE'. Below the title, it says 'Pat, don't rub.' and provides two paragraphs of text explaining why patting is better than rubbing for skin hydration.</p> <p>THE TOWEL PAT VS RUB RULE</p> <p>Pat, don't rub.</p> <p>Harsh rubbing can damage your skin's delicate outer layer and cause redness.</p> <p>Gently patting keeps your skin barrier strong and prepares it to better absorb your hydration steps.</p>	<p><i>Fig 5: Post for Thursday Tips</i></p>

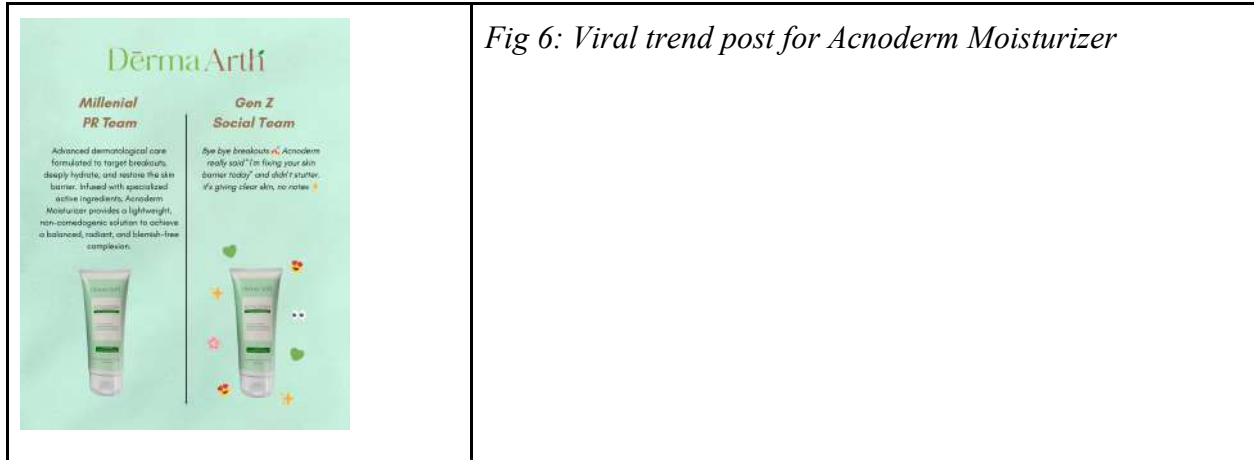


Fig 6: Viral trend post for Acnoderm Moisturizer

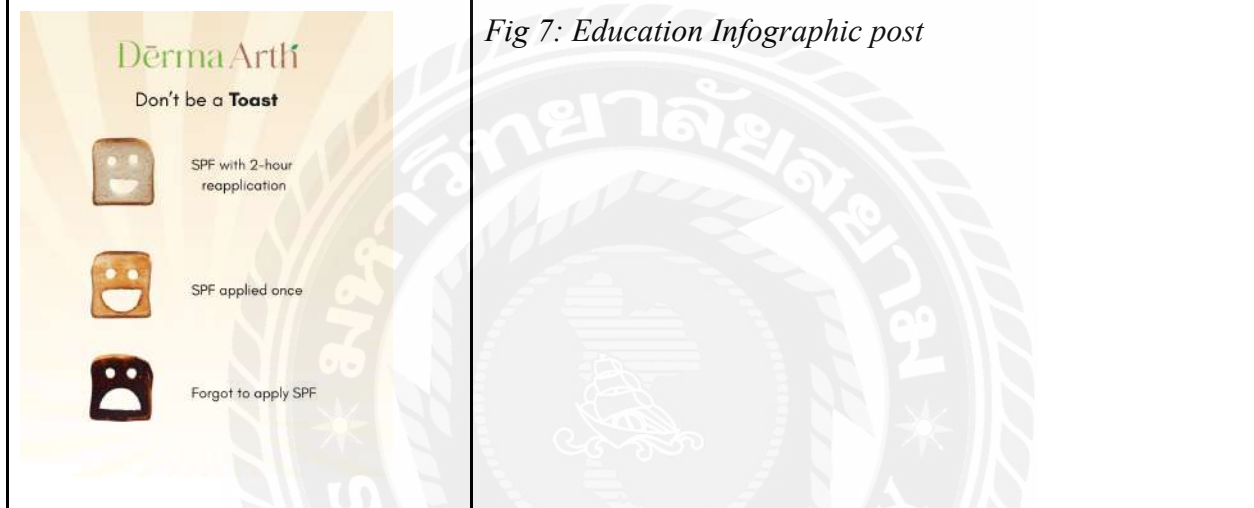


Fig 7: Education Infographic post

Table 4: My Creative Work and Designs for Derma Arth

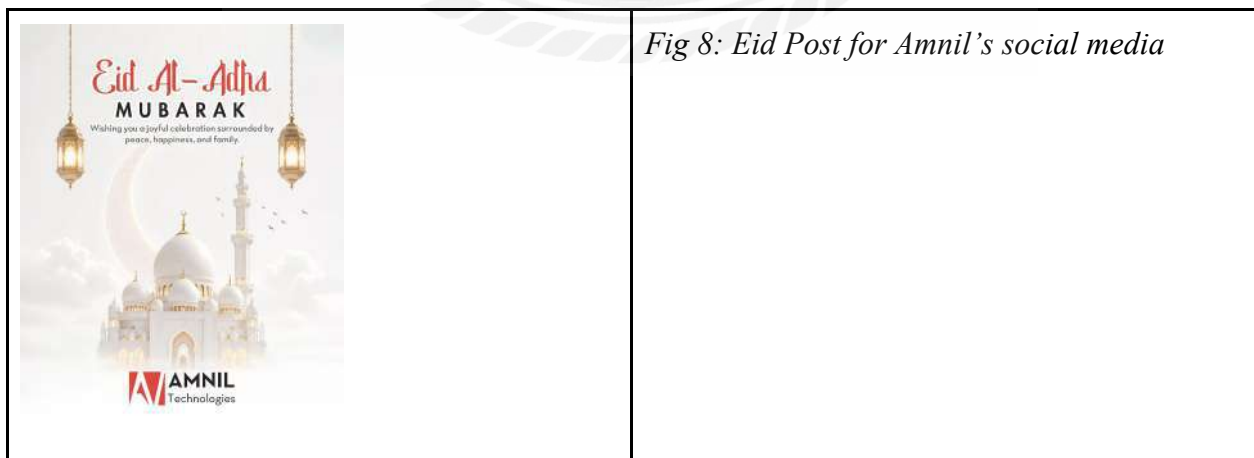


Fig 8: Eid Post for Amnil's social media

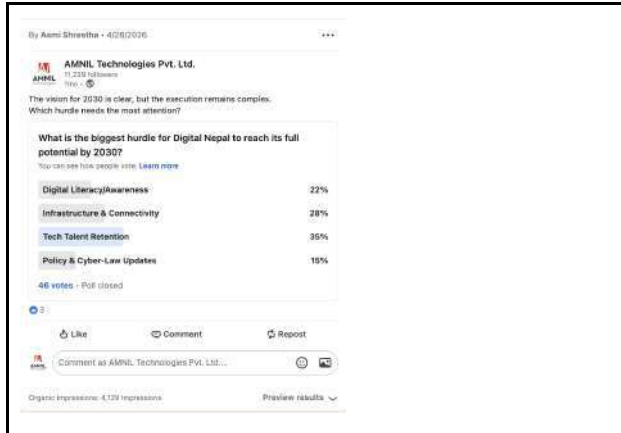


Fig 9: Engagement Poll for Amnil's LinkedIn

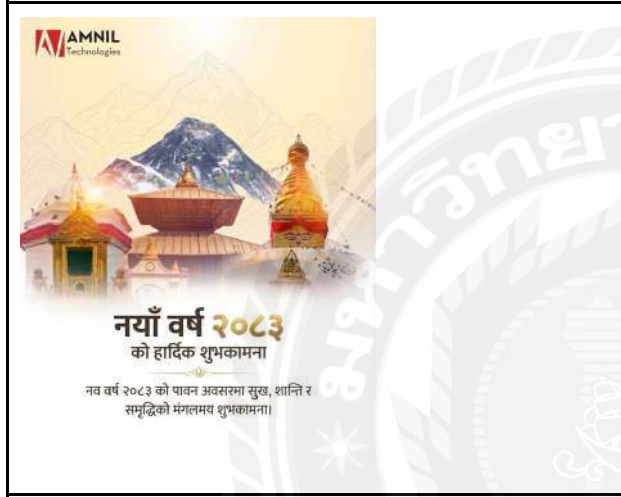


Fig 10: Nepali New Year wish post for Amnil's social media

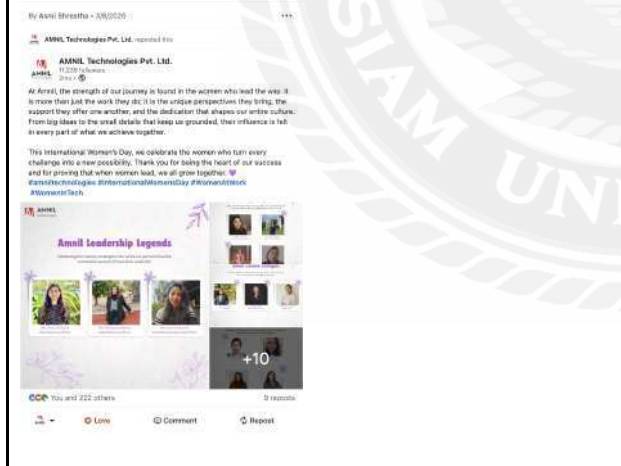



Fig 11: Women's Day post for Amnil's LinkedIn
(This was posted on Instagram and Facebook, also.)

 <p>The image shows a congratulatory poster for Mr. Tara Manandhar, the new CEO of Muktinath Bikas Bank Limited. The poster features a portrait of Mr. Manandhar, the word 'Congratulations' in a decorative font, and the AMNIL Technologies logo at the bottom. The text reads: 'Mr. Tara Manandhar on his appointment as the Chief Executive Officer of Muktinath Bikas Bank Limited. We wish him a successful tenure and visionary leadership in this new role.'</p>	<p><i>Fig 12: Congratulatory post for the appointment of the new CEO of Muktinath Bikas Bank</i></p>
 <p>The image is a screenshot of a LinkedIn post from Amnil Technologies Pvt. Ltd. The post is dated 4/29/2026 and is written by Asmi Shrestha. It announces the appointment of Mr. Shakyaa as the Chief Growth Officer (CGO). The post includes a detailed paragraph about Mr. Shakyaa's expertise and the company's vision, followed by a collage of office photos. The post has 191 likes and 3 comments.</p>	<p><i>Fig 13: Amnil Technologies CGO Appointment post on LinkedIn (This was posted on Instagram and Facebook, also)</i></p>

Table 5: My Social Media Post Designs for Amnil Technologies

 <p>The image shows a woman standing next to a yellow sofa in an office setting. Behind her is a red wall with the AMNIL Technologies logo prominently displayed.</p>	<p><i>Fig 14: Me with the Amnil Technologies Company Logo</i></p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------




	<p><i>Fig 15: Me with my job supervisor, Ms. Luisha Bhandari (Head of Digital Marketing)</i></p>
	<p><i>Fig 16: Picture with the digital marketing team when the CGO of Amnil was officially appointed</i></p>
	<p><i>Fig 17: Me with my colleagues</i></p>

Table 6: ATPL Digital Marketing Team

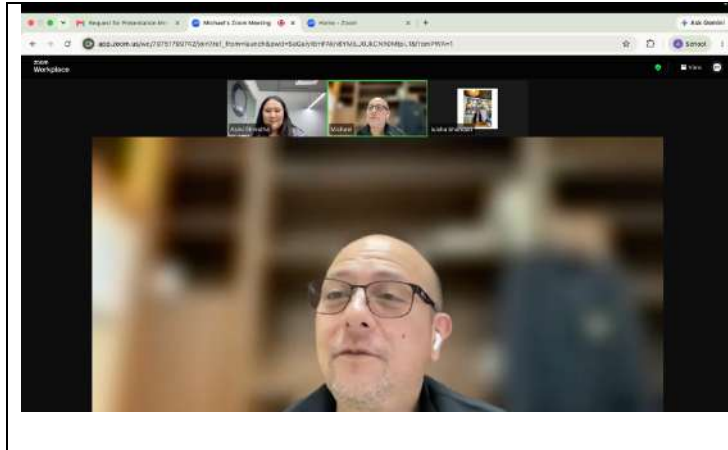


Fig 18: Final Presentation

Table 7: Final Co-Op Presentation

