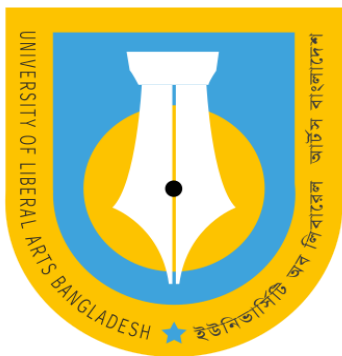




ULAB
**UNIVERSITY OF LIBERAL ARTS
BANGLADESH**

Internship Report

MSJ 4298

Department of Media Studies and Journalism

Submitted by

Priyes Das Tokaram

Student ID: 211012006

Term: Summer 2025

Submission Date: 26th August, 2025.

Host Organization: DIGIFIX

DIGIFIX

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Student Details

Name	Priyes Das Tokaram
ID	211012006
Department	Department of Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	Bachelor of Business Administration
Career Objectives	As a Public Relations major with a minor in Business Administration, I am committed to building a career where creativity meets strategic thinking. I have trust in my abilities in communication, leadership, and problem-solving. I have a proven capacity to adapt to diverse client needs, coordinate multiple projects under tight deadlines, and deliver work that aligns with brand identity and business goals. I aim to leverage my creative ideation skills, meticulous attention to detail, and collaborative approach to contribute meaningfully to forward-thinking PR and corporate communication teams.

Internship Details

Host Organization	DIGIFIX
My working session	Client Servicing
Supervisor	Imteenan Akter Khan, CEO
Designation	Intern
Start Date	May 20, 2025
End Date	August 20, 2025
Hours Per Week	50+ Hours
Total Working Period	Approximately 12 weeks

Acknowledgement

I would like to express my sincere gratitude to **Digifix** for providing me with the invaluable opportunity to complete my internship within their dynamic and creative environment. My deepest appreciation goes to my supervisor, whose guidance, constructive feedback, and constant encouragement greatly enhanced my learning experience. I am equally thankful to all members of the creative, content, and client servicing teams for their cooperation, patience, and willingness to share their expertise.

I am grateful to my university faculty for their continued support and for equipping me with the academic foundation necessary to excel in this professional setting. Lastly, I extend my heartfelt thanks to my family and friends for their constant motivation throughout the internship journey.



Plagiarism Declaration

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: Priyes Das Tokaram

ULAB ID: 211012006

Signature

A handwritten signature in black ink, appearing to be 'Priyes', is written next to the 'Signature' label.



MSJ042

INTERNSHIP REPORT APPROVAL FORM

Student Name: Priyes Das Tokaram

ID No.: 211012006

Major: Public Relations

Year: 2025

Local Phone: 01623440079

Email: priyes.das.msj@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: DigiFix

Internship /Project Report

Topic: Client Servicing

Semester (Tick one):

☐ Spring 2025☒ Summer 2025☐ Fall 2025

Advisor APPROVAL

(Please place a Tick)

☒ Approved☐ Not Approved☐ Partial Re-write☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite):

Signature:

Date: 26-08-2025

Name: Syeda Sadia Mehjabin

Title: Senior Lecturer

E-mail: sadia.mehjabin@ulab.edu.bd

Phone: 01713008008

Introduction

My internship at **Digifix** offered me a hands-on opportunity to work within a fast-paced, client-driven digital marketing agency. Over the course of my placement, I was actively involved in **conceptualizing, scripting, copywriting, and coordinating** creative campaigns for multiple clients across diverse industries. This exposure enabled me to directly engage in the creative process from receiving briefs and developing ideas, to collaborating with designers and content writers, to delivering the final approved creatives to clients.

Through my involvement in more than ten projects for notable brands such as **Berger HR, Max Buildings Technologies Ltd., and Smashed Burgers**, I gained insight into the complete creative workflow of a digital agency. This included understanding client objectives, developing content strategies, ensuring brand consistency, and meeting strict deadlines.

The experience not only enhanced my technical and creative abilities but also strengthened my organizational, communication, and problem-solving skills qualities essential for success in any professional environment.

Objectives

The primary objectives of my internship at Digifix were to:

1. Apply theoretical knowledge acquired during my academic studies to real-world marketing and communication projects.
2. Develop practical skills in creative ideation, copywriting, design brief preparation, and client coordination.
3. Understand the operational workflow of a digital marketing agency, from brief intake to final delivery.
4. Gain experience in maintaining brand consistency across diverse client campaigns.
5. Enhance my time management skills by working on multiple projects with overlapping deadlines.
6. Build confidence in presenting ideas and incorporating feedback into final outputs.

Host Organization

DigiFix

DigiFix Bangladesh is a dynamic and rapidly growing **digital marketing and creative communications agency** based in Dhaka. Established with the vision to *revolutionize the stereotypical content pattern* in the Bangladeshi market, the agency focuses on delivering innovative, impactful, and brand-aligned solutions that help businesses strengthen their presence in the digital space. Their guiding motto, “*Go Digital, One Solution at a Time*,” reflects their commitment to helping brands adapt, evolve, and thrive in the ever-changing digital landscape.

The organization has successfully managed **over 50 projects within just a few years** of operation, partnering with a diverse range of clients across industries such as FMCG, real estate, food & beverage, and corporate services. DigiFix’s strength lies in blending **creative storytelling with strategic execution**, ensuring every campaign not only looks visually compelling but also delivers measurable results.

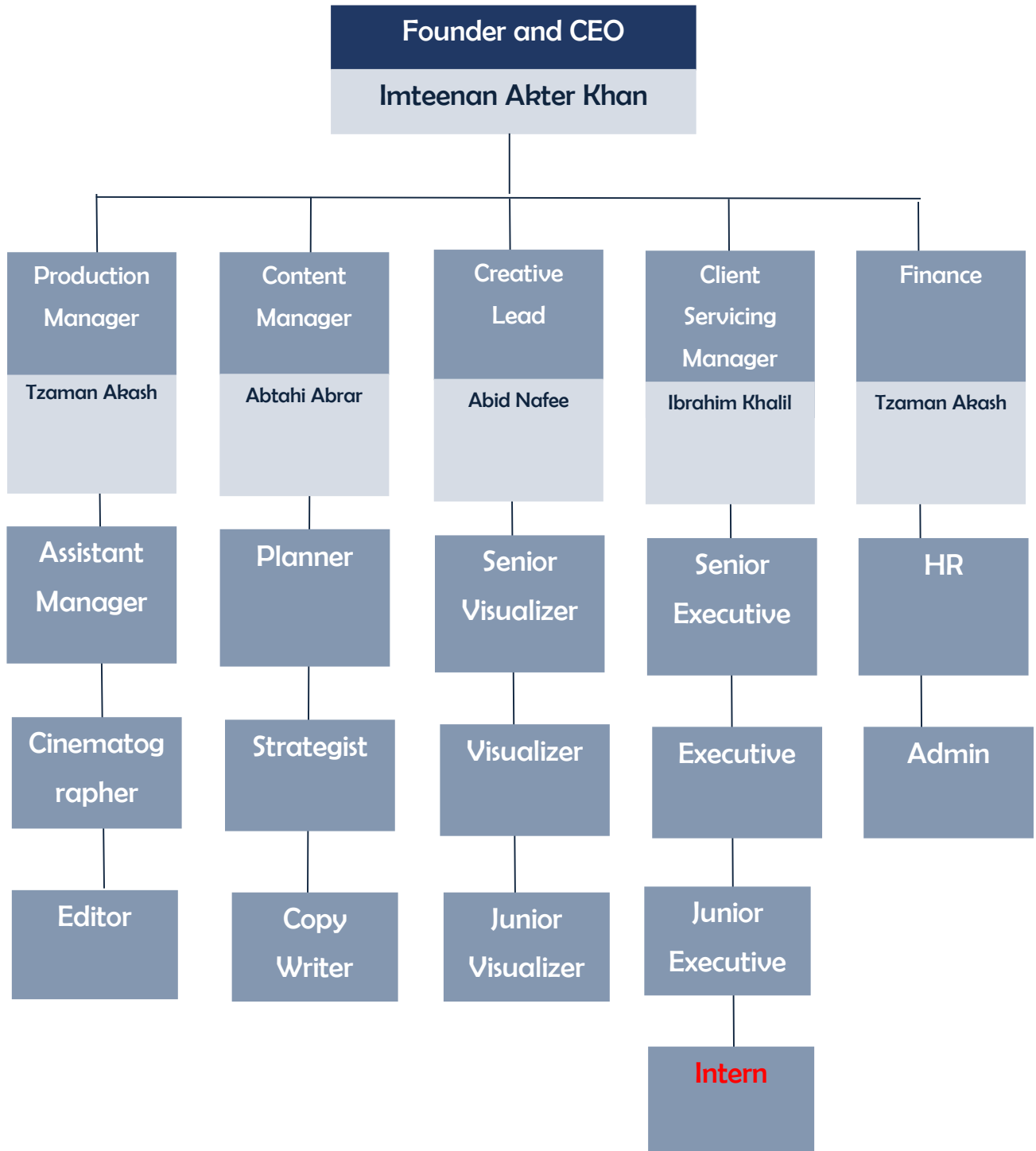
Their comprehensive service portfolio includes:

- **Social Media Management & Digital Advertising** – Planning, creating, and executing campaigns tailored to specific brand voices and audience segments.
- **Branding & Identity Design** – Crafting unique brand personalities through visuals, copy, and brand guidelines.
- **Content Marketing** – Ideation, copywriting, and design for both static and dynamic content across platforms.
- **Website Development & SEO Optimization** – Building user-friendly digital experiences and enhancing discoverability.
- **Creative Experimentation** – Incorporating AR filters, CGI visuals, podcasts, and other innovative formats to engage audiences in fresh ways.

With a talented team of creative professionals, content strategists, designers, and client service specialists, DigiFix emphasizes **collaboration, originality, and brand consistency**. Their work culture is fast-paced yet supportive, encouraging experimentation and out-of-the-box thinking while maintaining a strong focus on meeting client objectives and deadlines.

For me as an intern, DigiFix provided the ideal environment to **apply academic knowledge, develop professional skills, and gain practical insights** into the complete lifecycle of digital campaigns from client briefing and ideation to final publishing and performance monitoring.

Company's Organogram



Tasks

During my internship, my key tasks and responsibilities included:

- Receiving project briefs directly from clients and internal account managers.
- Preparing **detailed design briefs** for the creative team, including visual references, copy direction, and ideation notes.
- Collaborating with the **content writing team** to develop engaging and brand-appropriate scripts for dynamic videos.
- Writing **short-form and long-form copy** for static posts, dynamic videos, and campaign captions.
- Reviewing creative drafts to ensure alignment with brand guidelines and client expectations.
- Communicating feedback between clients and internal teams to finalize creatives.
- Coordinating the timely submission of first drafts and implementing revisions.
- Overseeing the **final delivery and approval process** before publishing content on social media platforms.

PROJECTS

No. of projects completed: 20

No. of projects published: 19

Project 1

Client: Berger HR

Project Name: Employee Testimonial

Start Date: June 10, 2025

End Date: June 17, 2025

First Submission: June 15, 2025

Published Date: June 19, 2025

Published Content / Link: [View on Facebook](#)

Project Overview

This project produced a static social post for **Berger HR** featuring an intern/employee quote to humanize the brand and attract candidates. The deliverable needed to be **simple, minimal, and brand-consistent**, with tight alignment between **copy, layout, and hierarchy** so the quote remained the hero while HR values came through clearly. The creative also had to be easy for HR to reuse across channels.

Objectives

- Turn an authentic “**why I stayed/why I like working here**” story into a single static asset that communicates **trust, growth, and belonging**.
- Keep to **Berger’s minimal visual style** while integrating the testimonial in a way that’s legible on mobile first.
- Deliver an **approved, publish-ready** static on time, with alternatives the client could evaluate quickly.

Audience & Channel

- Primary: Students, interns, and early-career professionals exploring HR/culture content.
- Channel: Facebook (mobile-first), with repurpose potential for LinkedIn/Instagram.

My Tasks and Responsibilities

1. **Intake & Clarify** – Received client brief; confirmed message priority (employee voice first, HR brand second), asset size, and approval path.

2. **Create Design Brief** – Wrote a clear **design + copy brief** for the creative team (layout logic, quote placement, caption, tone, hashtags, do's/don'ts).
3. **Concept & Copy** – Developed **ideation** (layout system + quote bubble treatment), drafted testimonial **copy and caption**, and set the visual hierarchy.
4. **Reference Audit** – Compiled references aligned to **minimal brand style**; flagged any that felt off-brand to prevent misdirection later.
5. **Creative Review** – Checked layout, typography, spacing, brand color balance, and caption-copy fit; ensured readability at **mobile sizes**.
6. **Client Communication** – Shared the first submission with rationale, gathered comments, and coordinated tweaks fast to hit the deadline.
7. **Final QA & Handover** – Rechecked export quality, text proofing, and link/caption; delivered final files and copy for publishing.

Ideation & Rationale (from the PPT)

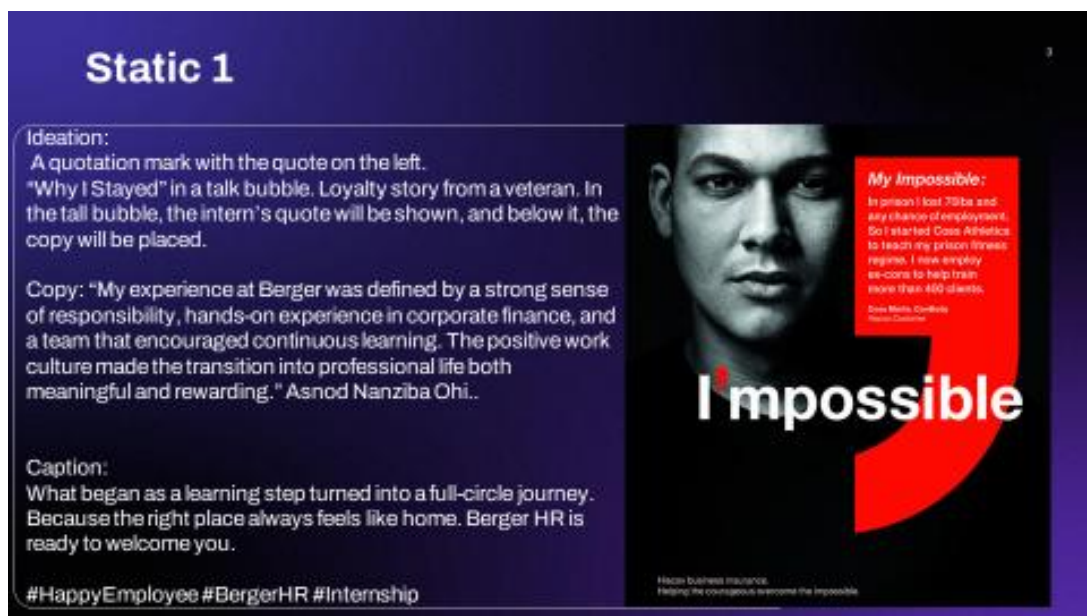


Image 1:1- Ideation

- **Layout concept:** Large quotation/talk bubble carries the “Why I Stayed” theme; a **tall bubble** holds the intern quote; body copy sits below for context.

- **Reasoning:** The bubble device makes the **employee's voice** literally “speak,” keeps the **quote dominant**, and supports minimal brand styling for HR.
- **Copy block (provided for the visual):**
 “My experience at Berger was defined by a strong sense of responsibility, hands-on experience in corporate finance, and a team that encouraged continuous learning. The positive work culture made the transition into professional life both meaningful and rewarding. – Asnod Nanzia Ohi.”
- **Caption (submitted with the static):**
What began as a learning step turned into a full-circle journey. Because the right place always feels like home. Berger HR is ready to welcome you.
#HappyEmployee #BergerHR #Internship

These elements were included in my design brief and used by the creative team to build the static. (Matches the “Project” sectioning used in the reference report.)

Deliverables

- 1× publish-ready static (FB-optimized), with caption + hashtags.
- Alt text suggestion for accessibility.
- Source files and export specs for repurposing.

Process & Workflow

- **Jun 10–11:** Brief intake, requirements doc, stakeholder notes.
- **Jun 12:** Ideation grid + wireframe notes; first copy draft; reference board.
- **Jun 13:** Design brief v1 to creative team; alignment huddle (brand minimalism emphasis).
- **Jun 14–15:** Creative WIP review; type hierarchy fixes; copy polish; mobile legibility test.
- **Jun 16:** Pre-flight QA; export checks; packaged first submission.
- **Jun 17: First Submission** sent with rationale + caption; minor feedback loop handled.
- **Jun 19:** Published.

Stakeholders I Coordinated With

- Client POC (HR/Brand).
- Internal Designer (static build).
- Internal Content Team (Copy, Captions)
- Client POC (timelines, approvals).

Final Outcome



Image 1:2- Final Design

- Static went live on **June 19** with approved copy and caption (link above).
- Asset structured for reuse; HR can swap quotes while keeping layout locked.

My Mistakes

- **Initial misstep:** I chose a reference image that clashed with the brand's **simple/minimal** style.
- **Fix:** I replaced it with cleaner references, pared back graphic noise, and tightened spacing so the design matched Berger's HR aesthetic before submission.

My Learnings

- Always **write and design from the project's perspective**: who is speaking (employee), what they want to say (belonging/learning), and how the audience will consume it (mobile).
- Do a **style stress-test** early: if a reference looks great but breaks brand minimalism, discard it before it influences the build.
- Keep a **modular brief** (layout, copy blocks, caption, hashtags, export specs) so creative and approvals move fast without ambiguity.

Project 2

Client Name: Berger HR

Project Name: Internship Countdown Post

Start Date: June 18, 2025

End Date: June 25, 2025

First Submission: June 25, 2025

Published Date: June 27, 2025

Published Content / Link: [View on Facebook](#)

Project Overview

This project involved creating a **countdown-themed static** designed to build anticipation for internship applications and drive more submissions. The concept used **a number as the visual centerpiece**, shaped like a modern skyscraper to symbolize ambition, opportunity, and growth. The number represented the days left before the application closed, and the surrounding visual elements tall buildings, and a bright skyline reinforced the aspirational theme.

The challenge was to create something **visually striking yet brand-aligned** that would work well in social media feeds, quickly communicate urgency, and motivate viewers to act immediately.

Objectives

- Use **countdown urgency** to encourage timely applications.
- Design an asset that could be **updated daily** with different numbers while maintaining brand consistency.
- Position the internship as a **career-defining opportunity**, represented visually by rising skylines and bold architecture.
- Ensure copy and layout were **clear, mobile-friendly, and instantly understandable**.

My Tasks and Responsibilities

1. **Brief Intake & Understanding** – Collected detailed requirements from the client, clarifying objectives, brand tone, size specifications, and target audience.
2. **Concept & Ideation** – Developed a **building-shaped countdown number** concept that directly connected the internship opportunity to growth and ambition.
3. **Copy Development** – Wrote the main copy (“3 days to go, stay close”) and caption to be both **short and impactful**, encouraging urgency without sounding forced.
4. **Design Brief Preparation** – Created a structured design brief for the creative team including visual guidelines, type placement, and ideation sketches.
5. **Creative Review** – Evaluated draft designs for **balance between creative impact and clarity**, checking readability of the copy inside the number and ensuring alignment with the overall brand style.
6. **Client Communication** – Delivered the creative to the client with rationale, handled feedback, and ensured changes were integrated before final approval.
7. **Final Quality Check** – Verified image resolution, text spacing, and contrast to ensure the countdown was **eye-catching in a fast-scrolling feed**.

Ideation & Rationale (from PPT details)



Image 2:1- Ideation

- **Main Visual:** Countdown number **integrated into a building silhouette** tying the idea of “days left” to career growth and opportunity.
- **Scene:** Tall office buildings alongside the countdown number, set against a bright, sunny skyline.
- **Placement:** Main copy placed **inside the number** to give visual and emotional emphasis.
- **Copy Provided:** “3 days to go, stay close.”
- **Caption:**
The skyline's about to change. Your next chapter rises soon.
Just 3 days left to step into something big.
#3DaysToGo #Countdown

Deliverables

- One final **countdown post** (FB-optimized) with creative and caption.
- Reusable **template layout** for changing the countdown number.
- Guidelines for visual consistency in future countdown posts.

Process & Workflow

- **Jun 18–19:** Received brief, clarified messaging goals, sketched layout ideas.
- **Jun 20:** Prepared copy and caption draft, created ideation notes for creative team.
- **Jun 21–23:** First design iterations reviewed made adjustments to ensure building silhouette looked realistic while keeping the number legible.
- **Jun 24:** Final internal review and pre-submission edits.
- **Jun 25: First submission** to client; feedback incorporated quickly.
- **Jun 27:** Published approved creative.

Stakeholders Coordinated With

- Client HR/Marketing representative for brief and approvals.
- Internal designer for building-shaped number execution.
- Project coordinator for deadline tracking.

Final Outcome



Image 2:2- Final Design

- Published on **June 27**, drawing attention to the final days of internship applications.
- Positive engagement in comments and shares, with HR reporting a noticeable increase in last-minute applications.

My Mistakes

- Initially underestimated how much **shadow detail** on the building would reduce text readability required rework with cleaner backgrounds.

- Caption was first drafted too generically rephrased it to match the “skyscraper rising” theme for better storytelling.
- Did not plan for **different number widths** (e.g., “10” vs. “3”), which meant adjustments were needed for spacing on future posts.

My Learnings

- When integrating text into complex shapes, **readability testing at actual size** is essential before moving forward.
- Thematic visuals (like a building skyline) work best when they directly reinforce the **message and CTA**.
- Designing flexible **templates** can save significant time for multi-day campaigns without sacrificing quality.
- Every visual choice from skyline lighting to text placement should serve both **clarity** and **brand emotion**.

Project 3

Client Name: Smashed Burgers

Project Name: Smashed Burgers Static Post

Start Date: June 20, 2025

End Date: June 28, 2025

First Submission: June 28, 2025

Published Date: July 20, 2025

Published Content / Link: [View on Facebook](#)

Project Overview

This project aimed to create a high-impact static post for **Smashed Burgers** that would immediately grab attention and spark curiosity on social media. The visual concept was bold and

playful a roller coaster track with a burger speeding through it as if it were the thrill ride itself. This imagery was designed to convey the excitement, flavor, and adventurous nature of the brand in a single glance.

The copy paired with the visual *“Hold tight, it’s grilled and wild.”* reinforced the adventurous theme while keeping the brand’s tone fun and energetic. The challenge was to keep the execution **visually dynamic** yet **cohesive with the Smashed Burgers identity**, ensuring it stood out in fast-scrolling feeds.

Objectives

- Visually translate the **thrill and excitement** of eating at Smashed Burgers into an engaging, story-driven static post.
- Highlight the featured item, **Cocktail Grilled Chicken burger** in a way that emphasizes both taste and experience.
- Keep the copy **short, punchy, and brand-consistent** for high social media impact.
- Ensure the design is optimized for **Facebook and Instagram feeds**.

My Tasks and Responsibilities

1. **Brief Intake** – Received the project requirements from the client, noting target audience, featured item, and desired tone.
2. **Concept Ideation** – Developed the idea of the roller coaster track with the burger as the “ride,” symbolizing fun and intensity.
3. **Copywriting** – Crafted the main copy (*“Hold tight, it’s grilled and wild”*) to match the energy of the visual and appeal to burger lovers.
4. **Design Brief Creation** – Provided the creative team with clear instructions on layout, focal points, and copy placement, along with reference imagery.
5. **Creative Review** – Assessed the initial drafts for **clarity, product visibility, and alignment with brand colors**; provided revisions where necessary.
6. **Final Submission** – Ensured the asset met all quality checks (resolution, readability, composition) before delivering it to the client for approval.
7. **Publishing Preparation** – Provided the final approved creative and copy for posting on the brand’s official social channels.

Description (from PPT Reference)

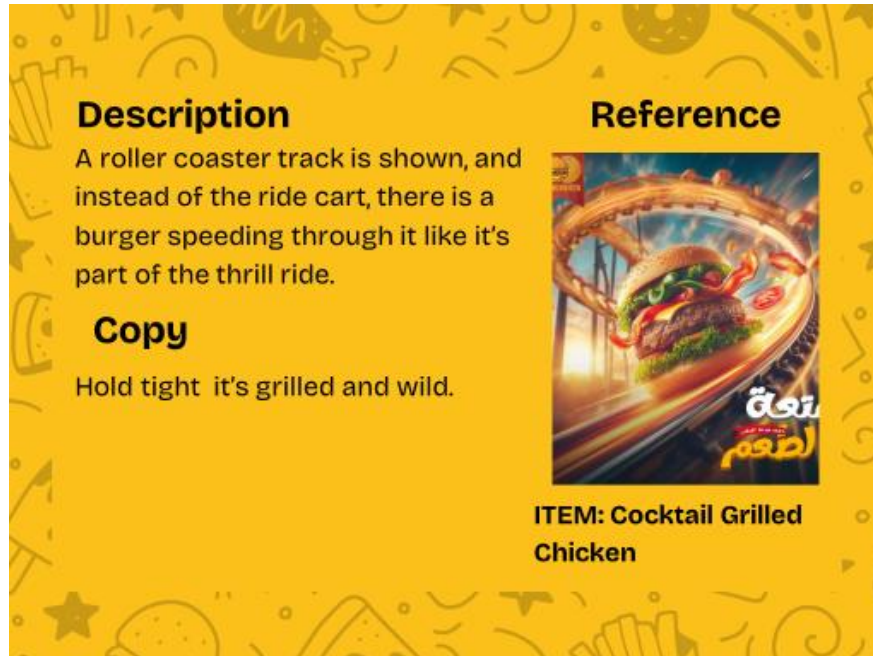


Image 3:1- Ideation

- **Visual:** Roller coaster track with the burger replacing the ride cart, appearing as if in motion.
- **Theme:** Thrill, speed, and adventure translated into a food experience.
- **Item Featured:** Cocktail Grilled Chicken burger.

Caption Submitted

Hold tight, it's grilled and wild.

#SmashedBurgers #GrilledAndWild #BurgerLove

Deliverables

- One **final static post** optimized for Facebook/Instagram.
- Design and copy that can be adapted for future promotional items.

Process & Workflow

- **Jun 20–21:** Briefing, mood board creation, idea refinement.
- **Jun 22–24:** Drafting copy and visual references, preparing design brief.
- **Jun 25–27:** Reviewing and refining design drafts with the creative team.
- **Jun 28: First submission** to client; received approval with minor adjustments.
- **Jul 20:** Final post published.

Stakeholders Coordinated With

- Smashed Burgers marketing representative (brief, approvals).
- Internal design team for execution.
- Social media manager for posting schedule.

Final Outcome



Image 3:2- Final Design

- Eye-catching creative that fit Smashed Burgers' energetic branding.

- Strong positive engagement on social channels, with shares and comments reflecting the fun nature of the post.
- Design was praised for being playful yet product-focused.

My Mistakes

- In early drafts, the burger size was slightly disproportionate to the roller coaster track, making the visual feel unrealistic.
- Initial background color palette was too busy, slightly reducing focus on the burger.
- The first copy draft was longer and lacked the immediate punch needed for social media trimmed down for final version.

My Learnings

- Creative concepts for food brands work best when they evoke an **emotional or sensory reaction** quickly here, thrill and excitement.
- Always balance **fantasy elements** (roller coaster concept) with product realism to keep the food looking appetizing.
- Minimal, high-impact copy can outperform longer text when paired with strong visuals.
- Maintaining **brand voice consistency** across visuals and captions strengthens overall recall.

Project 4

Client Name: Max Buildings Technologies Ltd.

Project Name: Max BTL Static Post (Fateen)

Start Date: June 12, 2025

End Date: June 16, 2025

First Submission: June 16, 2025

Published Date: June 17, 2025

Published Content / Link: [View on Facebook](#)

Project Overview

This project aimed to create a visually striking static post for **Max Buildings Technologies Ltd.**, specifically for their premium property, **Max Fateen**. The creative concept was to present the main building from an **aerial top-view perspective** to showcase its architectural elegance, scale, and location context.

The aerial angle not only highlighted the **building's unique design features** but also provided a clear sense of the surrounding landscaped areas and amenities. The intention was to communicate a **sense of prestige, exclusivity, and serenity** to potential buyers while keeping the post aesthetically aligned with the brand's premium positioning.

Objectives

- Use a **prestigious, high-quality aerial perspective** to highlight the property's scale, design, and setting.
- Communicate exclusivity and comfort through minimal yet impactful copy.
- Ensure the creative appeals to high-end buyers seeking a luxurious lifestyle.
- Maintain brand consistency across visual elements, typography, and tone.

My Tasks and Responsibilities

1. **Brief Intake & Clarification** – Gathered details from the client regarding the property, target market, and design preferences.
2. **Concept Development** – Proposed the idea of an **aerial perspective** as the central visual, ensuring the building's grandeur and location context were visible at first glance.
3. **Copywriting** – Created copy elements to reinforce the premium positioning:
 - **Main:** "MAX FATEEN"
 - **Subhead:** "A Sanctuary of Calm"
 - **Supporting Line:** "Experience Graceful Living and Moments of Pure Serenity"

4. **Design Brief Creation** – Outlined creative requirements for the design team, including aerial photography references, color balance, copy placement, and call-to-action positioning.
5. **Creative Review** – Evaluated the design drafts for proportion, clarity, and luxury feel. Ensured surrounding details (greenery, roads, amenities) enhanced the property's desirability without clutter.
6. **Final Approval & Delivery** – Checked the final version for visual quality, accurate copy placement, and brand alignment before delivering to the client for publishing.

Ideation & Rationale (from PPT Reference)



Image 4:1- Ideation

- **Perspective:** Striking aerial top view to convey scale, prestige, and exclusivity.
- **Focus:** The main building's unique architecture, with landscaped surroundings subtly visible to add lifestyle appeal.
- **Supporting Elements:** Amenities and green spaces integrated into the scene to elevate desirability.
- **Tone:** Calm, graceful, and aspirational aligning with a premium lifestyle offering.

Deliverables

- One **final static post** optimized for Facebook and digital marketing campaigns.
- High-resolution creative suitable for repurposing in other promotional formats.

Process & Workflow

- **Jun 12:** Brief received, concept discussion, initial ideation notes prepared.
- **Jun 13–14:** Copy development and visual reference curation.
- **Jun 15:** Design team briefing and mid-stage review for composition and copy placement.
- **Jun 16:** **First submission** to client for approval.
- **Jul 17:** Final creative published on social media.

Stakeholders Coordinated With

- Max Buildings marketing team (brief, approvals).
- In-house design team for execution.
- Project manager for timeline adherence.

Final Outcome



Image 4:2- Final Design

- Delivered a premium-looking creative that successfully conveyed the exclusivity and elegance of Max BTL.
- The aerial approach received positive feedback from the client for making the property's location and scale instantly understandable.
- The design became a reference point for similar luxury real estate creatives.

My Mistakes

- Initial copy layout was too close to the building edges, reducing visual breathing space.
- The CTA placement in early drafts was too small, making it less noticeable.
- Slight over-saturation of surrounding greenery in the first version, which distracted from the main building.

My Learnings

- For premium real estate projects, **aerial views** work best when they are **clean, focused, and balanced with subtle environmental details**.
- Copy in luxury property marketing should remain minimal, letting visuals lead while providing emotional reinforcement.
- Proportional white space around the building enhances the sense of scale and prestige.
- Pre-testing copy placement on multiple devices helps ensure **readability and impact**.

Project 5

Client Name: Max Buildings Technologies Ltd.

Project Name: Max BTL Static Post (SPORSHO)

Start Date: June 10, 2025

End Date: June 14, 2025

First Submission: June 14, 2025

Published Date: June 15, 2025

Published Content / Link: [View on Facebook](#)

Project Overview

This project was focused on creating a premium real estate static post for **SPORSHO**, a property under **Max Buildings Technologies Ltd.** The creative concept centered around an **interior-first perspective** a spacious, elegantly designed living room opening onto a serene outdoor view.

The aim was to convey **luxury, comfort, and relaxation** in a single frame, using natural lighting, lush greenery, and minimalist furniture to communicate a sense of airiness and premium living. The post had to appeal to high-end buyers by making them envision themselves in the space, while the copy guided them toward engagement.

Objectives

- Showcase the **luxurious and spacious** nature of SPORSHO through an inviting, lifestyle-oriented shot.
- Use **interior-led imagery** to give viewers an emotional connection to the living space.
- Maintain a clean and elegant brand look, keeping visual clutter to a minimum.
- Support the visual with short, aspirational copy and a clear CTA.

My Tasks and Responsibilities

1. **Brief Intake & Understanding** – Gathered detailed requirements from the client, clarifying the target audience, tone, and brand elements.
2. **Concept Ideation** – Proposed an **interior-first concept** where the viewer's eye is drawn from the comfortable living room to the open view outside, reinforcing a feeling of openness.
3. **Copywriting** – Developed copy elements for the creative:
 - **Main:** "SPORSHO"
 - **Subhead:** "Spacious Luxury"
 - **Supporting line:** "Designed for your ultimate relaxation."
4. **Design Brief Creation** – Provided the creative team with layout guidance, copy placement, and mood board references emphasizing minimalism, warm lighting, and greenery.
5. **Creative Review** – Checked for visual balance, copy legibility, and overall brand consistency; ensured that the living space appeared both aspirational and realistic.

6. **Final Approval & Delivery** – Delivered the final creative to the client after confirming all brand and design elements were aligned.

Ideation & Rationale (from PPT Reference)

Static

Copy

SPORSHO (main)
Spacious Luxury
Designed for your ultimate relaxation.
Location & CTA

Idea

The idea is to present “SPORSHO” through an interior-first shot of a spacious living room opening to a serene outdoor view, emphasizing light, airiness, and premium comfort. Minimal, elegant furniture, warm natural lighting, and lush greenery convey relaxation, while clear, well-placed copy and CTA guide viewers toward immediate engagement.



Image 5:1- Ideation

- **Perspective:** Interior-led view with natural light, elegant furniture, and lush greenery to convey comfort and sophistication.
- **Mood:** Calm, premium, and inviting making the audience feel at home in the space.
- **Design Balance:** Minimalist composition allowing copy and CTA to stand out without disrupting the visual flow.

Deliverables

- One **final static post** optimized for social media marketing.
- Copy and layout structured for potential adaptation in other marketing materials.

Process & Workflow

- **Jun 10:** Received client brief, brainstormed concept directions.
- **Jun 11–12:** Developed copy and selected interior/lifestyle references for mood alignment.
- **Jun 13:** Prepared and sent design brief to creative team; reviewed early-stage design for alignment.
- **Jun 14:** **First submission** to client for approval.
- **Jun 15:** Final post published.

Stakeholders Coordinated With

- Max Buildings marketing lead (brief and feedback).
- Internal design team for creative execution.
- Social media manager for posting.

Final Outcome



Image 5:2- Final Design

- Delivered a polished and elegant static that successfully conveyed the property's spacious and luxurious qualities.
- The post reinforced the brand's premium positioning and was well-received by the client.
- Engagement on social channels reflected audience appreciation for the calming and aspirational visual.

Mistakes

- In early drafts, the font weight for the main copy was too light, reducing its prominence.
- The first image crop cut off an important element of the outdoor view, requiring repositioning.
- The lighting initially appeared slightly dull; adjusted brightness and warmth for a more inviting feel.

Learnings

- For luxury property visuals, **lighting and perspective are crucial** to making spaces appear more inviting.
- Copy should be **minimal and aspirational**, letting the visuals lead the storytelling.
- Strategic use of negative space can elevate the aesthetic while maintaining readability.
- Attention to **proportion and balance** between text and imagery is key for high-end branding.

Project 6

Client Name: Berger HR

Project Name: Never Have I Ever Gameplay Dynamic

Start Date: June 10, 2025

End Date: June 22, 2025

First Submission: June 20, 2025

Published Date: June 26, 2025

Published Content / Link: [View on Facebook](#)

Project Overview

This project involved producing a **dynamic, interactive video** for Berger HR's social media campaign. The concept centered around interns playing the popular game "*Never Have I Ever*", designed to present an authentic, light-hearted look at workplace culture while engaging viewers through relatable and fun content.

The deliverable aimed to show Berger HR as not just a professional environment, but also a place where people connect on a personal level and enjoy a collaborative culture. The shoot-based approach gave the content a genuine, unscripted feel, making it more appealing and shareable.

Objectives

- Create a **fun, personality-driven** dynamic that resonates with interns, job seekers, and employees alike.
- Showcase Berger HR's culture in a way that feels **authentic and human**.
- Deliver a high-quality video asset suitable for social channels, optimized for engagement.
- Encourage applications by subtly linking the gameplay's friendly environment to Berger HR's workplace values.

My Tasks and Responsibilities

1. **Brief Intake** – Received client requirements outlining the tone, gameplay concept, and cultural messaging.
2. **Script Development** – Collaborated with the in-house content writing team to create a **gameplay script and flow** that included questions, pacing, and visual cues.
3. **Shoot Preparation** – Provided clear **ideation notes** for the client's internal team to follow during filming, ensuring they captured all necessary shots for the final edit.
4. **Footage Coordination** – Received raw video footage from the client after their team completed the shoot following our script.
5. **Editing Oversight** – Led the editing process to meet the brand's dynamic video style requirements, including pacing adjustments, music selection, and text overlay placement.
6. **Quality Review** – Checked final video for continuity, audio clarity, brand compliance, and engagement flow before submission.
7. **Client Approval & Delivery** – Delivered the finished dynamic for client review, addressed minor feedback, and prepared the file for publication.

Ideation & Rationale (from PPT Reference)

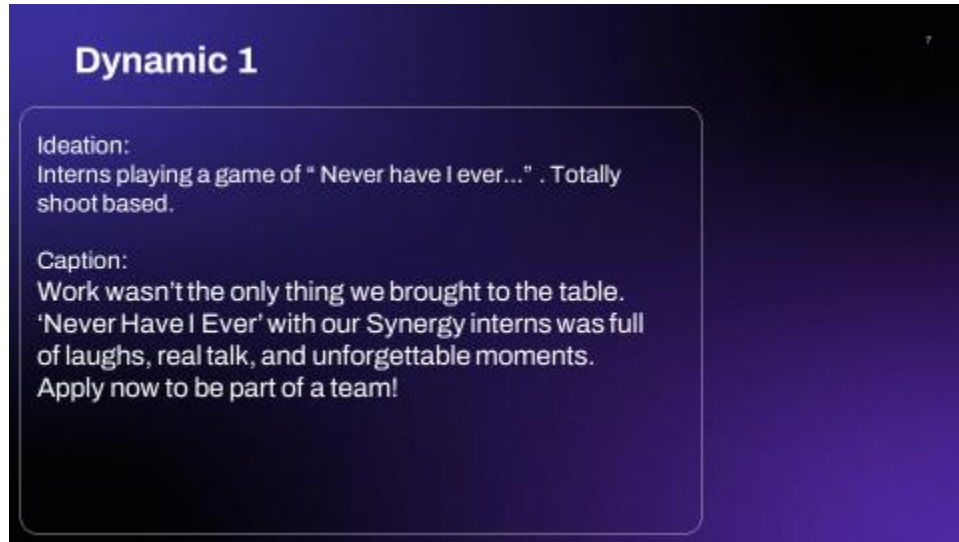


Image 6:1- Ideation

- **Concept:** Interns playing *Never Have I Ever* in a relaxed setting, offering both humor and insight into their experiences.
- **Tone:** Fun, warm, and inviting — designed to break down formal barriers and humanize the brand.
- **Caption:**
Work wasn't the only thing we brought to the table, 'Never Have I Ever' with our Synergy interns was full of laughs, real talk, and unforgettable moments. Apply now to be part of a team!

Dynamic 1 Script

A game named "Let's play Never have I Ever..." with office interns.

Duration: 60–75 seconds (can be extended)

Location: Berger office lounge or a bright, casual workspace

Setup: 3 interns seated on stools.

Game Brief:

Three interns sitting side by side with some drinks like, coffee, coke or tea on the table.

There will be a host who will say the dialogues of the game from behind the camera and if the

intern agrees with the questions, he/she will sip the drink. If the intern sip/does not sip they will react.

Camera 1 - Wide full view

Camera 2 – From Right side view

Camera 3 – From Left side view

Visual	Audio
At first “Let’s play Never have I ever…” will appear on the screen Camera focuses on three interns.	God Voice: “Let’s play Never have I ever…”
Every intern will sip. No one will skip. Reaction of the interns.	God Voice: Never have I ever thought of being a CEO.
Every intern will sip. No one will skip. Reaction of the interns.	God Voice: Never have I ever thought of leading my own team.
Intern 1 will sip. Rest will skip. Reaction of the interns.	God Voice: Never have I ever thought of being my own boss.
Intern 3 and 2 will sip. Reaction of the interns.	God Voice: Never have I ever been arrived early in the next day.
Every intern will sip. No one will skip. Reaction of the interns.	God Voice: Never have I ever panicked during a presentation.
Intern 2 will sip. No one will skip. Reaction of the interns.	God Voice: Never have I ever sent an email without attachment.
Intern 1 will sip. Rest will skip. Reaction of the interns.	God Voice: Never have I ever waited for someone who asked my question.
Every intern will sip. No one will skip. Reaction of the interns.	God Voice: Never have I ever pretended to understand an Excel formula.
Intern 1 and 2 will sip. Intern 3 will skip Reaction of the interns.	God Voice: Never have I ever silently freaked out over a task without getting it.

Every intern will sip. No one will skip. Reaction of the interns.	God Voice: Never have I ever joined a meeting and forgot to unmute.
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Deliverables

- 1× fully edited **dynamic gameplay video** for social media.
- Final file optimized for Facebook publishing and engagement.

Process & Workflow

- **Jun 10–12:** Brief intake and ideation session with content writer.
- **Jun 13–15:** Script creation and approval from client.
- **Jun 16–19:** Client-side shoot following provided script and shot list.
- **Jun 20: First submission** after editing raw footage; minor feedback addressed.
- **Jun 26:** Final video published.

Stakeholders Coordinated With

- Berger HR marketing lead (brief and feedback).
- Internal content writing team (script development).
- Video editor (dynamic creation).
- Client's production team (shoot execution).

Final Outcome

Link: [View On Facebook](#)

- Successfully delivered a culturally engaging dynamic that received strong positive feedback from the client.
- The approachable tone and gameplay concept helped strengthen Berger HR's image as a friendly, people-first workplace.
- Increased social media interaction, with viewers commenting and tagging friends.

My Mistakes

- Early edit lacked sufficient **on-screen text prompts**, which made some game moments less clear later added for clarity.
- Background audio from the shoot had minor noise interference, requiring additional cleanup during editing.
- The initial pacing felt slightly slow in the middle section, so cuts were tightened to maintain viewer attention.

My Learnings

- For brand culture videos, **clear scripting combined with natural reactions** creates the perfect balance between planning and authenticity.
- Providing **detailed shoot guidelines** upfront is critical when you are not directly managing production on-site.
- Adding **on-screen text and captions** improves engagement and accessibility.
- Editing choices (music tempo, cut frequency) directly impact perceived energy crucial for playful, social-first content.

Project 7

Client Name: Berger HR

Project Name: Faces of Berger Dynamic

Start Date: June 15, 2025

End Date: June 25, 2025

First Submission: June 23, 2025

Published Date: June 28, 2025

Published Content / Link: [View on Facebook](#)

Project Overview

This project involved creating a **dynamic video series** featuring “Faces of Berger” — spotlighting 2–3 employees sharing their personal experiences and insights about working at Berger HR. The goal was to **humanize the brand** by giving audiences an inside look at the people who shape its culture and success.

The content needed to feel **genuine, approachable, and inspiring**, balancing professional pride with personal warmth. The visual storytelling approach relied on employee interviews and candid moments, presented in a concise, engaging video format optimized for social media.

Objectives

- Highlight the **diverse voices and experiences** within Berger HR.
- Reinforce Berger’s image as a collaborative, creative, and supportive workplace.
- Increase audience connection by showcasing real employees instead of corporate messaging.
- Deliver an engaging, polished video that aligns with the brand’s tone and values.

My Tasks and Responsibilities

1. **Brief Intake** – Received the client’s concept and target message for the “Faces of Berger” dynamic.
2. **Script Development** – Worked closely with the content writing team to draft a **question flow and interview prompts** that would elicit authentic, positive responses.
3. **Ideation Support** – Suggested camera angles, setting recommendations, and pacing to capture employee personalities naturally.
4. **Shoot Preparation** – Shared a detailed script and direction notes with the client’s in-house team to follow during filming.
5. **Footage Management** – Coordinated the transfer of raw video files after the client’s team completed the shoot based on our provided guidelines.
6. **Editing Oversight** – Managed the editing process, ensuring proper sequencing, audio clarity, and smooth transitions that reflect Berger’s warm culture.
7. **Quality Review** – Checked final cut for messaging accuracy, brand consistency, and visual appeal before client delivery.
8. **Client Approval** – Addressed any minor feedback, finalized the video, and prepared it for social publishing.

Ideation & Rationale (from PPT Reference)

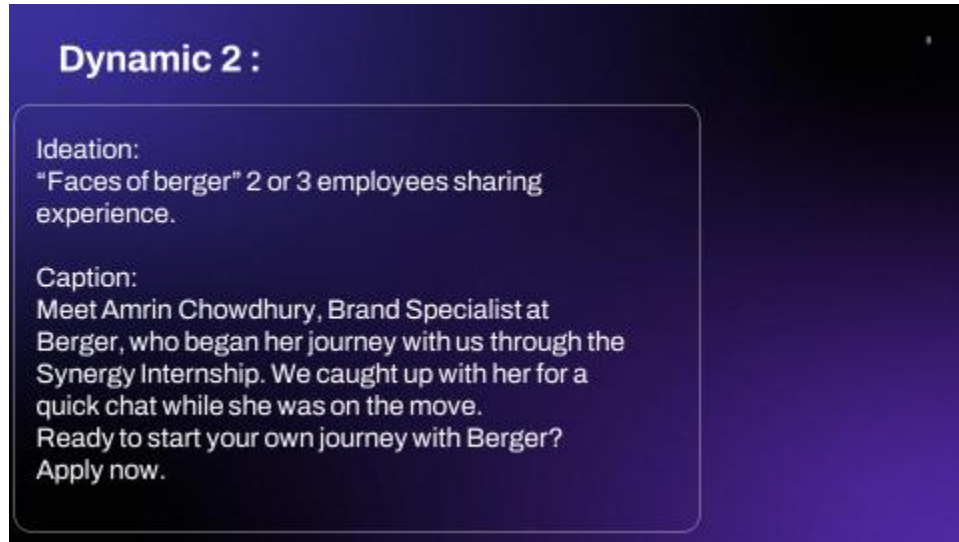


Image 7:1- Ideation

- **Concept:** "Faces of Berger" 2–3 employees sharing workplace experiences in their own words.
- **Tone:** Warm, collaborative, and celebratory, focusing on people, not positions.
- **Caption:**
Meet Amrin Chowdhury, Brand Specialist at Berger, who began her journey with us through the Synergy Internship. We caught up with her for a quick chat while she was on the move.
Ready to start your own journey with Berger? Apply now.

Dynamic 2 Script

Project Title: Faces of Berger

Format: Corporate Video

Style: Interview + B-Roll

Shoot Duration: 1 Day

Visual	Audio/Dialogue
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2 employees sharing an overall experience about working at Berger. Scene: At first two employees will be walking into the office and goes to a coffee corner. In a happy mood they are drinking a coffee and talking with each other.	Soft corporate track, positive tempo, volume dips during A-roll.
At one point while talking, they look at the camera (After hearing the voice)	God Voice: "What are you guys doing?"
	Employee 1: "We are having coffee."
Camera shifts to Employee 1	God voice: "How did you feel when you joined Berger? and how do you feel now?" Employee 1: When I first joined Berger, I didn't expect the level of support and warmth I received... Every day here feels like I'm building towards something bigger."
Camera shifts to Employee 2	God voice: "What do you find unique in Berger?" Employee 2: Mostly the environment, I really love it and I think that's why I've grown not just professionally, but as a person here
B Rolls Environment & Office Culture • Employees working, casual interaction. • Top view of collaborative desk with brainstorming in action. • Focused shot of laptop screen during a project review. • Pan shot of motivational posters, Berger branding.	Soft corporate track, positive tempo, volume dips during A-roll.

Employee Interaction & Candid Moments • Two colleagues laughing near a coffee machine. • High-five or handshake after a discussion. • A meeting in progress.	
Branded Elements • Close-up of nameplate, Berger Paints logo, coffee mugs, notebooks. • Time-lapse of the office from morning to mid-day rush.	

Deliverables

- 1× fully edited **dynamic video** spotlighting Berger employees.
- Optimized final file for Facebook and other social channels.

Process & Workflow

- **Jun 15–17:** Concept review, script development with content team.
- **Jun 18–20:** Shoot guidelines and ideation notes delivered to client's filming team.
- **Jun 21–22:** Received and reviewed raw footage.
- **Jun 23: First submission** after editing; feedback collected and minor adjustments made.
- **Jun 28:** Final video published.

Stakeholders Coordinated With

- Berger HR marketing team (brief, approvals).

- Internal content writing team (script and question flow).
- Video editor (post-production).
- Client's production crew (shoot execution).

Final Outcome

Link: [View on Facebook](#)

- Delivered a people-focused, high-engagement dynamic that reflected Berger HR's cultural values.
- Strengthened employer branding by showcasing the real stories of employees.
- Positive audience reactions, with many viewers commenting on the relatable and inspiring content.

My Mistakes

- Initial edit lacked consistent **lower-third name/title graphics**, which made it harder to identify speakers, later corrected.
- Background music in the first version slightly overpowered some dialogue, requiring volume adjustments.
- The opening sequence was initially too long; shortened for better engagement in the first 5 seconds.

My Learnings

- People-focused branding benefits most from **authentic storytelling**, where real voices build trust faster than corporate messaging.
- Pre-planned **shoot structures** are vital when you can't be on set, ensuring usable and brand-compliant footage.
- Visual identifiers (like names and roles) are important for clarity and connection in multi-speaker content.
- Editing decisions, particularly pacing in the opening seconds can make or break social media retention.

Project 8

Client Name: Max Buildings Technologies Ltd.
Project Name: Max BTL Dynamic (SPORSHO)
Start Date: June 5, 2025
End Date: June 20, 2025
First Submission: June 18, 2025
Published Date: June 24, 2025
Published Content / Link: [View on Facebook](#)

Project Overview

This project focused on producing a **dynamic video presentation** for the luxury property **Max SPORSHO**. The creative aimed to immerse viewers in the elegance, serenity, and exclusivity of the development through a smooth, cinematic sequence.

The video highlighted **spacious interiors, refined décor, and breathtaking outdoor views**, creating an aspirational experience for the target audience. The sequence was designed to seamlessly transition from room to balcony, showcasing the property's architectural flow and premium lifestyle appeal, while subtle motion graphics reinforced the brand identity.

Objectives

- Present SPORSHO as a **refined luxury residence** with a unique blend of space, comfort, and exclusivity.
- Use dynamic transitions and smooth camera movement to give viewers an immersive tour experience.
- Highlight both interior and exterior features to create a holistic property impression.
- Incorporate minimal yet impactful copy to maintain the focus on visuals while delivering key selling points.

My Tasks and Responsibilities

1. **Brief Intake** – Understood client objectives, target audience, and brand positioning for SPORSHO.
2. **Concept & Ideation** – Proposed a **fluid, room-to-balcony visual journey** to emphasize openness, light, and calm.
3. **Copywriting** – Developed high-end, aspirational copy to accompany the visuals:
 - **Main:** “MAX SPORSHO”
 - “Immerse Yourself in Refined Luxury and Peaceful Elegance.”
 - “A Private Oasis Surrounded by Calm”
 - “An Address That Speaks of Distinction”
 - CTA: “BOOK NOW”
4. **Design Brief Creation** – Provided the creative team with detailed notes on scene sequencing, lighting focus, and motion graphic placement.
5. **Review & Feedback** – Checked early drafts for pacing, visual consistency, and brand alignment, ensuring transitions felt seamless.
6. **Client Delivery** – Submitted the first draft for client review, implemented requested refinements, and prepared the final version for publishing.

Ideation & Rationale (from PPT Reference)

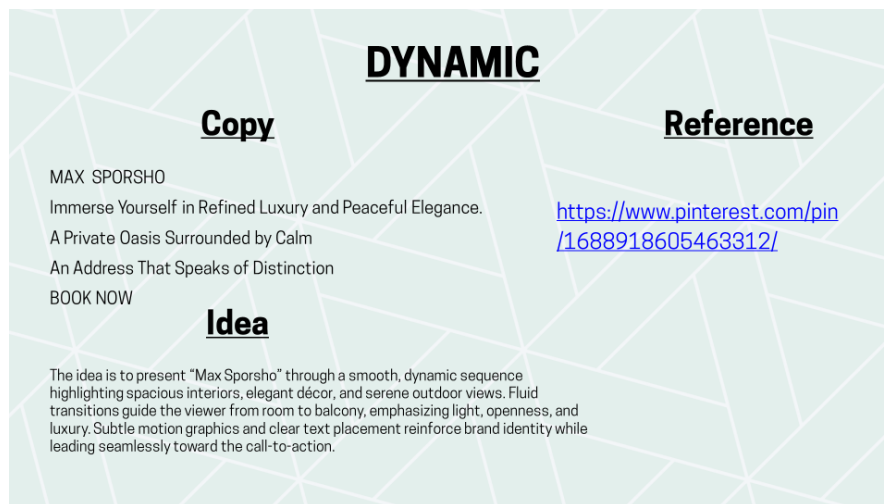


Image 8:1- Ideation

- **Visual Flow:** Smooth sequence transitioning between interior elegance and outdoor serenity.

- **Mood:** Calming, sophisticated, and aspirational.
- **Brand Reinforcement:** Motion graphics and copy placement support the premium feel without distracting from the visuals.
- **Reference Link:** <https://www.pinterest.com/pin/1688918605463312/>

Deliverables

- 1× high-resolution dynamic video optimized for social media.
- Version structured for repurposing in property marketing campaigns.

Process & Workflow

- **Jun 5–7:** Brief review and initial ideation.
- **Jun 8–12:** Copywriting and mood board preparation.
- **Jun 13–17:** Creative production based on design brief; review of rough cut.
- **Jun 18:** **First submission** to client.
- **Jun 19–20:** Revisions implemented.
- **Jun 24:** Final dynamic published.

Stakeholders Coordinated With

- Max Buildings marketing team (brief, approvals).
- Internal creative/video production team.
- Social media team for publishing.

Final Outcome

Link: [View on Facebook](#)

- Delivered a **visually immersive dynamic** that effectively conveyed SPORSHO's refined luxury and peaceful environment.
- Client praised the smoothness of the sequence and the alignment of copy with visuals.

- The dynamic was leveraged across multiple promotional channels to attract premium buyers.

My Mistakes

- Early draft transitions were too quick, which reduced the feeling of calm intended for the property. Adjusted pacing for smoother flow.
- Initial copy size was too small on mobile view, requiring font scaling for better readability.
- Some scenes were slightly overexposed, needing color adjustments for consistency.

My Learnings

- In high-end real estate marketing, **pacing and transition style** can make a significant difference in perceived luxury.
- Copy should **enhance** the viewing experience, not compete with the visuals.
- Ensuring visual consistency across different shots is key to maintaining a premium brand image.
- References from similar high-end property campaigns can guide creative tone and flow effectively.

Project 9

Client Name: Smashed Burgers

Project Name: Smashed Burgers Static (Chicken Nuggets)

Start Date: July 10, 2025

End Date: July 14, 2025

First Submission: July 13, 2025

Published Date: August 13, 2025

Published Content / Link: [View on Facebook](#)

Project Overview

This project involved creating a **fun, cartoon-style static post** for Smashed Burgers featuring their Chicken Nuggets product. The concept, titled “*Munchers Assemble*”, portrayed the nuggets as playful superheroes and sidekicks, adding humor and personality to a food promotion.

The main visual depicted one nugget dressed as Superman, flying forward with a cape, while two other nuggets ran behind in chase. The intention was to bring a **lighthearted, pop-culture-inspired** feel to the brand, appealing to both kids and adults while reinforcing the product’s shareability and fun.

Objectives

- Promote Smashed Burgers’ Chicken Nuggets in a **playful and eye-catching** way.
- Use a cartoon-style approach to differentiate from typical food photography posts.
- Integrate humor and pop culture references to boost shareability.
- Maintain brand consistency while experimenting with a creative, character-driven visual.

My Tasks and Responsibilities

1. **Brief Intake** – Received the concept direction from the client and confirmed target audience, tone, and brand styling guidelines.
2. **Concept Ideation** – Developed a superhero-themed, cartoon-style idea centered around the phrase “*Munchers Assemble*”.
3. **Copywriting** – Crafted short, punchy copy to match the energetic theme:
 - “*Assemble your squad.*”
 - “*It’s crunch time.*”
4. **Design Brief Creation** – Provided the creative team with layout instructions, reference imagery, and guidance on character poses and expressions.
5. **Creative Review** – Checked initial designs for brand color accuracy, legibility of text, and visual flow.
6. **Client Communication** – Shared drafts with the client, gathered feedback, and coordinated changes.
7. **Final Delivery** – Ensured the asset met all technical requirements for social media publishing.

Ideation (from PPT Reference)

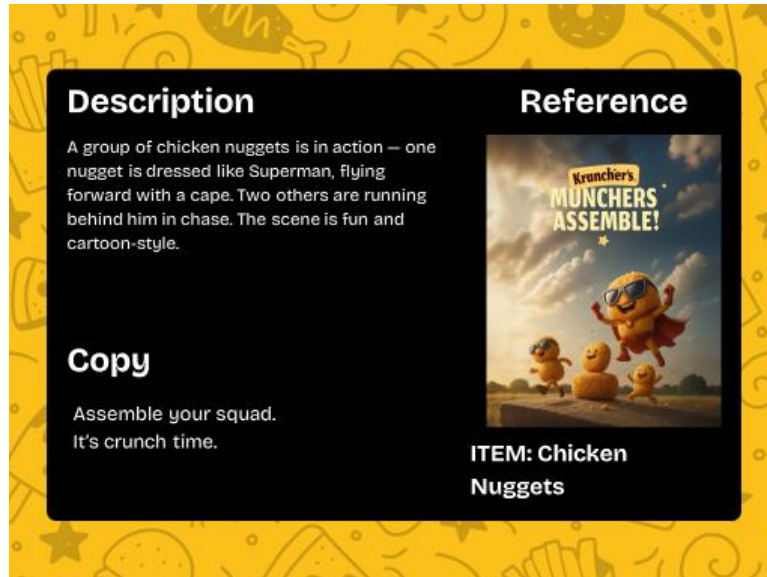


Image 9:1- Ideation

- **Scene:** A Group of chicken nuggets in action, one flying forward like Superman, others chasing behind.
- **Style:** Fun and cartoon-like, with a lighthearted tone.
- **Product Focus:** Chicken Nuggets.

Caption Submitted

Craving an emergency? Call the nuggets. 🍷🍗

Deliverables

- 1× static image post optimized for Facebook/Instagram feed.
- Final creative suitable for both digital marketing and future promotional reuse.

Process & Workflow

- **Jul 10–11:** Briefing and brainstorming visual concepts.
- **Jul 12:** Draft copywriting and gather superhero/cartoon reference materials.
- **Jul 13: First submission** of the creative for client feedback.
- **Jul 14:** Minor revisions before final delivery.
- **Aug 13:** Post published on social media.

Stakeholders Coordinated With

- Smashed Burgers marketing representative (brief and approvals).
- Internal design team (creative execution).
- Social media manager (publishing schedule).

Final Outcome



Image 9:1- Final Design

- Successfully delivered a fun, engaging static that stood out in Smashed Burgers' feed.
- The pop-culture element increased engagement through shares and comments.
- Client appreciated the creative deviation while maintaining brand personality.

My Mistakes

- Early draft background was too bright, reducing the contrast with character outlines.
- Initial nugget poses looked static; adjusted angles to create more action and movement.
- First copy draft was longer and lost the quick, impactful tone shortened for final version.

My Learnings

- Pop-culture-inspired campaigns can create **instant relatability** when executed thoughtfully.
- Short, energetic copy works best for humor-driven visuals.
- For playful product promotions, **expressive character design** can elevate brand personality and drive engagement.
- Visual clarity is critical every element must support the central message without distraction.

Project 10

Client Name: Berger HR

Project Name: Employee Trust Building Process Static

Start Date: July 10, 2025

End Date: July 22, 2025

First Submission: July 20, 2025

Published Date: July 30, 2025

Published Content / Link: [View on Facebook](#)

Project Overview

This project involved designing an informative static post for Berger HR on the theme “**The First 90 Days: How to Build Trust When You’re New.**” The aim was to provide actionable advice for new employees while maintaining Berger HR’s **professional yet approachable** brand tone.

The static used a structured, easy-to-read layout to present **Do’s, Don’ts, and Mindset Tips** in the first 90 days of joining a workplace. The objective was to make the content **educational, visually engaging, and highly shareable** within professional and HR networks.

Objectives

- Deliver a **clear, visually structured** guide for new hires on building trust early in their career.
- Maintain Berger HR’s professional brand style while keeping the design modern and engaging.
- Provide concise, practical advice that audiences can apply immediately.
- Encourage content shares and interactions on social media.

My Tasks and Responsibilities

1. **Brief Intake** – Understood client goals, audience profile, and preferred tone for the post.
2. **Copywriting** – Drafted structured text content for the static, breaking down:
 - **Main Heading:** “The First 90 Days: How to Build Trust When You’re New”
 - **Section 1:** Why the first 90 days matter
 - **Section 2:** What to do (e.g., ask questions, collaborate, observe)
 - **Section 3:** What not to do (e.g., avoid rushing, don’t try to know everything immediately)
 - **Closing Message:** “It’s about being accountable, visible, and open even when you’re unsure.”
3. **Design Brief Creation** – Provided the creative team with layout direction, section divisions, icon suggestions, and visual hierarchy guidelines.
4. **Creative Review** – Checked for readability, alignment of visual elements, and consistency with Berger HR’s design standards.
5. **Client Coordination** – Submitted the first version for feedback, revised as per client comments, and finalized for publishing.

Caption Submitted

Being new is tough. But trust is built in how you show up, not how much you know.
Start smart. Work steady.

Ideation



Image 10:1- Ideation

The idea was to create an informative and visually structured static that educates new employees on **how to build trust in their first 90 days** at a workplace. The content needed to be concise, easy to digest, and organized into clear sections highlighting **what to do, what not to do**, and **key mindset tips**.

The visual approach emphasized a **professional yet approachable tone**, using clean layouts, clear typography, and intuitive iconography to separate each section. The design was meant to feel **authoritative enough for LinkedIn and HR audiences**, yet visually engaging to encourage shares on more casual platforms like Facebook. The aim was to position Berger HR not just as an employer, but as a **knowledge-sharing, supportive brand** that helps employees grow from day one.

Deliverables

- 1× static post optimized for Facebook and LinkedIn.
- Design adaptable for future HR-related educational posts.

Process & Workflow

- **Jul 10–12:** Client briefing and copy drafting.
- **Jul 13–15:** Created detailed design brief with ideation notes for the creative team.
- **Jul 16–19:** Reviewed early design drafts and suggested adjustments for clarity and visual balance.
- **Jul 20:** **First submission** to client; minor edits made based on feedback.
- **Jul 30:** Final creative published.

Stakeholders Coordinated With

- Berger HR marketing lead (brief, approvals).
- Internal design team (visual execution).
- Social media manager (publishing).

Final Outcome



Image 10:2- Final Design

- Produced a clear, actionable static that aligned perfectly with Berger HR’s educational HR content style.

- The post received strong engagement and positive comments from both employees and external audiences.
- Recognized by the client as a **useful resource** for onboarding communication.

My Mistakes

- Early draft contained slightly long text blocks, which reduced scanability; restructured into bullet points.
- Initial layout had uneven white space distribution; adjusted to create better balance.
- Font size in one section was too small for mobile corrected before publishing.

My Learnings

- For professional advice posts, **content structure and readability** are just as important as design appeal.
- Segmenting information visually increases **comprehension and shareability**.
- Testing designs on different devices is essential to ensure accessibility for all audiences.
- HR-focused educational content can build brand trust when it is **clear, concise, and actionable**.

Internship Outcomes

The internship at Digifix resulted in significant professional and personal growth:

- **Creative Skills Enhancement** – Strengthened my ability to conceptualize and execute campaign ideas across multiple formats, including static posts and dynamic videos.
- **Professional Communication** – Improved my ability to liaise effectively between creative teams and clients, ensuring clarity of expectations and deliverables.
- **Brand Understanding** – Learned how to adapt creative strategies to match the unique tone, style, and objectives of different brands.
- **Time Management** – Successfully managed overlapping deadlines and simultaneous projects without compromising quality.
- **Problem-Solving** – Gained experience in troubleshooting creative challenges, such as adjusting concepts to fit brand guidelines or improving visual clarity for mobile audiences.
- **Portfolio Development** – Completed over ten published projects for prominent clients, contributing to a strong portfolio of work.

Overall, this internship provided me with a deeper understanding of the digital marketing landscape and prepared me to contribute effectively in future professional roles.

Workplace Log

Project 1: Employee Testimonial

Start: 10/06/2024 | End: 17/06/2024 | Published: 19/06/2024

- Received brief from client, understood campaign objectives and messaging needs (10/06)
- Created design brief including ideation concept, quotation mark layout with loyalty story (11/06)
- Drafted testimonial copy highlighting workplace culture and intern experience (12/06)
- Shared brief with creative team and aligned on design execution (13/06)
- Reviewed first creative draft for accuracy, tone, and brand alignment (14/06)
- Sent first submission to client, revised as per feedback (17/06)
- Final creative approved and scheduled for publishing (18/06)

Project 2: Internship Countdown Post

Start: 18/06/2024 | End: 25/06/2024 | Published: 27/06/2024

- Received campaign brief to create a countdown-themed post (18/06)
- Developed ideation concept number-shaped building visual with office skyscrapers (19/06)
- Drafted countdown copy to build excitement for applications (20/06)
- Shared detailed design brief with creative team (21/06)
- Reviewed initial creative draft, checked copy placement inside number visual (23/06)
- Sent first submission to client for approval (25/06)
- Delivered final approved creative for scheduled publishing (26/06)

Project 3: Smashed Burgers Static Post (Cocktail Grilled Chicken)

Start: 20/06/2024 | End: 28/06/2024 | Published: 20/07/2024

- Received product brief from client, focus on Cocktail Grilled Chicken (20/06)
- Created concept description burger on a roller coaster ride (21/06)
- Wrote catchy tagline for product promotion (22/06)
- Shared brief with creative team aligned on fun, energetic tone (23/06)
- Reviewed first creative ensured brand's playful style was maintained (26/06)
- Sent first submission to client for approval (28/06)
- Delivered final approved post for scheduled publishing (18/07)

Project 4: Max BTL Static Post (Eateen)

Start: 12/06/2024 | End: 16/06/2024 | Published: 17/07/2024

- Received brief from client to promote real estate property (12/06)
- Developed ideation aerial top-view of building highlighting architecture and surroundings (13/06)
- Wrote premium, aspirational copy focusing on exclusivity (14/06)
- Shared design brief with creative team (14/06)
- Reviewed first creative draft for visual accuracy and brand tone (15/06)
- Sent first submission to client for approval (16/06)
- Coordinated with team for final scheduled publishing (16/07)

Project 5: Max BTL Static Post (Sporsbo)

Start: 10/06/2024 | End: 14/06/2024 | Published: 15/06/2024

- Received product brief from client, focus on interior luxury (10/06)
- Developed an ideation spacious living room with a serene outdoor view (11/06)
- Wrote premium copy emphasizing comfort and elegance (12/06)
- Prepared detailed design brief and shared with creative team (12/06)
- Reviewed first creative for layout, typography, and alignment with brand tone (13/06)
- Sent first submission to client for approval (14/06)
- Delivered final creative for scheduled publishing (15/06)

Project 6: Never Have I Ever Gameplay Dynamic

Start: 10/06/2024 | End: 22/06/2024 | Published: 26/06/2024

- Received brief for dynamic video intern game "Never Have I Ever" (10/06)
- Created ideation concept and wrote script with the content team's support (11/06)
- Shared script with client team for shoot execution (12/06)
- Received raw footage from client, reviewed for completeness (18/06)
- Edited video dynamic according to client's brand tone and style (19/06)
- Sent first submission to client (20/06)
- Made revisions as per feedback and finalized for publishing (22/06)

Project 7: Faces of Berger Dynamic

Start: 15/06/2024 | End: 25/06/2024 | Published: 28/06/2024

- Received brief for employee-focused dynamic video (15/06)
- Developed ideation and wrote script with the content team's input (16/06)
- Provided script to client team for shoot (17/06)
- Reviewed raw footage — selected best takes for editing (21/06)
- Edited dynamic video with captions and brand-aligned visuals (22/06)
- Sent first submission to client (23/06)
- Finalized video after feedback and delivered for publishing (25/06)

Project 8: Max BTL Dynamic (Sporsho)

Start: 05/06/2024 | End: 20/06/2024 | Published: 24/06/2024

- Received brief for dynamic video promotion of Sporsho property (05/06)
- Created ideation concept highlighting interiors and luxury lifestyle (06/06)
- Wrote high-end, aspirational copy for video (07/06)
- Shared design brief with creative team (08/06)
- Reviewed animated sequence drafts and transitions (15/06)
- Sent first submission to client (18/06)
- Finalized and delivered approved dynamic for publishing (20/06)

Project 9: Smashed Burgers Static (Chicken Nuggets)

Start: 10/07/2024 | End: 14/07/2024 | Published: 13/08/2024

- Received product brief for Chicken Nuggets promotion (10/07)
- Created concept description cartoon nuggets in superhero action theme (11/07)
- Wrote fun, engaging tagline for the static post (12/07)
- Shared brief with creative team (12/07)
- Reviewed creative for accuracy, tone, and visual quality (13/07)
- Sent first submission to client (13/07)
- Delivered final approved static for scheduled publishing (12/08)

Project 10: Employee Trust Building Process Static

Start: 10/07/2024 | End: 22/07/2024 | Published: 30/07/2024

- Received brief to create educational HR static on building trust in first 90 days (10/07)
- Developed ideation with a clear sectioned layout "Do's", "Don'ts", and "Mindset Tips" (11/07)
- Wrote concise, actionable copy for each section (12/07)
- Prepared design brief and shared with creative team (13/07)
- Reviewed first creative for clarity, readability, and brand tone (19/07)
- Sent first submission to client for approval (20/07)
- Delivered final creative for scheduled publishing (29/07)



Self Assessment Form

The purpose of this survey is to obtain students' input on how they think they have performed.

Name of Intern: Priyes Das Tokaram

University ID: 211012006

Name of the Institute/Organization:	Digifix		
Corporate Office Address:	House-5, Road-1, Main Road, 2 Pallabi Rd, Dhaka 1216.		
Email:	info.digifix@gmail.com	Web:	digifix.click

1. During a typical week, approximately how many hours did you dedicate to your internship?

50+ hours

2. Was your internship paid? If yes, how much?

5000 per month

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐ Not at all

☐ Slightly

☐ Moderately

☐ Quite a bit

☒ A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1=Not at all 2=Slightly

3=Moderately

4=Quite a bit

5=A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	4
2	I believe in my ability to make a difference.	5
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	4
5	I can recognize my personal strengths.	5
6	I can recognize my personal weaknesses.	5
7	I have a sense of personal achievement.	4
8	I have the ability to persevere in difficult tasks	4
NO	CRITERIA (Social/Interpersonal Impact)	4
9	I demonstrate concern for the welfare of others	5
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5

12	I have the ability to communicate effectively	5
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13	I have increased my ability to be a leader	4
14	I feel more connected to my community	5
NO	CRITERIA (Academic learning impact)	5
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	4
17	I have learnt the ability to work independently	4
18	I feel my classroom learning was enriched	4
19	I have the ability to connect academic subject matter to the real world.	4
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	4
20	I developed specialised technical skills for a specific job function	5
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	5
23	I developed realistic ideas about the work world	4
24	I narrowed my future possible career choices.	3
25	What is your average score from this test?	4.83

5. General Comments

This internship didn't just prepare me for the professional world but also it revealed how I work best, what strengths I bring to the table, and the kind of impact I'm capable of making in any organization I join.



Signature of Intern

Professional Competencies

During my internship tenure at Digifix, I have developed and enhanced a range of skills, attributes, and industry knowledge. Some were entirely new to me, learned through direct project execution, while others were refined through consistent, disciplined work. The competencies I acquired during this period are outlined below:

Skills:

- Microsoft Word
- Microsoft PowerPoint
- Google Workspace tools (Docs, Sheets, Slides, Drive)
- Digital content planning and execution
- Creative ideation for static and dynamic content
- Copywriting for marketing and brand communication
- Preparing detailed design briefs for creative teams
- Scriptwriting for dynamic video projects
- Reviewing and editing creatives for brand alignment
- Coordinating with clients for approvals and feedback
- Campaign scheduling and publishing coordination

Attributes:

- Strong sense of responsibility in handling multiple projects simultaneously
- Punctuality and adherence to timelines
- Ability to work effectively under tight deadlines
- Adaptability to different client needs and creative styles
- Team collaboration with content writers, designers, and clients
- Attention to detail in both creative and administrative tasks
- Proactive approach to problem-solving and quality assurance

Knowledge:

- Social media marketing strategies and content trends
- Brand communication styles for different industries (FMCG, Real Estate, F&B)
- Workplace dynamics and inter-departmental coordination
- Client servicing and approval processes
- Project workflow from ideation to publishing
- Visual storytelling principles for static and video content

Appendix

