



COOPERATIVE EDUCATION REPORT

Digital Marketing and Client Servicing Experience at Blitz Media

WRITTEN BY

Dristy Aryal

STUDENT ID. 6508040037

**This Report Submitted in Partial Fulfilment
of the Requirements for Cooperative Education**

Faculty of Business Administration

Academic Semester 2/2025

Siam University

Title: Digital Marketing and Client Servicing Experience at Blitz Media

Written by: Ms. Dristy Aryal

Department : Bachelor of Business Administration (Marketing)

Academic Advisor : Mr. Bikash Dahal

We have approved this Cooperative Report as a partial fulfilment of the Cooperative Education Program, Semester 2/2025

Oral Presentation Committee



(Mr. Bikash Dahal)

Academic Advisor



(Ms. Swastika Basnet)

Job Advisor



(Mr. Ashutosh Mishra)

Cooperative Education Committee



(Prof. Maruj Limpawattana, Ph.D.)

Vice President and Director of Cooperative Education Department

Project Title: Digital Marketing and Client Servicing Experience at Blitz Media

Credits: 5

Prepared by: Ms. Dristy Aryal

Academic Advisor: Mr. Bikash Dahal

Degree: Bachelor of Business Administration

Major: Marketing

Faculty: Business Administration

Semester/Academic Year: 2/2025

Abstract

This report aims to provide a summary of my 4 months of internship experience at Blitz Media. The main objectives of writing this report are (1) To understand how marketing and media operations are conducted within a professional environment, particularly in the digital media industry. (2) To understand the operational workflow of a full-service digital marketing agency handling a diverse client portfolio. (3) To identify operational and market challenges faced by media agencies and the solutions utilized to overcome them. (4) To study and implement methods for creating content, managing social media channels, and launching digital campaigns. (5) To link and apply theoretically learned marketing concepts from academic coursework into real-world client servicing environments. (6) To expand my professional network, build corporate communication skills, and gain insights for future career growth.

This report reflects on various tasks carried out during cooperative education—such as content creation, social media management, and digital campaign planning—problems faced while executing these tasks, and practical solutions implemented. It highlights how the experience enriched the author with new practical skills in communication, teamwork, and digital marketing strategies.

Keywords: Digital Marketing, Social Media, Content Creation, Media Strategy

Acknowledgement

I would like to express my sincere gratitude to Siam University and the Faculty of Business Administration for designing this platform, which allows students to apply their theoretical knowledge to practical environments. I would also like to thank Assistant Professor Maruj Limpawattana, Ph.D., and my academic advisor, Mr. Bikash Dahal, for their utmost support, guidance, and supervision throughout the Co-op Program.

I would like to express my deepest gratitude to Blitz Media for providing me with the opportunity to undertake my internship experience. Special thanks to my job supervisor and team members, whose invaluable guidance, support, and continuous encouragement pushed me to excel throughout this journey.

I am indebted to the entire team at Blitz Media for their warm welcome and for entrusting me with meaningful responsibilities. Collaborating with cross-functional teams and handling real-world client projects significantly enriched my learning experience.

I am thankful to the faculty and staff at Siam University for their continuous support. Their teachings equipped me with the foundational skills and marketing knowledge necessary for success in the field of Business Administration.

Lastly, I would like to express my gratitude to my family and friends for their unwavering support and encouragement throughout this endeavour. Their belief in me has been a constant source of motivation.

Dristy Aryal

Student ID: 6308040037

Table of Contents

<i>Abstract</i>	<i>3</i>
<i>Acknowledgement.....</i>	<i>4</i>
<i>Table of Contents.....</i>	<i>5</i>
<i>List of Figures.....</i>	<i>6</i>
<i>List of Tables.....</i>	<i>6</i>
<i>Chapter 1: Introduction.....</i>	<i>1</i>
<i>1.1 Company Profile.....</i>	<i>1</i>
1.1.1 Vision	2
1.1.2 Mission	2
1.1.3 Validation Partners & Key Clients	2
1.1.4 Company's Core Objectives.....	4
1.1.5 Strategies of the Company	4
<i>1.2 Organizational Structure</i>	<i>5</i>
<i>1.3 My Intention and Motivation to Choose This Company as My Co-Op Studies Workplace:.....</i>	<i>6</i>
<i>1.4 Strategic Analysis of the Company.....</i>	<i>7</i>
<i>1.5 Objectives of this Co-Operative Studies.....</i>	<i>8</i>
<i>Chapter 2: Co-Op Study Activities</i>	<i>11</i>
2.1 My Job Description	11
2.2 My Job Responsibilities	11
Digital Campaign Tracking and Performance Optimization	12
2.3 Contributions as a Co-Op Student in the Company.....	13
2.4 My Job Process	13
<i>Chapter 3: Learning Process</i>	<i>15</i>
3.1 Problems/issues of the Company.....	15
3.2 Proposed Solutions to the identified Problems.....	15
3.3 Recommendations to the Company	15
3.4 Learning Outcome from the Co-Op Studies	15
3.5 How I Applied Knowledge from Coursework to Real Working Situations	16
3.6 Special Skills and New Knowledge Learned.....	17
<i>Chapter 4: Conclusion.....</i>	<i>18</i>
4.1 Summary of Highlights of Co-Op Studies at Blitz Media	18
4.2 My Evaluation of the Work Experience	18
4.3 Limitations of the Co-Op Studies	19
4.4 Recommendations for the Company	20
<i>References.....</i>	<i>21</i>
<i>Appendices</i>	<i>22</i>
Table 2: My Daily Work Update Log.....	Error! Bookmark not defined.

List of Figures

Figure 1: Blitz Media Corporate Logo	1
Figure 2: Siam University Logo	2
Figure 3: Faculty of Business Administration logo.....	2
Figure 4:Corporate Logo of Client: Dabur Nepal	3
Figure 5: Corporate Logo of Client: Nepal SBI Bank.....	3
Figure 6: Corporate Logo of Client: Mangaldeep Nepal.....	3
Figure 7: Corporate Logo of Client: CFMoto	4
Figure 8: Organizational Structure Chart of Blitz Media.....	5
Figure 9: Tracking Client Campaign Performance	12
Figure 10: Meta Business Suite POST	12
Figure 11: Job Process for Unified Data Management and Reporting.....	13
Figure 12: Job Process for Creating Performance Dashboards	14
Figure 13: Job Process for Content Creation and Campaign Planning	14
Figure 14: Official Social Media Pages managed for Blitz Media Clients	23
Figure 15: Photos of Intern Conducting Media Campaign Planning with Team Members.....	24
Figure 16: Pictures of Intern working and office pictures.....	26

List of Tables

Table 1: SWOT Analysis of Blitz Media
--

Chapter 1: Introduction

Blitz Media Pvt. Ltd. is a fully integrated advertising and research agency based in Kathmandu, Nepal. Established in 2002, the company has positioned itself as a comprehensive marketing solutions provider, offering a wide range of services that cater to the evolving needs of modern businesses. Over the years, Blitz Media has developed a strong reputation in the Nepali market by delivering innovative, creative, and result-driven marketing strategies. The organization operates as a one-stop solution for clients by combining traditional advertising practices with modern digital approaches. Its core service areas include market research, digital communication, corporate communications, and audio-visual production, all of which contribute to building strong brand identities and effective communication strategies.



Figure 1: Blitz Media Corporate Logo

1.1 Company Profile

The company specializes in digital marketing and communication strategies that leverage online platforms such as social media, search engines, and digital advertising channels. By utilizing these platforms, Blitz Media helps businesses improve their brand visibility, engage effectively with their target audiences, and achieve measurable outcomes. The organization places a strong emphasis on understanding consumer behavior, market trends, and client requirements in order to design campaigns that are both impactful and sustainable.

Blitz Media operates with a client-centric approach, ensuring that every project is tailored to meet specific business needs. The company integrates creativity with analytical insights to develop marketing campaigns that not only capture attention but also drive performance. Its team of professionals collaborates across different departments, including creative design, content development, research, and digital marketing, to deliver cohesive and well-executed campaigns.

1.1.1 Vision

To be a leading force in the digital transformation of marketing, enabling brands to transcend regional limitations and connect meaningfully with audiences through cutting-edge, data-backed storytelling.

1.1.2 Mission

To foster a deep understanding of the consumer marketplace, delivering highly targeted, creative, and performance-driven solutions that achieve measurable business growth for clients.

1.1.3 Validation Partners & Key Clients

Siam University: Located in Bangkok, Thailand, Siam University is the host and validating academic institution for this cooperative study program. Ranked among the top private universities in Thailand, it provides robust infrastructure and academic frameworks that support students in blending theoretical knowledge with international business practices.

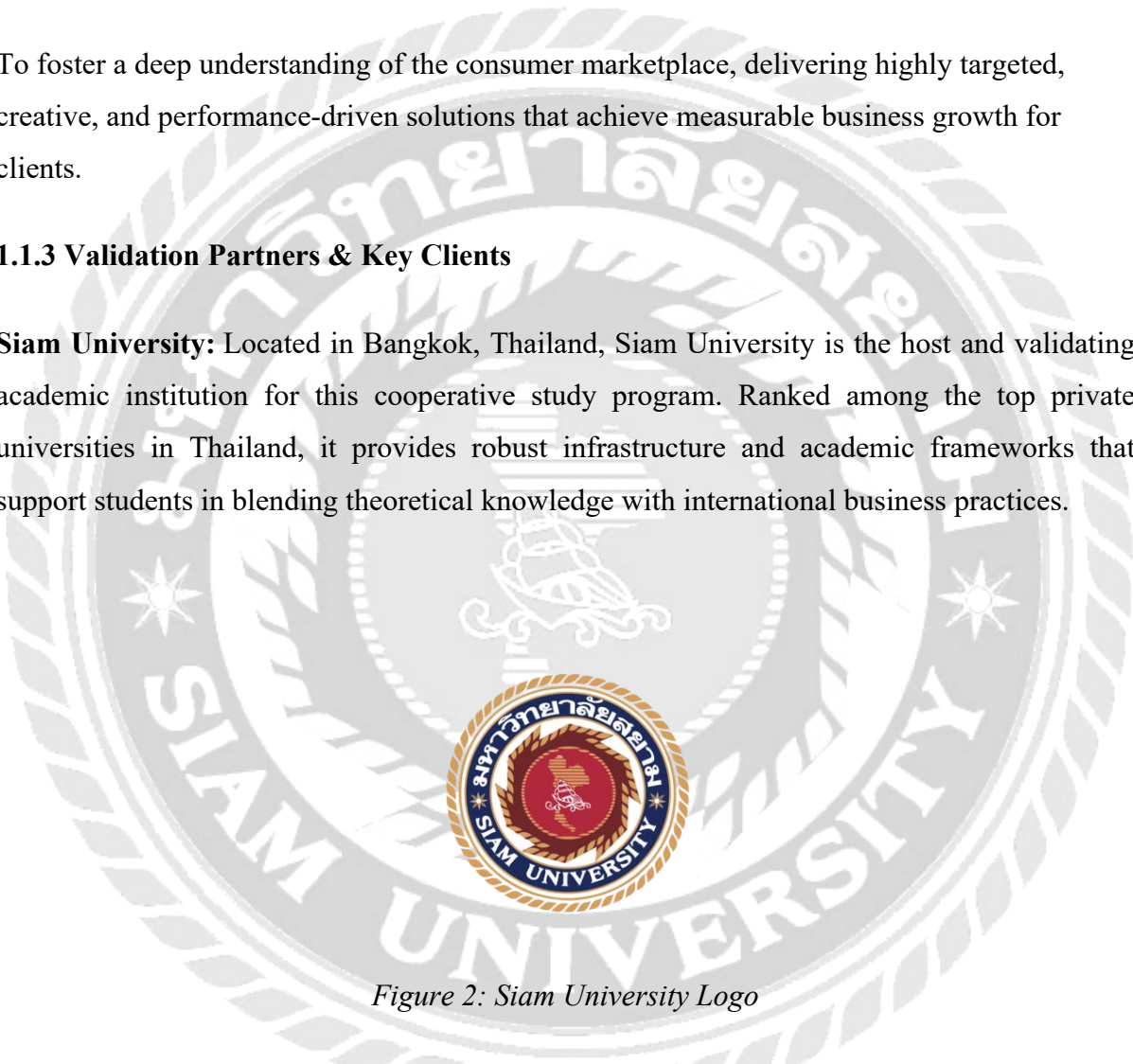


Figure 2: Siam University Logo



Figure 3: Faculty of Business Administration logo

Dabur Nepal: One of the most recognizable fast-moving consumer goods (FMCG) brands in the region. Blitz Media partners with Dabur Nepal to execute high-impact digital campaigns, managing localized product promotions and creative storytelling assets across social platforms to sustain market leadership.



Figure 4: Corporate Logo of Client: Dabur Nepal

Nepal SBI Bank: A leading commercial bank representing the corporate banking and financial services sector. Blitz Media helps manage their digital presence, translating complex financial products and corporate services into engaging, accessible social media campaigns.



Figure 5: Corporate Logo of Client: Nepal SBI Bank

Mangaldeep Nepal: Mangaldeep is a major household brand operating within the Fast-Moving Consumer Goods (FMCG) sector in Nepal, celebrated for its wide distribution network of premium incense products.



Figure 6: Corporate Logo of Client: Mangaldeep Nepal

CFMOTO Nepal: CFMOTO is a premium international automotive and motorsport brand distributed locally in the Nepalese market via Agni MotoInc.



Figure 7: Corporate Logo of Client: CFMoto

1.1.4 Company's Core Objectives

- ❖ Key objective of the company is to build strong brand identities and enhance visibility in the competitive market. Blitz Media achieves this by utilizing a combination of public relations (PR), digital marketing strategies, and strategic content creation. The company focuses on creating impactful campaigns that effectively communicate a brand's message to its target audience. Through the use of social media platforms, online advertising, and creative storytelling, Blitz Media helps clients establish a strong presence in both digital and traditional media.
- ❖ In addition, the company aims to deliver innovative and result-oriented solutions that are tailored to each client's specific needs. By combining creativity with data-driven insights, Blitz Media ensures that its marketing strategies are not only engaging but also effective in achieving measurable outcomes. Overall, the core objectives of Blitz Media reflect its commitment to providing high-quality services, fostering long-term client relationships, and contributing to the growth and success of the brands it serves.

1.1.5 Strategies of the Company

Blitz Media's market strategies are closely aligned with the core commercial objectives and values that the agency maintains across all digital properties and client servicing campaigns.

- ❖ **Data-Driven Creative Solutions:** Main advantage for the company is providing strategic, multi-channel marketing solutions backed by deep audience data analytics.
- ❖ **Targeted Digital Architecture:** Any digital campaign managed by the company is built with a deep understanding of platform algorithms and consumer demographics.
- ❖ **Cross-Channel Media Optimization:** Brands that partner with the company are exposed to a comprehensive digital approach. By integrating content creation, search engine

optimization, and real-time social community management, Blitz Media builds an active, stable online presence for its clients.

1.2 Organizational Structure

Organizational structure is that which lays out how work is assigned, coordinated, and supervised within a company, as well as who is obliged with what and how they are related to each other at work.

The organizational chart of Blitz Media is of a functional and collaborative type, tailored for a fast-paced agency workflow. This includes various levels of management with defined roles and responsibilities at every level.

The structure emphasizes seamless communication between the client servicing team and the internal creative design units, highlighting how much importance the company places on campaign accuracy and quick response times. The Organizational Chart shown below correlates directly with the Digital Marketing and Client Servicing division at the primary office location where the internship was conducted.

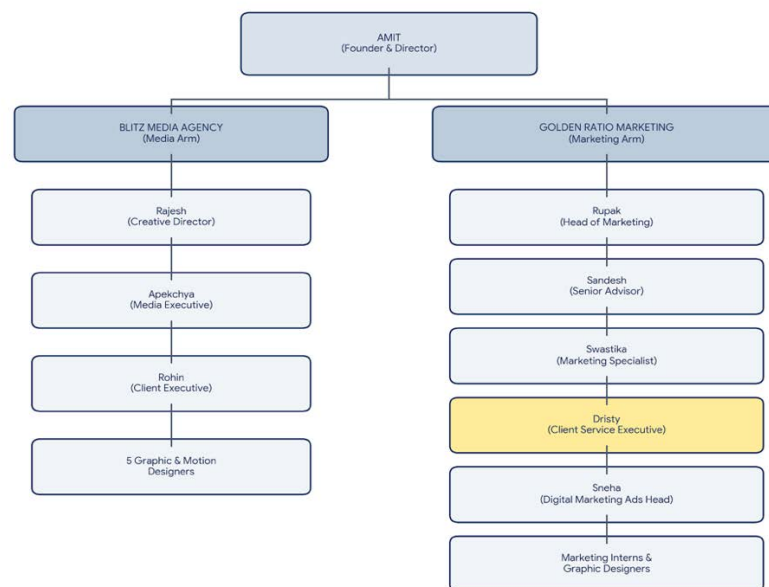


Figure 8: Organizational Structure Chart of Blitz Media

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

Workplace:

The primary motivation for choosing Blitz Media Pvt. Ltd. as my co-operative education workplace is rooted in my strong interest in marketing, branding, and communication. As a student aiming to build a career in the marketing field, I was particularly interested in gaining practical knowledge and real-world experience that goes beyond theoretical learning. Blitz Media, being a well-established and full-service marketing agency, provided the ideal environment to explore and understand how marketing strategies are implemented in a professional setting.

One of the main reasons for selecting this company was my desire to understand how different brands operate and connect with their target audiences. Blitz Media works with a diverse range of clients from various industries, which offered me the opportunity to observe different marketing approaches and strategies. This exposure helped me gain insights into how brands position themselves in the market, communicate their value, and engage with consumers through creative and strategic campaigns.

Furthermore, Blitz Media provides a highly creative and dynamic working environment that encourages learning and innovation. During my internship, I was able to gain hands-on experience in real projects, which allowed me to apply my academic knowledge in practical situations. Working alongside experienced professionals in the industry enabled me to learn new skills, improve my communication abilities, and understand the importance of teamwork and coordination in achieving organizational goals.

Another important factor that motivated me to choose Blitz Media was the opportunity to develop my professional skills. The role I undertook required interaction with clients, coordination with internal teams, and involvement in campaign execution. These experiences helped me build confidence, enhance my problem-solving abilities, and improve my overall professional attitude.

Overall, this co-operative education experience at Blitz Media Pvt. Ltd. has provided me with a valuable platform to grow, learn, and explore my future career path in marketing. It has strengthened my interest in the field and equipped me with the necessary skills and knowledge required to succeed in a competitive professional environment.

1.4 Strategic Analysis of the Company

To understand Blitz Media Pvt. Ltd.'s position within the digital marketing industry and to identify its areas for improvement and potential growth, a SWOT analysis was conducted using publicly available information and insights gathered from experienced professionals within the organization. This strategic analysis tool helps evaluate the company's internal strengths and weaknesses, along with external opportunities and threats that influence its operations and future strategic direction.

Table 1: SWOT Analysis of Blitz Media

Strength	Weakness
• Has established a strong brand network within the Nepalese corporate market, managing key enterprise accounts like Dabur Nepal. • Dual-agency framework structure through Blitz Media and Golden Ratio.	• High dependence on regional market sizes and local platform ad regulations. • Content saturation and creative fatigue on legacy digital platforms, requiring constant asset revision.
Opportunities	Threats
• Potential to expand services internationally by taking on remote client-servicing accounts and digital marketing tasks from cross-border markets. • Transitioning manual tracking systems toward automated, unified data tools (such as Google Looker Studio or Power BI) to scale up operational transparency.	• Rapidly changing software policies and platform algorithm updates can unexpectedly disrupt campaign metrics and reach configurations. • Intense competition from a growing number of newly emerging digital boutique agencies and independent media freelancers.

SWOT Analysis of Blitz Media Pvt. Ltd.

A basic strategic analysis of Blitz Media can be understood through the following:

Strengths

Blitz Media Pvt. Ltd. has established a strong brand network within the Nepalese corporate market, managing major enterprise clients such as Dabur Nepal and Nepal SBI Bank. This strong client base enhances the company's credibility and market positioning. Additionally, its dual-agency structure, consisting of Blitz Media and Golden Ratio, allows for specialization in creative media production, leading to high-quality and innovative marketing outputs.

Weaknesses

Despite its strengths, the company is highly dependent on the regional market and local advertising regulations, which can limit its ability to scale rapidly. Furthermore, the increasing saturation of content on digital platforms creates challenges in maintaining audience engagement, requiring continuous updates and innovation in creative assets.

Opportunities

The company has significant opportunities to expand internationally by offering remote digital marketing services to global clients. With the growing demand for digital solutions, Blitz Media Pvt. Ltd. can tap into cross-border markets. Additionally, adopting advanced data analytics tools such as Google Looker Studio or Power BI can improve operational efficiency, enhance decision-making, and provide better campaign insights.

Threats

Blitz Media Pvt. Ltd. faces external threats from rapidly changing platform algorithms and software policies, which can directly impact campaign performance and reach. Moreover, the rise of new digital agencies and independent freelancers has intensified competition in the market, requiring the company to continuously innovate and differentiate its services to maintain a competitive edge.

1.5 Objectives of this Co-Operative Studies

The primary objective of this co-operative education (internship) program is to bridge the gap between theoretical knowledge acquired in academic studies and practical experience in a

professional working environment. This internship provided an opportunity to develop industry-relevant skills, enhance professional competencies, and gain real-world exposure to the media and marketing sector. The key objectives of this internship study are outlined as follows:

- **To gain practical exposure to client handling in the media industry**

One of the major objectives of this internship was to understand and experience how client handling is conducted in a professional media environment. During the internship period, I was able to interact with clients, observe communication patterns, and assist in managing client expectations. This exposure helped me develop a clear understanding of how to professionally communicate with clients, identify their requirements, and respond effectively to their needs. I learned the importance of active listening, timely communication, and maintaining transparency to ensure client satisfaction.

- **To learn how marketing campaigns are managed and delivered**

Another important objective of this internship was to gain insight into the process of planning, managing, and executing marketing campaigns. Throughout the internship, I observed how campaigns are developed from initial client briefing to final delivery. I had the opportunity to support the coordination between different teams such as creative, content, and digital marketing teams. This allowed me to understand the workflow involved in campaign execution, including strategy development, content creation, scheduling, and performance monitoring. Additionally, I learned how deadlines are managed, how revisions are handled, and how teamwork plays a crucial role in delivering successful campaigns. This practical exposure provided me with a comprehensive understanding of the end-to-end campaign management process.

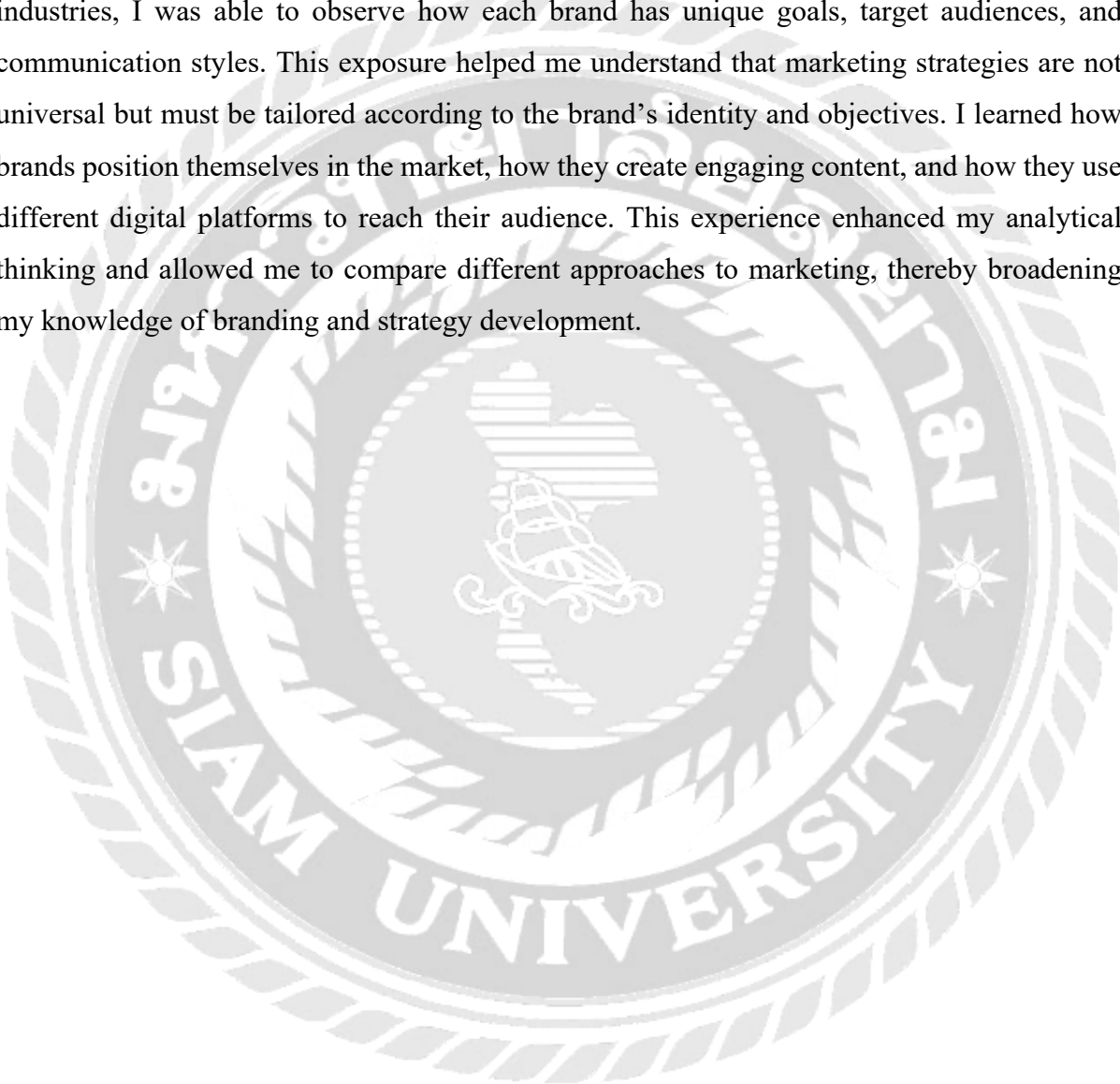
- **To improve professional communication and relationship management skills**

Improving communication skills and building professional relationships was another key objective of this internship. Working as a Client Service Executive required constant interaction with both clients and internal team members. This role helped me develop confidence in communicating ideas clearly and professionally. I learned how to present information effectively, write professional emails, and participate in meetings. Moreover, I

understood the importance of maintaining positive relationships with clients by being responsive, respectful, and solution-oriented.

- **To understand how different brands approach marketing strategies**

The internship also aimed to provide an understanding of how various brands design and implement their marketing strategies. By working with multiple clients from different industries, I was able to observe how each brand has unique goals, target audiences, and communication styles. This exposure helped me understand that marketing strategies are not universal but must be tailored according to the brand's identity and objectives. I learned how brands position themselves in the market, how they create engaging content, and how they use different digital platforms to reach their audience. This experience enhanced my analytical thinking and allowed me to compare different approaches to marketing, thereby broadening my knowledge of branding and strategy development.



Chapter 2: Co-Op Study Activities

2.1 My Job Description

My job role at Golden Ratio Marketing Agency, an operating division of Blitz Media Pvt. Ltd., was designed to provide me with practical, hands-on experience in the field of marketing and client servicing. As a Client Service Executive intern, my primary responsibility was to support the overall client servicing process while assisting in digital account coordination and marketing-related activities. This role allowed me to actively participate in real-world business operations and understand how marketing agencies manage their clients and campaigns effectively.

A significant part of my job involved managing client interactions and ensuring smooth communication between clients and the internal team. I was responsible for understanding client requirements, conveying their expectations to the relevant departments, and ensuring that all deliverables met the agreed standards and deadlines. This helped me develop a clear understanding of how professional communication is maintained in a corporate environment.

Another key aspect of my role was supporting the execution and tracking of multi-channel digital campaigns. I gained exposure to how campaigns are planned, implemented, and evaluated across different digital platforms such as social media and online advertising channels. This allowed me to understand the importance of performance tracking, analytics, and optimization in achieving successful marketing outcomes.

Overall, my job description focused on providing a well-rounded learning experience that combined client servicing, coordination, and digital marketing support, helping me build both technical and interpersonal skills.

2.2 My Job Responsibilities

I had the opportunity to perform my job responsibilities under multiple departments along with various people. Given my position as a Client Service Executive intern within the Golden Ratio arm, I worked closely with senior specialists, design heads, and digital ad managers. My day-to-day activities as per various jobs are given below.

❖ Digital Campaign Tracking and Performance Optimization:

I was tasked with tracking how campaign assets performed across various platforms to ensure metrics were clear and easy to understand when presenting updates to corporate clients.

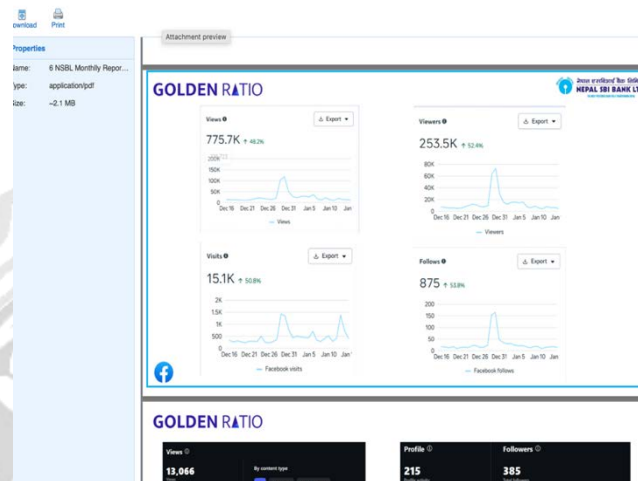


Figure 9: Tracking Client Campaign Performance

I had the opportunity to manage the content execution workflows alongside the Creative Director, media executives, and copywriters. Before sending visual assets to final production pools, the client service team reviewed them for brand alignment.

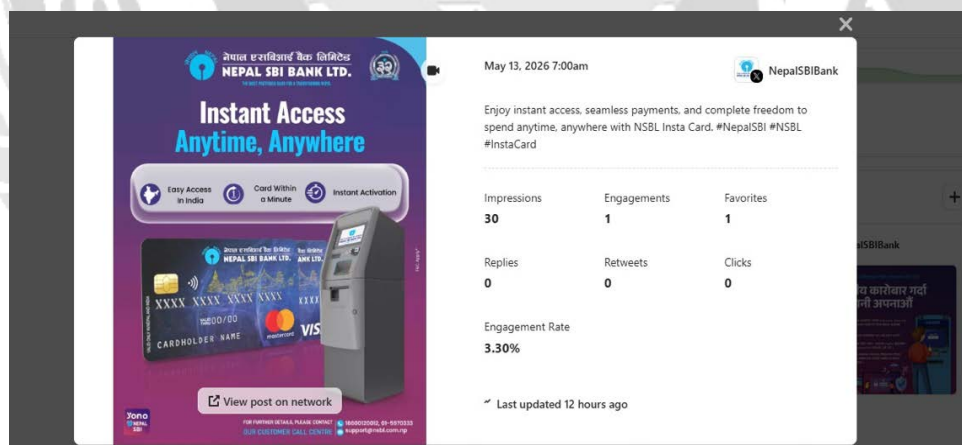


Figure 10: Meta Business Suite POST

2.3 Contributions as a Co-Op Student in the Company

The time when I was recruited as an intern, the company was actively scaling its divisional operational lines between specialized media creation (Blitz Media) and performance-led brand management (Golden Ratio). This structural adjustment required clear, continuous internal communication.

- ❖ Coordinated between clients and internal creative teams to deliver marketing campaigns
- ❖ Assisted in planning and executing digital marketing and content strategies
- ❖ Ensured smooth workflow by following up on tasks and meeting deadlines
- ❖ Helped maintain strong client relationships through professional service and support
- ❖ Contributed to improving client satisfaction by addressing issues and feedback promptly

2.4 My Job Process

I worked for more than 16 weeks at Golden Ratio Marketing Agency and Blitz Media. The work that I did has been described above. For the same, my week-by-week timeline and my job process diagrams are shown as follows:

❖ Providing Solutions for Data Management and Client Reporting

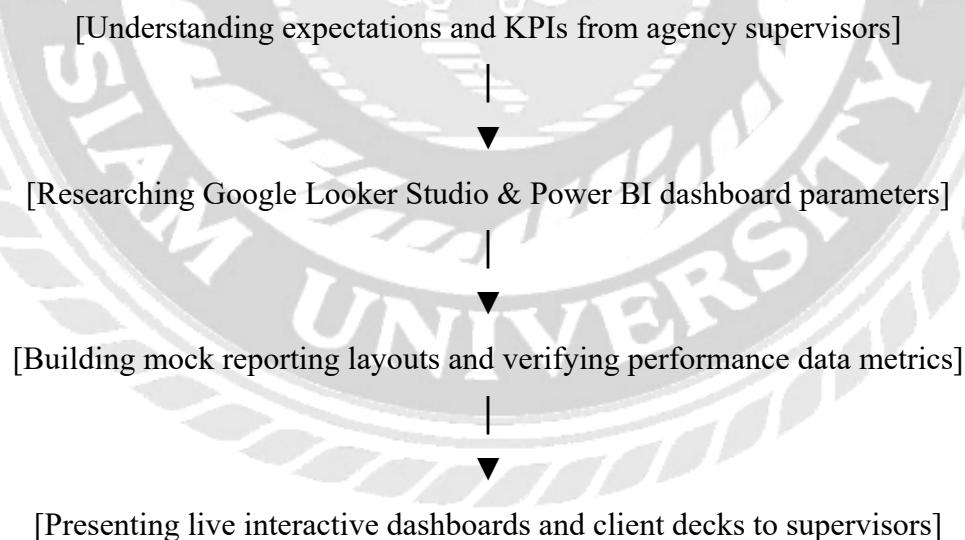


Figure 11: Job Process for Unified Data Management and Reporting

❖ Client Performance Tracking and Dashboard Integration

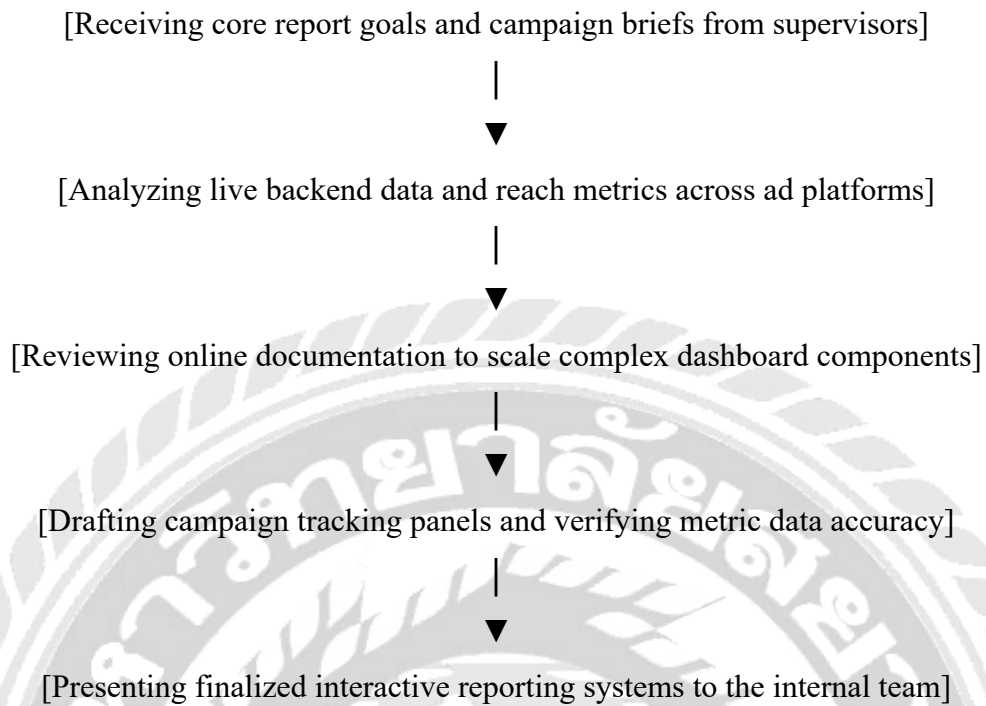


Figure 12: Job Process for Creating Performance Dashboards

❖ **Content Planning and Creative Coordination**

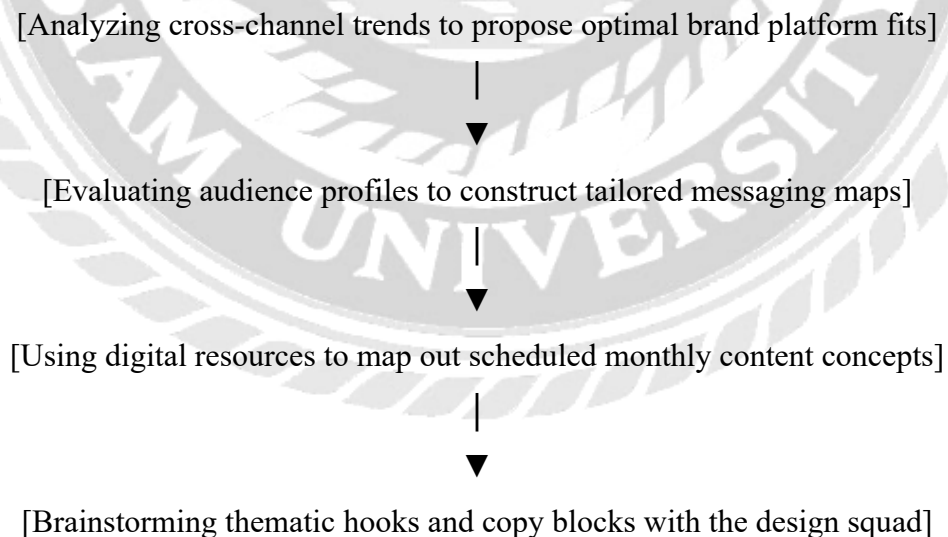


Figure 13: Job Process for Content Creation and Campaign Planning

Chapter 3: Learning Process

3.1 Problems/issues of the Company

During the 16 weeks of internship training, I got the chance to learn many things, but I also found some issues while working on various tasks and projects.

One of the primary challenges I observed while executing content plans was determining how to align platform selection with unique brand identities to drive genuine, sustained engagement. Crafting strategies that establish clear brand authority while matching the distinct preferences of diverse audiences requires precise positioning. An external factor that impacts agency campaigns is the rapid fluctuation of advertising policies and spend rules within the region.

Tight regulations on digital payment channels and international ad spending limit how flexibly an agency can scale paid campaigns. This often restricts ad reach to specific local demographics who can engage with the brand without payment friction.

3.2 Proposed Solutions to the identified Problems

Finding the right combination of social media channels and creating highly tailored content plans allows brands to see steady growth across their digital channels. By diversifying short-form video production on emerging platforms, the agency expands its reach and insulates client campaigns against unexpected algorithm updates on any single network.

3.3 Recommendations to the Company

To handle unexpected client revisions without missing optimal social media publication windows, the agency should establish a formal Standard Operating Procedure (SOP) for scope modifications. This process should require corporate client managers to submit sudden changes using a unified creative brief update sheet. By using this standardized form, the client servicing team can instantly translate client requests into clear design tasks with clear, structured priority levels.

3.4 Learning Outcome from the Co-Op Studies

During my 16-week cooperative education tenure at Blitz Media and its specialized marketing division, Golden Ratio, I acquired deep, multifaceted knowledge across real-world digital

operations and organizational behaviours. Entering a fast-paced agency environment allowed me to transition from an academic mindset to a corporate execution mindset.

I learned that successful digital marketing relies heavily on cross-divisional synchronization. By witnessing how the creative production engine of Blitz Media (led by the Creative Director and design teams) combined with the strategic ad frameworks of Golden Ratio, I learned that a campaign's performance is deeply tied to the agility of its internal communication channels.

3.5 How I Applied Knowledge from Coursework to Real Working Situations

The internship at Blitz Media Pvt. Ltd. provided an opportunity to apply theoretical knowledge from academic coursework into practical working situations. Concepts from the marketing mix, particularly product and promotion, were applied while working on campaign briefs and content creation for FMCG clients such as Dabur Nepal and Mangaldeep. This helped in designing content that clearly communicated the product's value and positioning in the competitive market (Kotler & Keller, 2016).

Similarly, knowledge of consumer behaviour and market segmentation was useful while analysing target audiences for clients such as Nepal SBI Bank and automotive brands. The application of demographic, geographic, and behavioral segmentation enabled more effective targeting and improved engagement strategies (Schiffman & Wisenblit, 2019).

3.6 Special Skills and New Knowledge Learned

❖ Ads Platform Management (Meta Business Suite)

I gained practical experience using Meta Business Suite to manage and monitor digital campaigns. This included scheduling posts across multiple client pages and maintaining a structured content calendar. I learned how to organize media assets such as images and videos for efficient campaign execution.

❖ Media Asset Organization and Content Coordination

During my internship, I developed the ability to systematically manage and organize digital content for campaigns. I worked closely with design teams to ensure all creatives were properly labelled, stored, and delivered on time. Coordinating content across departments enhanced my teamwork and communication skills. It gave me insight into how structured processes support successful marketing campaigns.

❖ Data Integration and Dashboard Creation

I learned how to collect and integrate data from multiple digital platforms into a single reporting system. I understood how to track performance indicators like reach, engagement, and conversions. This skill improved my ability to analyze and present marketing data effectively.

❖ Analytical Thinking and Reporting Skills

The internship enhanced my ability to interpret marketing data and generate meaningful insights. I also developed skills in preparing clear and professional reports for clients. Presenting data in a simple and understandable way became an important part of my role. Overall, it improved both my analytical thinking and communication abilities.

Chapter 4: Conclusion

4.1 Summary of Highlights of Co-Op Studies at Blitz Media

My cooperative placement at Blitz Media Pvt. Ltd. and its operating division, Golden Ratio Marketing Agency, served as an effective bridge between my Bachelor of Business Administration studies and my aspiration to pursue a professional career in marketing. Over the course of the 16-week internship, I worked as a Client Service Executive Intern, where I gained valuable hands-on experience by engaging with real-world marketing projects and multi-sector digital campaigns. This exposure allowed me to better understand how theoretical concepts are applied in a practical business environment.

One of the key highlights of my training was the opportunity to actively contribute to data management frameworks and the development of centralized content onboarding and tracking systems. These tools played a significant role in streamlining internal workflows, improving coordination between departments, and enhancing the efficiency of campaign execution. Additionally, my involvement in maintaining and organizing campaign-related data improved my understanding of how structured information systems support better decision-making and reporting processes within a marketing agency.

In conclusion, the highlights of my co-op studies at Blitz Media lie in the practical exposure, skill development, and professional insights gained throughout the internship. This experience has significantly contributed to my overall learning and has prepared me to confidently step into the professional world of marketing.

4.2 My Evaluation of the Work Experience

I evaluate my internship experience at Blitz Media Pvt. Ltd. as highly successful, enriching, and professionally transformative. The organization provides a dynamic work environment that effectively balances professional accountability with a strong sense of collaboration and support. From the very beginning of my internship, I was welcomed into a culture that encouraged learning, creativity, and active participation. This positive environment allowed me to confidently engage in various tasks and gradually develop my professional capabilities.

One of the most valuable aspects of my experience was the opportunity to work under the guidance of experienced professionals, including the Founder, Head of Marketing, and creative

specialists. Their mentorship played a significant role in shaping my understanding of the marketing industry. Through their feedback, guidance, and continuous support, I was able to enhance my strategic thinking, improve my presentation skills, and develop a more professional approach to handling responsibilities. Observing their decision-making processes and leadership styles also gave me insight into how successful marketing campaigns are planned and executed.

The internship experience challenged me to step out of my comfort zone and take ownership of my assigned tasks. I was not only expected to assist but also to think critically, contribute ideas, and participate in problem-solving processes. This responsibility helped me build confidence in my abilities and strengthened my sense of accountability. I learned how to manage multiple tasks simultaneously, meet deadlines, and maintain a high standard of work under pressure.

4.3 Limitations of the Co-Op Studies

Despite the overall success and valuable learning outcomes of the co-operative education experience at Blitz Media Pvt. Ltd., there were certain limitations observed during the internship period. These limitations were primarily related to the duration of the program and the scope of exposure available within a limited timeframe. One of the major limitations of this co-op study was the fixed duration of 16 weeks. While this period was sufficient to gain foundational knowledge and practical exposure, it was not adequate to fully understand the long-term dynamics of marketing campaigns and client management. In particular, it was challenging to observe and analyze the complete lifecycle of multi-phase marketing campaigns, especially those that span across several months or operate on a yearly cycle.

Marketing strategies, especially in the digital domain, often require continuous monitoring, evaluation, and adjustment over an extended period. Due to the limited duration of the internship, I was only able to observe short-term campaign execution and immediate performance tracking. This restricted my ability to gain deeper insights into long-term performance trends, seasonal variations in marketing strategies, and year-over-year budget adjustments made by clients. Long-term client relationship management and strategic planning processes could not be fully experienced within the internship period.

4.4 Recommendations for the Company

Based on my observations and practical experience gained during the internship at Blitz Media Pvt. Ltd. and its operating division Golden Ratio Marketing Agency, I would like to respectfully propose a few strategic recommendations. These suggestions are intended to enhance operational efficiency, improve internal coordination, and support the organization in achieving even better performance outcomes in the future.

❖ Automate Client Reporting Channels

One of the key areas for improvement is the process of client reporting. Currently, a significant amount of time and effort is spent by client service executives on manually preparing reports, compiling performance data, and creating presentation decks for clients. This process, while effective, can be time-consuming and may limit the ability of employees to focus on more strategic and value-added tasks.

It is recommended that the agency transitions more fully toward automated reporting systems using advanced analytics platforms such as Google Looker Studio and Microsoft Power BI. These tools allow for real-time data visualization, automated dashboard creation, and seamless integration with various digital marketing platforms. By adopting such technologies, the organization can significantly reduce manual workload, improve accuracy, and provide clients with more dynamic and interactive reports.

❖ Launch Internal Technical Upskilling Sessions

Another important recommendation is the introduction of regular internal training and upskilling sessions focused on technical knowledge and data literacy. During the internship, it was observed that while different departments such as creative design and performance marketing are highly skilled in their respective areas, there can sometimes be gaps in understanding each other's technical processes and requirements.

This initiative will also contribute to faster project execution, as team members will be better equipped to understand project requirements, provide relevant inputs, and align their work with overall campaign objectives. Additionally, continuous learning opportunities will motivate employees, improve their skill sets, and contribute to long-term organizational growth.

References

Blitz Media Pvt. Ltd. (n.d.). Retrieved May 31, 2026, from <https://www.blitz.com.np/>

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

Meta Platforms, Inc. (n.d.). Meta Business Suite: Help and setup. Retrieved May 31, 2026, from <https://www.facebook.com/business/help/113163272211544>



Appendices

Weeks	Key Responsibility Area
Week 1–2 (January 27th – February 10th)	Researched digital marketing tools, assisted in creating content calendars, and conducted brand research for Dabur Nepal.
Week 3–4 (February 10th – 24th)	Explored Google Looker Studio, conducted audience research for Nepal SBI Bank, and assisted in social media content posting.
Week 5–6 (February 24th – March 9th)	Created and scheduled digital content on Meta platforms and updated the content planner.
Week 7–8 (March 9th – March 23rd)	Monitored campaign performance, analyzed engagement, and supported content strategy improvements.
Week 9–10 (March 23rd – April 6th)	Assisted in campaign planning, supported client briefings, and managed online engagement
Week 11–16 (April 6th – May 11th)	Developed Power BI dashboards, supported media shoots, and assisted in campaign performance analysis.

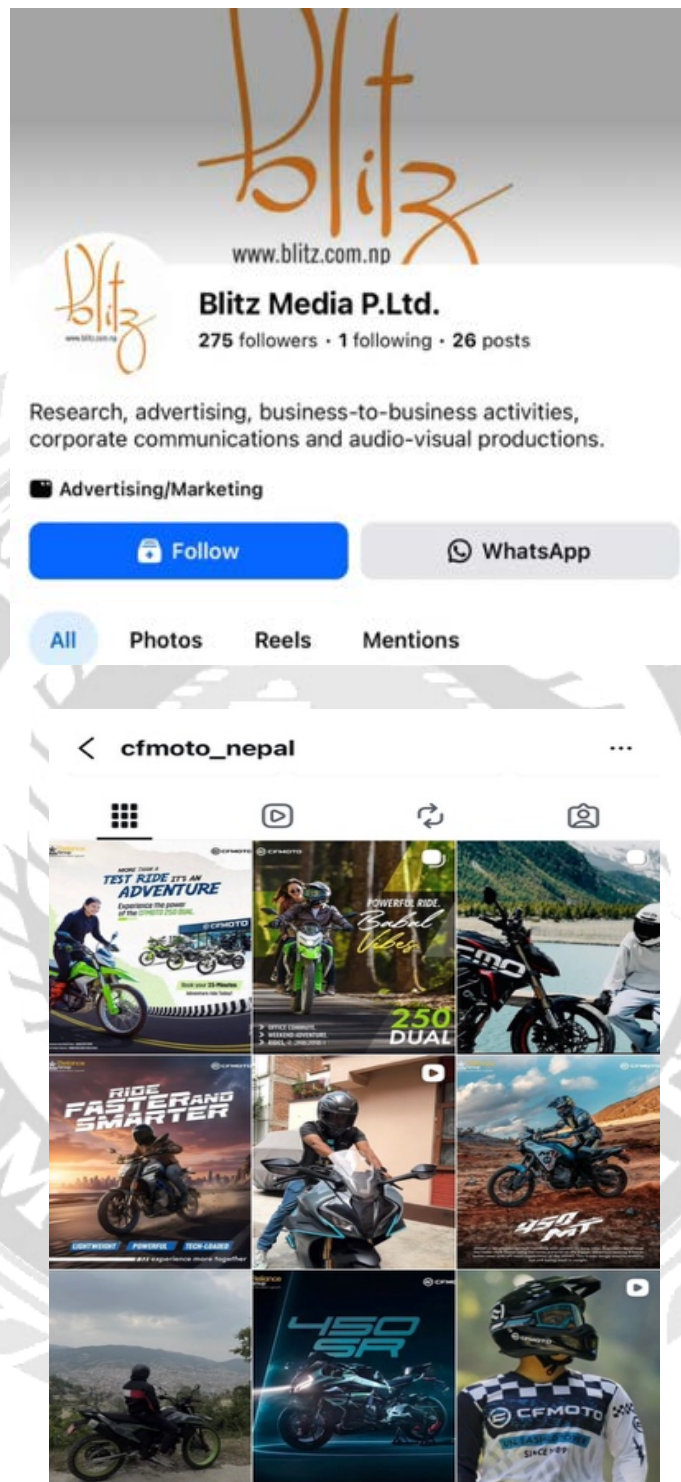


Figure 14: Official Social Media Page managed for Blitz Media Client

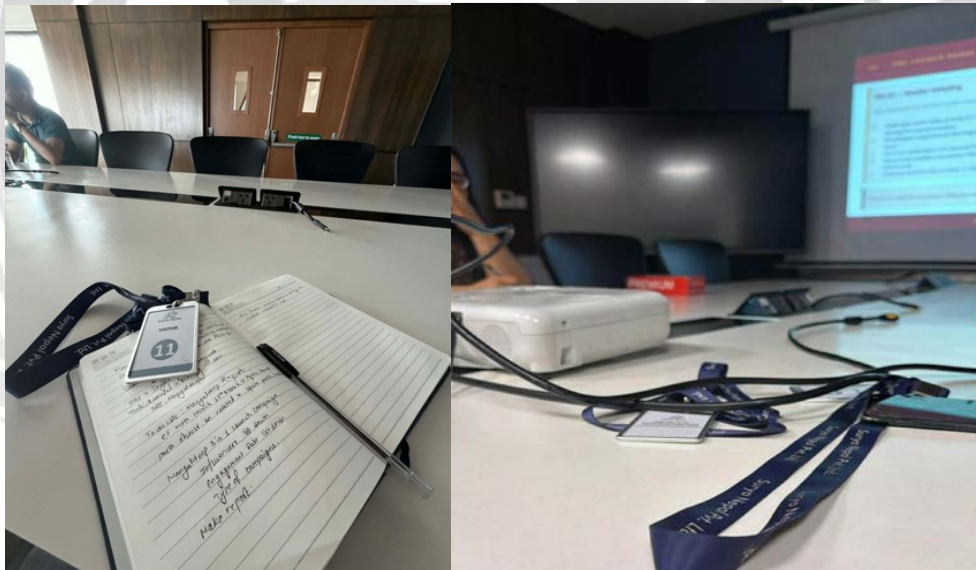
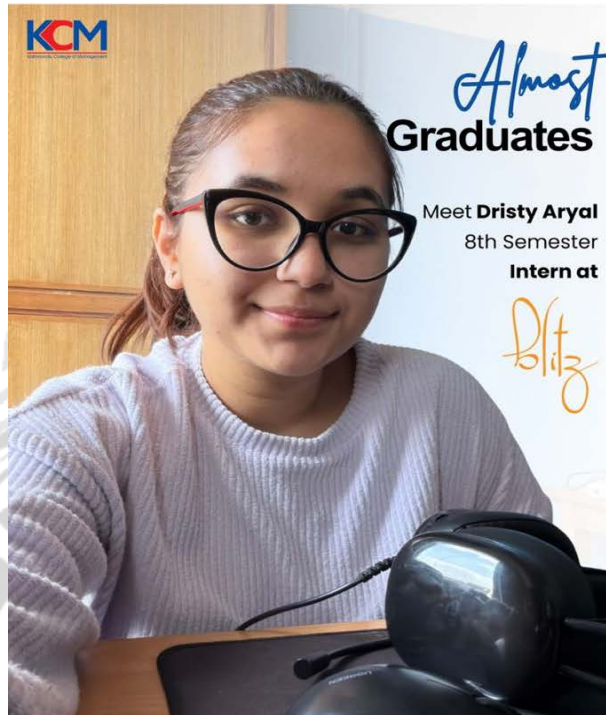


Figure 15: Photos of Intern Conducting Media Campaign Planning with Team Members



Meet Dristy Aryal, a 4th-year student at KCM, currently interning at Blitz Media.

We asked, they answered. This is what real experience looks like, not just in classrooms, but in the field.... See more





Figure 16: Pictures of Intern working and office pictures