



Media Studies and Journalism Department

Internship Report

Prepared By-

Sifat Islam

ID: 201012085

Fall 2023

MSJ 11498/MSJ 11499

Host Organization: Influencer Hub



Submission Date: 19.12. 2023

STUDENT DETAILS

Name	Sifat Islam
ID	201012085
Department	Media Studies and Journalism
Major Concentration	Public Relation
Minor Concentration	Bachelor of Business Administration
Career Objectives	Want to become a PR Specialist.

INTERNSHIP DETAILS

Host Organization	Influencer Hub
My Working Section	Communication
Supervisor	Fatema Akter Rumi
Designation	Intern
Hours Per Week	48 hours/week
Total Working Period	Approximately, 12 Weeks

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ACKNOWLEDGEMENT

I thank all who in one way or another contributed to the completion of this report. First of all, I would like to thank Almighty Allah for protecting me from all and giving me sound health and mind to assume this report.

I am so grateful to the Faculty of the University of Liberal Arts, Bangladesh (ULAB) for making it possible for me to study here. I give deep thanks to the professors and lecturers and all of those people who are involved with this journey. My special and hearty thanks to my supervisor, **Syeda Sadia Mehjabin**, who directed me to prepare this report. For her leadership and guidance, it was so easy to complete my report.

I am also deeply thankful to **Influencer Hub** for offering me an internship opportunity.

Without their help, my internship would not have been possible. Whenever I encountered any difficulty in my work, they helped me out.

I would like to give special thanks to my fellow MSJ classmates and colleagues for giving me valuable information, advice, and suggestions to complete this report.

I also thank my family for their relentless support and encouragement.

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: **Sifat Islam**

ULAB ID:201012085

Signature _____

INTERNSHIP REPORT APPROVAL FORM

Student Name: Sifat Islam

ID No.201012085

Major: Public Relations

Year: 2023

Local Phone: +8801983631890

Email: sifatislam02@gmail.com

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: Organization

Internship /Project Report

Topic: _____

Semester (Tick one): ☐ Spring 2023 ☐ Summer 2023 ☒ Fall 2023

Advisor APPROVAL

(Please place a Tick)

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

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

Signature: _____

Date: _____

Name: Syeda Sadia Mehjabin

Title: Senior Lecturer

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

Phone: +8801713008008

INTRODUCTION

I was exceptionally inquisitive about working in an interactive agency and it was my dream moreover. So, I have completed my internship at Influencer Hub. I attempted numerous times to urge this opportunity. I was interested in working for an agency, and I worked in Influencer Hub as an intern. I felt exceptionally fortunate to have this opportunity. Through the internship program, I've learned exceptionally much and created my proficient aptitudes. It was moreover challenging since I worked on different tasks. I have worked for the final 8 weeks. I've learned how to hold an extraordinary meeting, write a concept paper, keep up great connections with individuals, keep up office time, etc. It was an incredible journey to work in a field and the internship experience was an excellent opportunity for me. I think this encounter will include endless esteem in my PR career.

EXPECTATION AND OBJECTIVES

My major is Public Relations. I wanted to work in an agency. My previous experience in the class assignment project has always encouraged me to learn more about Public Relations. This internship has helped me to enhance my academic knowledge about Public Relations. I expected to gather practical knowledge from my host company. I prefer to work with diverse backgrounds and interact with them. I consider myself fortunate because Influencer Hub has met my expectations.

Objectives are to:

- Use my academic skills in a professional environment.
- Improve my communication skills.
- Increasing communication with some media persons of other organizations.
- Improve my reporting skill.
- Improve my presentation skills.
- Understand the working environment.
- Working with challenges.
- Idea generation about campaigns.

HOST ORGANIZATION



Influencer Hub is the leader in influencer marketing, providing advanced capabilities that make finding and communicating with influencers faster, easier, and more cost-effective for brands. Quickly access real-time ROI and KPI reports to see who the top influencers are, and the impact they are having with their followers.

Services Provided by Influencer Hub:

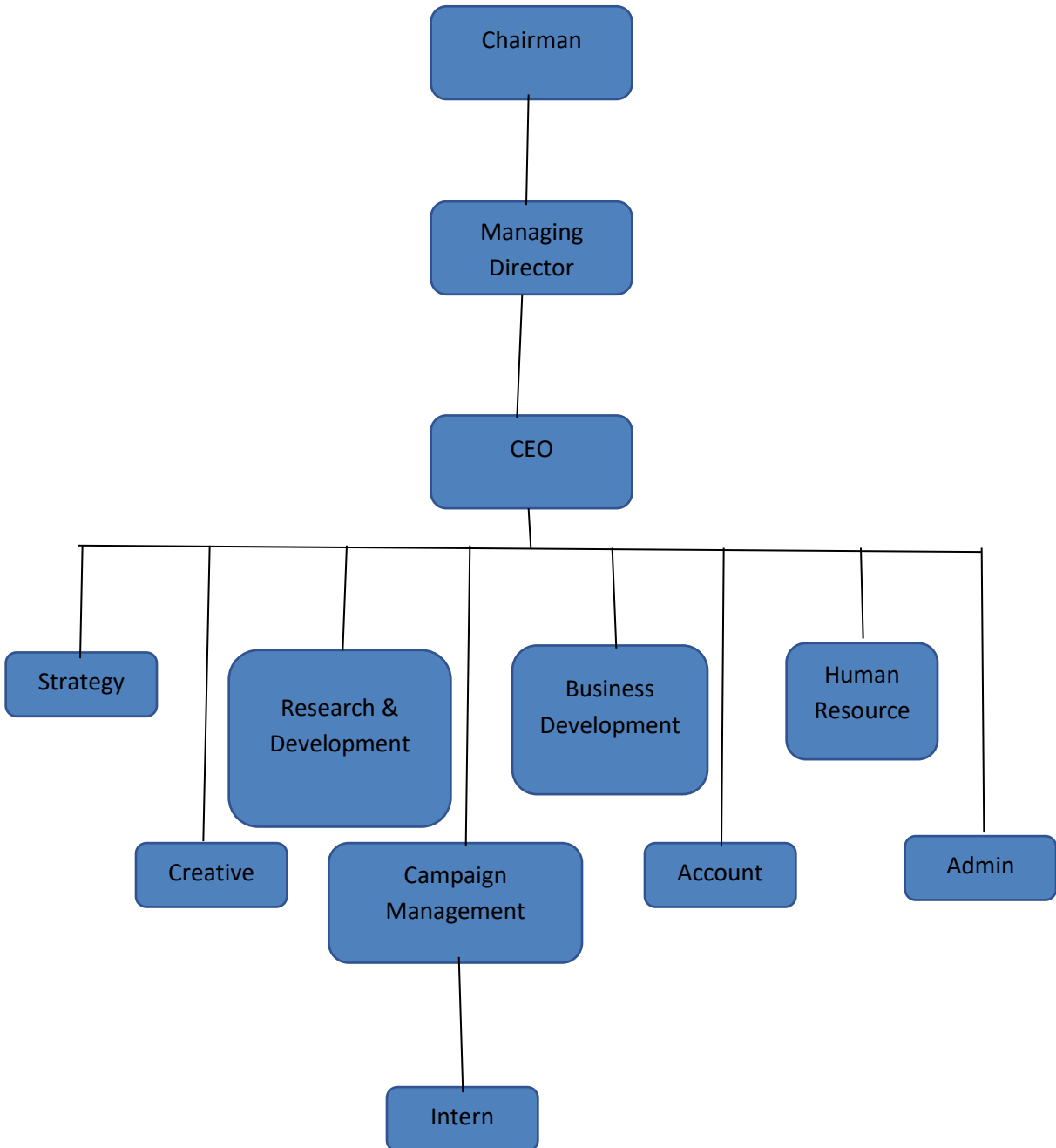
- Influencer Relationship Management
- Creative Strategies
- Influencer Content Creation
- Influencer Event Coverage
- Influencer Analytics
- Content Distribution
- Campaign Reporting

TASKS AS AN INTERN

I have worked as an intern in Influencer Hub and I have learned a lot and implemented my ideas. I have always been interested in working as a journalist. As an intern, I had many opportunities in various fields like field reporting, idea development, report writing, content execution, and much more. I had a lot of work, which is given below:

1. Discussing with my supervisor and also my colleagues about work
2. Research different ideas to create some special content.
3. Reviewing different contents.
4. Building up sources for the survey and research.
5. Doing field reports, cinematography, reporting, subbing, video editing, etc.
6. Communicating with the clients.
7. Idea generating, developing new ideas on new contents

ORGANOGRAM



PROJECTS

PROJECT 1

Project Name: Tokyo Kitchen (Food Review)

Date Assigned: September 10, 2023

Project Description: The project is about doing a food review by Zoltan. Zoltan is a food reviewer in Bangladesh. The food review is about Tokyo Kitchen. I have done communication as an intern at Influencer Hub.

Task and Responsibility: During my internship at Influencer Hub, I was entrusted with the exciting task of facilitating communication with the dynamic food reviewer, Zoltan, and crafting a script that would be the guide for his culinary journey. The first step in this flavorful adventure was to prepare a basic script, meticulously detailing the key elements that would capture the essence of Zoltan's experience at Tokyo Kitchen. Before moving forward, I sought the approval of my internship supervisor, ensuring that the script aligned with the vision and standards of Influencer Hub.

Once the script received the green light, the next phase involved a detailed briefing with Zoltan. This was a crucial step to ensure that he understood the nuances of the script, allowing his unique personality and style to shine through in the video. Zoltan's infectious enthusiasm and genuine passion for food made this collaboration all the more enjoyable, as we fine-tuned the script to reflect his authentic voice.

As the day of the shoot arrived, I had the privilege of being present on set, watching the script come to life through Zoltan's lens. It was a fascinating experience to witness the synergy between the written words and the visual representation, with Zoltan adding his own flair and spontaneity to elevate the content.

In this journey from script conception to the actual shoot, I played a pivotal role in ensuring a seamless and engaging collaboration between Influencer Hub and Zoltan. It was not just a script; it was a creative roadmap that guided Zoltan in delivering a food review that captivated audiences and celebrated the culinary delights of Tokyo Kitchen.

Facebook Link - https://www.facebook.com/watch/?v=25787276950863184&extid=CL-UNK-UNK-UNK-AN_GK0T-GK1C&ref=sharing&mibextid=Nif5oz

YouTube link - <https://www.youtube.com/watch?v=ulgGreUZjGY>

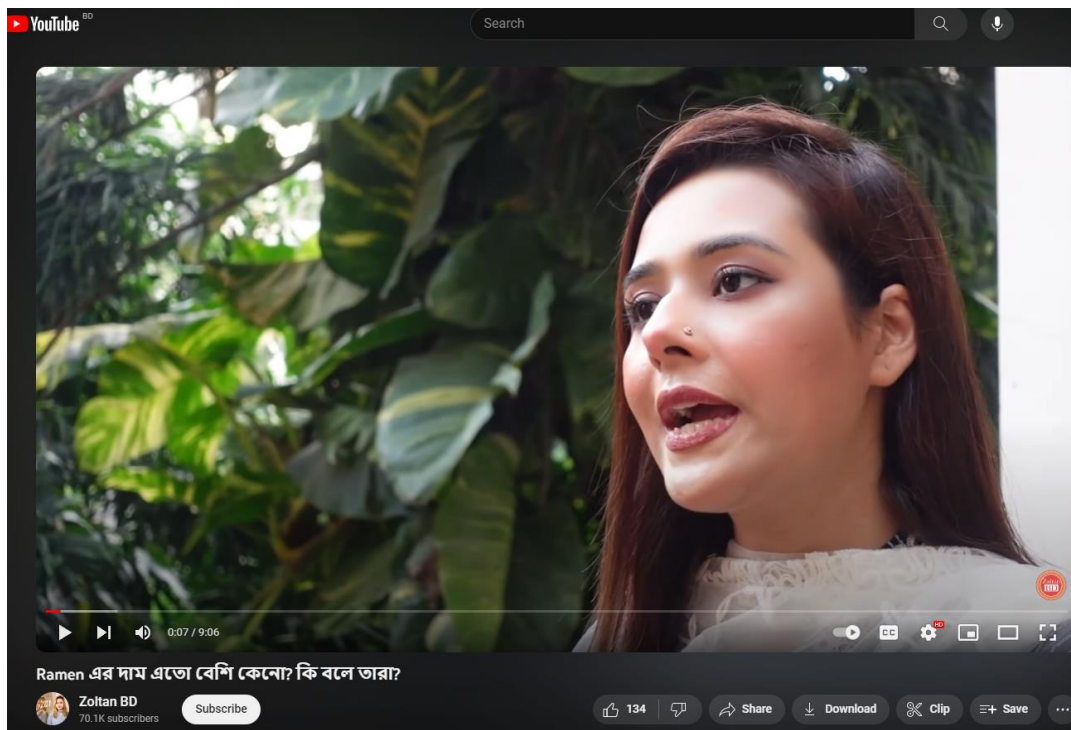


Image 1.1: Screenshot of Zoltan BD Content

Challenges: I had a few difficulties at some point in doing the task. One huge challenge that I faced was understanding the genre of the Zoltan. At first, I had to understand the mood of the Zoltan, and then I communicated with her with ease and comfort.

Mistakes: One of the major mistakes, I made was, that I forgot to brief the food reviewer on the types of food Tokyo going to provide. But later on, when I said I was new as an intern, she was quite humble to understand my situation and helped with the script.

Learnings:

The learnings that I received are:

- Learned to make a script
- Learned to do crisis management.
- Learned to take interviews.
- Learned the communication skills.
- Learned to do time management.
- Learned to find out sources.

Appetizer:

Gyoza, Crab Croquette

Ramen:

Tom Yum Ramen

Tantanmen Ramen (Disclaimer: If you don't like peanut butter please avoid this ramen)

Hot and Sour Ramen (Disclaimer: If you can't handle spicy food please avoid this ramen)

Sushi:

Salmon Avocado Maki

Drinks: Green Apple & Kiwi

Dessert: Lava with ice cream

Image 1.2: Screenshot of Concept Paper

PROJECT 2

Project Name: Symphony Phone Review

Date Assigned: September 15, 2023

Project Description:

The Symphony Phone Review project featured three influential content creators tasked with delivering comprehensive reviews of Symphony smartphones. Each influencer brought their unique perspective to the table, offering diverse insights into the features and functionalities of the phones. The collaborative effort showcased the capabilities of Symphony phones through the lenses of these three influencers, creating engaging and informative review content. Their styles and preferences added a dynamic touch, making the project a vibrant exploration of Symphony's latest offerings. The reviews collectively aimed to provide audiences with a well-rounded understanding of the Symphony phones, presenting a multifaceted view that catered to diverse consumer interests.

Task and Responsibility: As my supervisor assigned, I had several tasks to complete. First, I created a script for the video. Then, I had to create a presentation slide. I additionally organized and filmed the video, ensuring the entirety appeared right. I also had to communicate with the influencer and my supervisor. Additionally, I had to make a concept paper to explain to my supervisor. I also had to keep in touch with the supervisor and the influencers as well.

Content Link of Influencer

Mahbub Poly

Link- [Ekta nostalgic feel pelam 🍷 | Story bolte jeye nostalgic hoye gelam 🍷](#)
[#Breaktheborder #helio80 | By Farjana Mahbub Poly | Facebook](#)

Dristy Anam

Link - [তোমার জন্য নীলচে তারার একটুখানি আলো...💖 | তোমার জন্য নীলচে তারার একটুখানি আলো.....💖 #Breaktheborder #helio80 | By Dristy Anam | Facebook](#)

Shouvik Ahmed

Link of Facebook - [Someone Just Won a New Phone! Helio 80 Guess who won the bet?!](#)
[#Breaktheborder #helio80](#) | [By Shouvik Ahmed](#) | [Facebook](#)

Link of Instagram- [Someone Just Won a New Phone! Helio 80 Guess who won the bet?!](#)
[#Breaktheborder #helio80](#) | [Instagram](#)

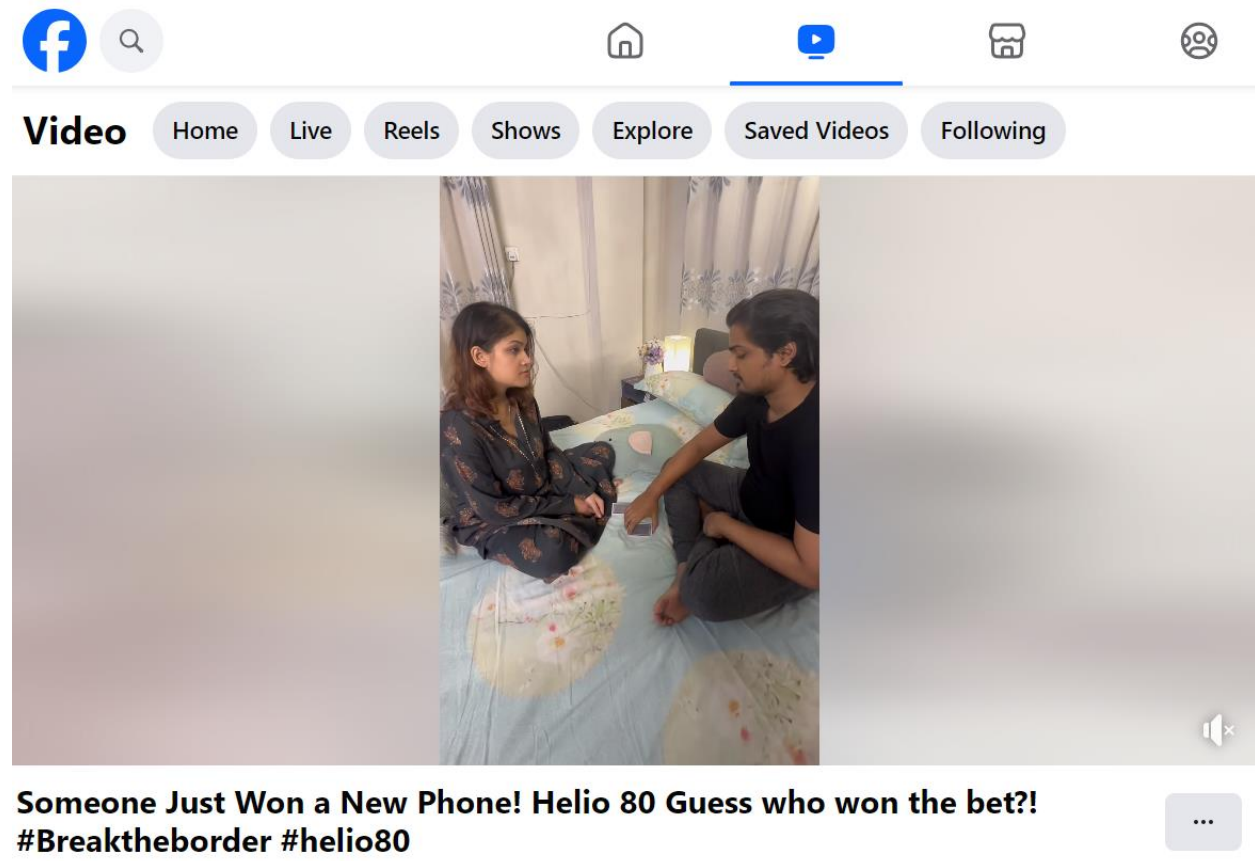


Image 2.1: Screenshot of Shoumik Ahmed Content

Challenges: One of the biggest challenges I faced was during scriptwriting. My supervisor wasn't satisfied with the ideas and later I had to work at night and sent it through WhatsApp. I also came up with presentation slides for the campaign report and presented them to our clients.

Mistake: There was no mistake.

Learnings: The learnings that I received are:

- Learned to do crisis management.
- Learned the communication skills.
- Learned to do time management.
- Learned to manage clients.
- Learned leadership skills.



Image 2.2: Screenshot of Campaign Report

PROJECT 3

Project Name: World Cup Theme Song Re-creation

Date Assigned: September 25, 2023

Project Description: Meena Bazar embarked on an exciting project, crafting a World Cup song and enlisting the talents of popular TikTok celebrities for a unique campaign. The objective was clear: these TikTok influencers were not only tasked with recreating the song with its signature dance steps but also initiating a call to action. Their role was to inspire others to join the movement, encouraging people to replicate the dance and share their renditions online.

This vibrant campaign featured 12 influencers, each infusing their distinctive flair into the project. The collaboration aimed to create a viral sensation, with influencers acting as catalysts for a wave of user-generated content. Meena Bazar's World Cup song became a shared experience, fostering community engagement and inviting individuals to participate in the excitement by showcasing their dance skills on the popular social media platform, TikTok.

Task and Responsibility: As my supervisor assigned, I had several tasks to complete. In this dynamic project with Meena Bazar, my responsibility as a key team member involved orchestrating communication with the twelve influencers enlisted for the World Cup song campaign. My role was to facilitate seamless coordination by conveying essential details and providing comprehensive briefings to each influencer.

Effectively bridging the gap between Meena Bazar and the influencers, I ensured that the campaign's objectives and expectations were clearly articulated. From conveying the specific dance steps to emphasizing the call to action, my communication strategy aimed to inspire and align each influencer with the project's vision. Through detailed briefings, I enabled the influencers to understand their pivotal role in making the campaign a success.

Navigating the intricacies of influencer engagement, my efforts contributed to a cohesive collaboration, allowing Meena Bazar's World Cup song campaign to unfold smoothly and resonate with a diverse audience through the creativity and reach of these twelve influencers.

Challenges: One of the major challenges that I faced was contacting all 12 influencers and convincing and confirming the 12 influencers. Some of the influencers got ill in the middle of the project and later I had to change the influencer and come up with the new influencer.

Mistakes: One of the major mistakes that I realized while doing the project was, that I must always plan for a backup plan because we cannot blame any health issue. When the influencer got sick, I should have kept someone's backup in mind, so that he or she could be replaced anytime needed.

Learnings: The learnings that I received are:

- Learned to do crisis management.
- Learned the communication skills.
- Learned to do time management.
- Learned to manage influencers.
- Learned leadership skills.

Content Link of Influencer

Anamika Oyshee

Content link of Facebook- <https://fb.watch/nZergw71n8/>

Content link of tiktok- [বিশ্বকাপের আনন্দকে দ্বিগুণ করি। ক্রিকেট বিশ্বকাপ উপলক্ষ্যে মীনা বাজারে... | TikTok](#)

Arohi Mim

Content link of facebook- [বিশ্বকাপের আনন্দকে দ্বিগুণ করি। ক্রিকেট বিশ্বকাপ উপলক্ষ্যে মীনা বাজারের 'এক হয়েছে বাঘের দল' গানটির হুক স্টেপের সাথে নেচে ভিডিও করুন এবং সেই ভিডিওটি আমার... | By AROHI MIM | Facebook](#)

Content link of tiktok- [\(2\)বিশ্বকাপের আনন্দকে দ্বিগুণ করি। ক্রিকেট বিশ্বকাপ উপলক্ষ্যে মীনা বাজারে... | TikTok](#)

Hamza Khan Shayan

Content link of facebook- [Facebook](#)

Content link of tiktok- [\(2\)বিশ্বকাপের আনন্দকে দ্বিগুণ করি। ক্রিকেট বিশ্বকাপ উপলক্ষ্যে মীনা বাজারে... | TikTok](#)

Pronome Nafi

Content link of facebook- [বিশ্বকাপের আনন্দকে দ্বিগুণ করি। ক্রিকেট বিশ্বকাপ উপলক্ষ্যে মীনা বাজারের 'এক হয়েছে বাঘের দল' গানটির হুক স্টেপের সাথে নেচে ভিডিও করুন এবং সেই ভিডিওটি আমার... | By Nafisa | Facebook](#)

Content link of tiktok - [বিশ্বকাপের আনন্দকে দ্বিগুণ করি। ক্রিকেট বিশ্বকাপ উপলক্ষ্যে মীনা বাজারে... | TikTok](#)

Sabrina Kaniz Sukhi

Content link of facebook-[বিশ্বকাপের আনন্দকে দ্বিগুণ করি। ক্রিকেট বিশ্বকাপ উপলক্ষ্যে মীনা বাজারের 'এক হয়েছে বাঘের দল' গানটির হুক স্টেপের সাথে নেচে ভিডিও করুন এবং সেই ভিডিওটি আমার... | By Sabrina kaniz sukhi | Facebook](#)

Content link of tiktok-(2)[বিশ্বকাপের আনন্দকে দ্বিগুণ করি। ক্রিকেট বিশ্বকাপ উপলক্ষ্যে মীনা বাজারে... | TikTok](#)

Rafi Bhaiyu

Content link of facebook-[Facebook](#)

Content link of tiktok-(2)[বিশ্বকাপের আনন্দকে দ্বিগুণ করি। ক্রিকেট বিশ্বকাপ উপলক্ষ্যে মীনা বাজারে... | TikTok](#)

Shaba Siddika

Content link of facebook-[@meenabazarbd | বিশ্বকাপের আনন্দকে দ্বিগুণ করি। ক্রিকেট বিশ্বকাপ উপলক্ষ্যে মীনা বাজারের 'এক হয়েছে বাঘের দল' গানটির হুক স্টেপের সাথে নেচে ভিডিও করুন এবং সেই ভিডিওটি আমার... | By Shaba siddika | Facebook](#)

Content link of tiktok-(2)[@Meena Bazar বিশ্বকাপের আনন্দকে দ্বিগুণ করি। ক্রিকেট বিশ্বকাপ উপলক্ষ্য... | TikTok](#)

Twink Carol

Content link of facebook-[বিশ্বকাপের আনন্দকে দ্বিগুণ করি। ক্রিকেট বিশ্বকাপ উপলক্ষ্যে মীনা বাজারের 'এক হয়েছে বাঘের দল' গানটির হুক স্টেপের সাথে নেচে ভিডিও করুন এবং সেই ভিডিওটি আমার... | By Twink Carol | Facebook](#)

Content link of tiktok-(2)[বিশ্বকাপের আনন্দকে দ্বিগুণ করি। ক্রিকেট বিশ্বকাপ উপলক্ষ্যে মীনা বাজারে... | TikTok](#)

Joy Sarker Bappy

Content link of facebook-[Facebook](#)

Content link of tiktok-(2)[Caption: বিশ্বকাপের আনন্দকে দ্বিগুণ করি। ক্রিকেট বিশ্বকাপ উপলক্ষ্যে মী... | TikTok](#)

Porosh BBU

Content link of facebook- [Facebook](#)

Content link of tiktok-(2)[@Meena Bazar বিশ্বকাপের আনন্দকে দ্বিগুণ করি। ক্রিকেট বিশ্বকাপ উপলক্ষ্য... | TikTok](#)

Sayed Rownak

Content link of facebook-[Facebook](#)

Content link of tiktok-

https://www.tiktok.com/@sayedarownak/video/7287239694096551175?_d=e81i39km4defbb&r=1&preview_pb=0&sec

Anika Shimu

Content link of facebook-[বিশ্বকাপের আনন্দকে দ্বিগুণ করি।... - Anika Tabassum Shimu | Facebook](#)

Content link of tiktok-[বিশ্বকাপের আনন্দকে দ্বিগুণ করি। ক্রিকেট বিশ্বকাপ উপলক্ষ্যে মীনা বাজারে... | TikTok](#)

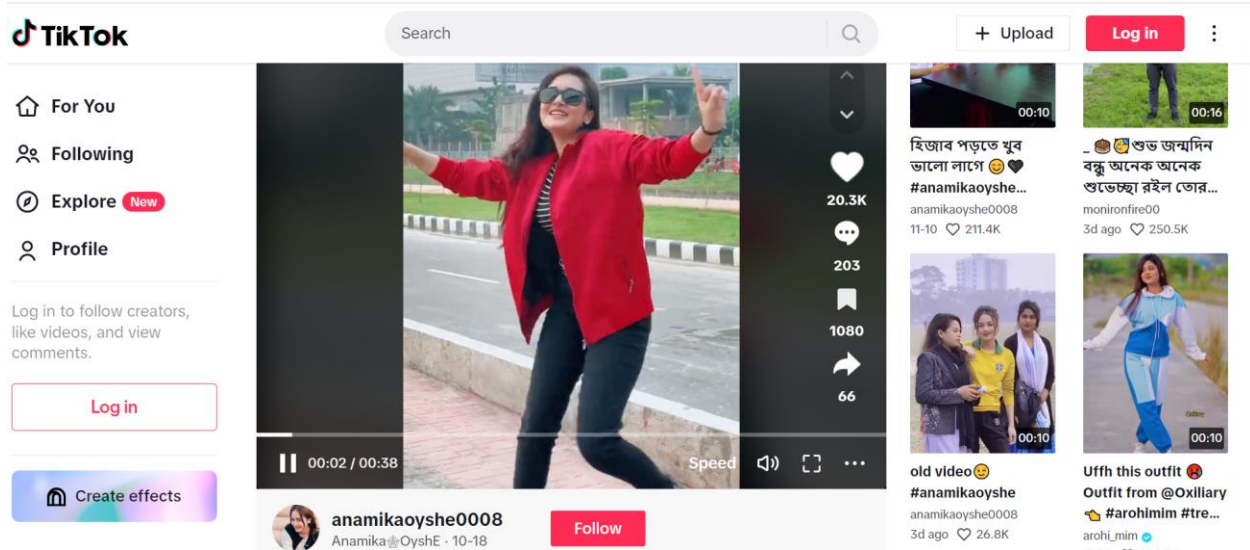


Image 3.1: Screenshot of Anamika Oyshee TikTok



Image 3.2: Screenshot of Porosh Ahmed Content

PROJECT 4

Project Name: "বক্সে হবে গর্জন," by Domino's Pizza

Date Assigned: October 03, 2023

Project Description: Domino's Pizza orchestrated a spirited World Cup-themed campaign titled "বক্সে হবে গর্জন," where they rolled out enticing offers. This initiative featured eight dynamic influencers who played a pivotal role in amplifying the campaign's impact. Each influencer crafted detailed videos adorned in brand jerseys, passionately promoting a tempting 12% discount on Domino's offerings, including fan jerseys.

The influencers not only showcased their football fervor but also demonstrated the use of augmented reality (AR) technology by engaging with the Domino's Pizza box. Their energetic videos incorporated shouts on the box to unlock AR features, adding an interactive and entertaining dimension to the campaign.

Towards the conclusion, these influencers extended a compelling call to action, encouraging their followers to seize the 12% discount, embrace fan jerseys, and actively participate in the augmented reality experience. Domino's Pizza's World Cup bash campaign, brought to life by these eight influencers, transcended traditional marketing, creating an immersive and engaging pizza celebration for fans.

Content Link of Influencer

Neyon & on

Content Facebook link- [Guess The Cricket Player | এর মাঝে আপনি কয়জনকে গেস করতে পারতেন কমেণ্টে জানান। #DominosPizza #BoxeHobeGorjon | By Neyon & on | Facebook](#)

Fahim Rahman

Content facebook link- [ভারত-পাকিস্তান ম্যাচের চেয়ে ভারত বাংলাদেশ ম্যাচ বেশি জমবে!! জিতলে পাঁচজনকে পিংজা খাওয়াব!!! | ভারত-পাকিস্তান ম্যাচের চেয়ে ভারত বাংলাদেশ ম্যাচ বেশি জমবে!!!! বাংলাদেশ জিতলে পাঁচজনকে পিংজা খাওয়াব!!! from Domino's Pizza Bangladesh #DominosPizza... | By Fahim Rahman | Facebook](#)

Content youtube link- [ভারত-পাকিস্তান ম্যাচের চেয়ে ভারত বাংলাদেশ ম্যাচ বেশি জমবে!!!! বাংলাদেশ জিতলে পাঁচজনকে পিংজা খাওয়াব! - YouTube](#)

Zoltan BD

Content facebook link- [এভাবে গর্জন করতে পারবে কে কে? তাহলে গর্জন করে জিতে নিন স্পেশাল ফ্যান জার্সি | এভাবে গর্জন করতে পারবে কে কে? তাহলে গর্জন করে জিতে নিন @Domino's Pizza Bangladesh থেকে স্পেশাল ফ্যান জার্সি প্রতিদিন। #DominosPizza #BoxeHobeGorjon | By Zoltan BD | Facebook](#)

Content Youtube link- [এভাবে গর্জন করতে পারবে কে কে? তাহলে গর্জন করে জিতে নিন স্পেশাল ফ্যান জার্সি। - YouTube](#)

Ninad

Content facebook link- [I became a news presenter | I became a news presenter Domino's Pizza Bangladesh #DominosPizza #BoxeHobeGorjon | By Ninad | Facebook](#)

Tahrim Eats

Content facebook link- [Facebook](#)

Content Instagram link- [Worldcup is here! And what makes it more enjoyable? @dominos_bd Pizza has launched AR boxes where you can scan and win special fan... | Instagram](#)

Content tiktok link- [Worldcup is here! And what makes it more enjoyable? @Domino's Pizza ha... | TikTok](#)

Fries Over Guys

Content facebook link- [Facebook](#)

Content Instagram link- [Did you know that you can win FREE special fan jerseys from @dominos_bd every day during this World Cup season?! 🇬🇧❤️ They've just unveiled... | Instagram](#)

Content tiktok link- [Did you know that you can win FREE special fan jerseys from @Domino's ... | TikTok](#)

Foodiesdiary BD

Content facebook link- [We all are pretty excited for World cup cricket and definitely cheering for our favourite Bangladesh team with full energy!! To keep up the excitement... | By foodiesdiarybd | Facebook](#)

Content Instagram link- [We all are pretty excited for World cup cricket and definitely cheering for our favourite Bangladesh team with full energy!! To keep up... | Instagram](#)

Foodieshe

Content facebook link- [Facebook](#)

Content Instagram link- [জমুক তোমার ওয়ার্ল্ড কাপ @dominos_bd এর সাথে! খেলার উত্তেজনা হোক দ্বিগুণ, ডোমিনোজের বিভিন্ন পিৎজা দিয়ে! সাথে জিতে নাও ডোমিনোজের স্পেশাল... | Instagram](#)

Content tiktok link- [জমুক তোমার ওয়ার্ল্ড কাপ Domino's Pizza Bangladesh এর সাথে! খেলার উত্তে... | TikTok](#)

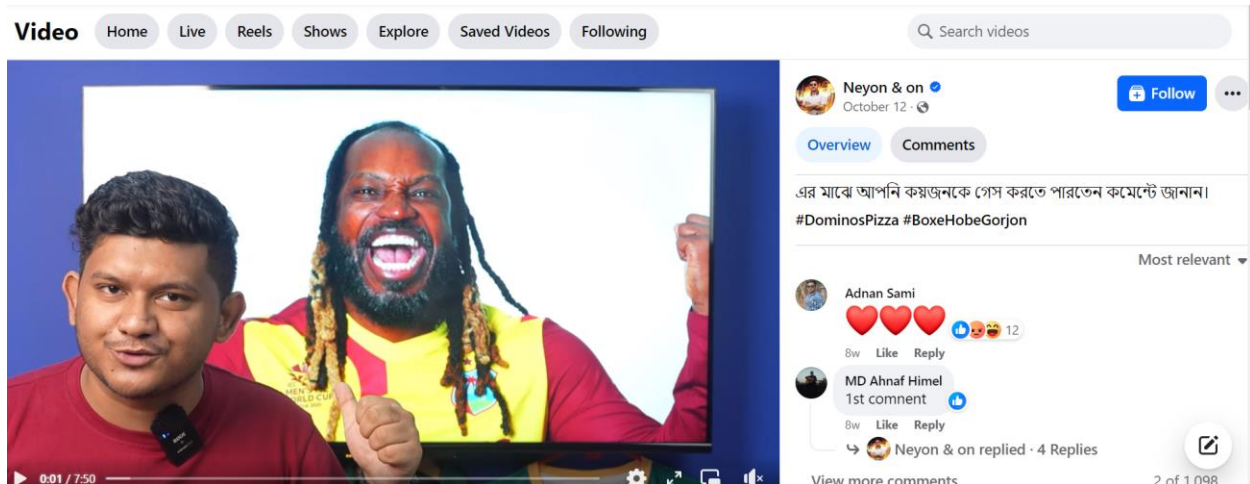


Image 4.1: Screenshot of Neyon & on Content

Task and Responsibility:

In this Domino's Pizza World Cup-themed campaign, my primary responsibility revolved around effective communication with the eight influencers enlisted for the project. My role entailed not only conveying the intricacies of the campaign plan but also persuading and engaging the influencers to ensure their enthusiastic participation.

I initiated conversations, presenting a compelling case that highlighted the campaign's objectives, emphasizing the benefits of collaboration, and aligning their brands with Domino's Pizza's vibrant World Cup initiative. Through persuasive communication, I successfully garnered their commitment to the project, fostering a sense of excitement and dedication.

Once the influencers were on board, my focus shifted to meticulously sharing the campaign plan, ensuring they were well-versed in the details. This involved providing comprehensive briefings on the 12% discount promotion, fan jerseys, and the innovative use of augmented reality (AR) technology, encouraging them to showcase these elements prominently in their videos.

Post-campaign, my responsibilities extended to crafting a comprehensive campaign report. This report detailed the influencers' output, assessing the impact of their content, and gauging the overall success of the campaign. By meticulously documenting and analyzing the campaign's

performance, I contributed valuable insights that would inform future marketing strategies and influencer collaborations for Domino's Pizza.

Challenges: One of the main challenges I faced was understanding the concept of the campaign before briefing the influencer.

Mistakes: There was no mistake

Learnings: The learnings that I received are:

- Learned to do script outlines.
- Learned the communication skills.
- Learned to do time management.
- Learned to manage influencers

Influencer talking points Bangla:

Introduction: The influencer will start the video with a roar/scream:

"World cup is finally here তাই তো ক্রিকেটের জ্বরে টেম্পারেচার হাই! আর হাই টেম্পারেচারে ফ্যানদের গর্জনও হয় অনেক হাই!!!"

Build up:

"কিন্তু গর্জন কি একা একা করলে হবে? গর্জন এমন করতে হবে যার আওয়াজ শুনবে সবাই!"

Reveal:

"তাই তো ডোমিনোজ পিংজা নিয়ে এসেছে Box এ হবে গর্জনা!"

Explanation:

"পুরো ওয়ার্ল্ড কাপ জুড়ে ডোমিনোজ পিংজা অর্ডার করলে পাবে ওয়ার্ল্ড কাপ স্পেশাল লিমিটেড এডিশন বক্স যার উপরে থাকা QR কোড স্ক্যান করলে রিভিল হবে গর্জন করার AR Gallery! তোমার ফুল এনার্জি দিয়ে Roar করে ডেসিবালা মিটারে পেয়ে যাবে তোমার Roar এর স্কার"

Prize:

"কিন্তু এই স্কার কি খালি নিজের কাছে রাখলেই হবে? তোমার পাওয়া স্কার ডোমিনোজ পিংজা বাংলাদেশের অফিসিয়াল ফেসবুক পেইজের পিন পোস্টে কমেন্ট করে, ইনবক্সে বা #Boxehobegorjon হ্যাশট্যাগ ইউজ করে শেয়ার করো আর হাইয়েস্ট স্কার করে প্রতিদিন তিতে নাও ডোমিনোজ থেকে স্পেশাল ফ্যান জার্সি! আর TIGER12 কোড ইউজ করে ডোমিনোজ অর্ডার করলেই পাবে ১২% ডিসকাউন্ট!"

এছাড়া, ওয়ার্ল্ড কাপ স্পেশাল কন্বো চিকি Single, কুইক Double, বা ইট'স Maximum অর্ডার করে ৩৯৭ টাকা পর্যন্ত ডিসকাউন্ট* তো থাকছেই!"

Call to action:

"ডোমিনোজ ছাড়া যেমন ক্রিকেট জমে না তেমনি গর্জন ছাড়া টাইগারদের জন্য চিয়ারিং জমে না! তাই ডোমিনোজ অর্ডার করে গর্জন করো ফুল দমো!"

Image 4.2: Screenshot of Concept Paper

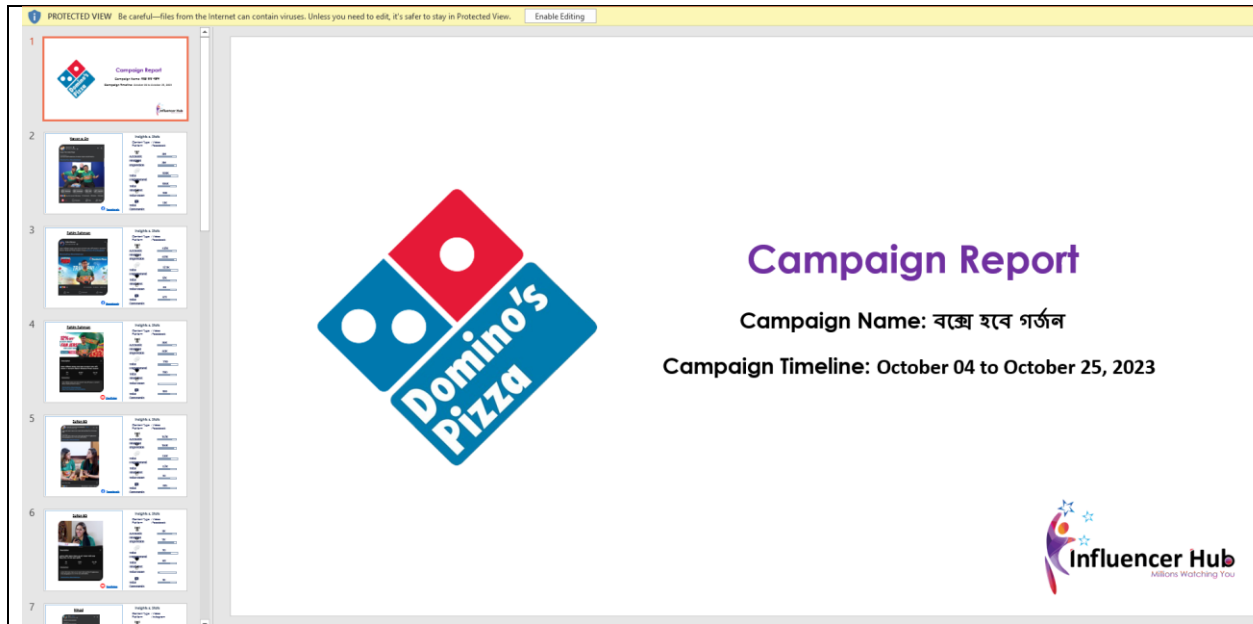


Image 4.3: Screenshot of Campaign Report

PROJECT 5

Project Name: Launch of New Product by Glow and Lovely.

Date Assigned: October 05, 2023

Project Description: Glow and Lovely unveiled its latest product, the Glow and Lovely Advance Multi-Vitamin (Serum in Cream), with a stellar campaign featuring 74 influencers. Among them, 28 influencers graced the 'GAL Influencer Meetup' event held at Antara Hall, Radisson Blu Dhaka on October 8, 2023, from 3 pm to 6 pm. The event brought together influencers to foster engagement and brand camaraderie.

As part of the campaign module, influencers were tasked with creating engaging video content that subtly highlighted the product's versatility, emphasizing its multiple uses. Additionally, those attending the 'GAL Influencer Meetup' captured the vibrant moments, posting static images of the event on October 20th at 8 pm. This synchronized effort, joined by both influencers and the brand ambassador, aimed to maximize the impact of the product launch across various platforms, showcasing Glow and Lovely's commitment to radiant beauty and multi-dimensional skincare.



Image 5.1: Influencers Entry in Event

Task and Responsibility: In the Glow and Lovely project, my pivotal role involved curating and managing a comprehensive content sheet. This document served as a dynamic repository to meticulously track and update the content contributed by the 74 influencers engaged in the campaign. Responsibilities extended beyond data management, requiring proactive communication with influencers. I took charge of briefing each influencer about the campaign plan, ensuring they were well-informed about the product and the overarching objectives.

Engaging with influencers involved not only articulating the campaign's intricacies but also extending invitations to those eligible for the 'GAL Influencer Meetup' event. Through effective communication, I facilitated a seamless understanding of the project, fostering enthusiasm and commitment from influencers. As the liaison between the brand and influencers, this multifaceted role contributed to the overall success of Glow and Lovely's product launch, combining meticulous content organization with impactful influencer engagement.

Challenges: The major challenge that I faced was, contacting all the influencers and also had to keep them updated on the content as well. It was a bit challenging, yet a fun experience as well.

Mistakes: Luckily, my supervisor helped with the whole event. Therefore, there wasn't much of a mistake.

Learnings: The learnings that I received are:

- Learned to do crisis management.
- Learned the communication skills.
- Learned to do time management.
- Learned leadership skills.
- Learned to do multitasking.

GAL_Video Published Link_Influencer Hub_(Oct-Nov)'23 .XLSX						
File Edit View Insert Format Data Tools Help						
Q Menus 100% View only						
A1	SL					
	A	B	C	D	E	F
1	SL	Name of Influencer	FB Video Link	IG Video Link	TT Video Link	YT Video Link
2	1	Afrin Sorna				
3	2	Al Ayaat				
4	3	Anamika Oyshe				
5	4	Arohi Mim	Facebook	Instagram		
6	5	Aski Angela				
7	6	Candelo's Fairy				
8	7	Catherine Kheya	Facebook	Instagram	Tiktok	
9	8	Evana Islam				
10	9	Farjana Mahbub Poly	Facebook	Instagram	Tiktok	
11	10	Faria Era				
12	11	Glossy Khing				
13	12	Juhi Chowdhury				
14	13	Kashfia Chowdhury				
15	14	KingTisha				
16	15	Labonnya Tiny				
17	16	Lamia Rahman				
18	17	Make It Up by Farzana Islam				
19	19	Manzia Akter				
20	20	Marissa Meem	facebook	Instagram	Tiktok	
21	21	Marma Girl Mithila				
22	22	Mr & Mrs Rabbani				
23	23	Munjarin Abony				
24	25	Nabila Iqbal				
25	26	Naziba Naushin				
26	27	Nodi Chowdhury				
27	28	Noor Siba	Facebook	Instagram	Tiktok	
28	29	Sabrina Kaniz Sukhi	Facebook			
29	30	Sadiaholic	Facebook	Instagram	Tiktok	
30	31	Saila Sultana Sathy				
31	32	Sara Fairuz Zaima				
32	33	Shakila Parvin	Facebook	Instagram	Tiktok	Youtube
33	34	Shamsun Nahar Shima				
34	35	Shathi Noor				
Influencer Hub						

Image 5.2: Screenshot of Published Link Database

Content Supervision List .XLSX ☆ Saved to Drive

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Q Menus 100% View only

A1 Content link of Influencer HUB

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Content link of Influencer HUB	Split of G&L Revision: Oct-Nov-2		Content link of Bitspearhead	Bitspearhead / G&L, Serum / Video Content									
2	#	Influencer Agency	Influencer Name	Supervised by	Content Feedback	Influencer Agency Remarks	Content Drive Uploaded (Y/N)	Content Approved (Y/N)	Caption Approved (Y/N)	Content Published (Y/N)	FB Video Link	IG Video Link	TT Video Link	YT Video Link
3	1	Bitspearhead	Adrita	Analyzen	Approved	Published	Y	Y	Y	Y	0	Link	Link	
4	2	Bitspearhead	Afsara Rahman	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	Link	
5	3	Bitspearhead	Anila Mun	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	Link	
6	4	Bitspearhead	Anisha Rozen	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	Link	
7	5	Bitspearhead	Arshiyable	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	Link	
8	6	Bitspearhead	Ashf Onadi	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	Link	
9	7	Bitspearhead	Dristy	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	Link	
10	8	Bitspearhead	Faria Eva	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	pending	
11	9	Bitspearhead	Ishya Tahsin	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	Link	
12	10	Bitspearhead	Islam Roqia Ruk	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	Link	
13	11	Bitspearhead	Khadja Akhter	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	Link	
14	12	Bitspearhead	Linda	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	Link	
15	13	Bitspearhead	Marishas Rahman	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	Link	
16	14	Bitspearhead	meahjabeenasha	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	Link	
17	15	Bitspearhead	Meherun Nesa	Analyzen	no feedback	Revised (19.11.23)	Y	Pending	Pending	Pending				
18	16	Bitspearhead	Mehnaz Rahi	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	Link	
19	17	Bitspearhead	Miftahul	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	NA	
20	18	Bitspearhead	Nukta	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	Link	
21	19	Bitspearhead	Parva Evana	Analyzen	no feedback	Revised (16.11.23)	Y	Pending	Pending	Pending				
22	20	Bitspearhead	PREITY ZAMAN	Analyzen	Approved	Published	Y	Y	Y	Y	link	link	pending	
23	21	Bitspearhead	Primu	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	Link	
24	22	Bitspearhead	Sadia Khan Kasas	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	Link	
25	23	Bitspearhead	Sayed Mufarresa Rownak	Analyzen	Approved	Published	Y	Y	Y	Y	Link	Link	Link	
26	24	Bitspearhead	Shaba Siddika	Analyzen	Initially, talks a lot about hair color - very unnecessary.	Revised (21.11.23)	Y	Pending	Pending	Pending				
Waiting for docs.google.com... Caption Influencer Hub Caption														

Image 5.3: Screenshot of Published Link Database (2)

PROJECT 6

Project Name: SESA Herbal Oil Campaign

Date Assigned: October 25, 2023

Project Description: The SESA Herbal Oil regular campaign took center stage, shining a spotlight on the amazing benefits of our SESA Herbal Oil & Shampoo. Our team of 11 influential partners was essential in bringing this campaign to life, each adding their unique flair to our message. By highlighting the qualities and advantages of our products, particularly the herbal ingredients, we were able to convey our brand's dedication to hair care. These talented influencers, bursting with individuality and personal reach, joined forces to weave a captivating story around our SESA line. Through their engaging content, they effectively communicated the natural efficacy and wholesome qualities of our herbal oil, making it a must-have for any hair care enthusiast. Together, we aimed to connect with a broad audience and demonstrate the unbeatable quality of SESA Herbal Oil & Shampoo.

Content Link of Influencer

Lifestyle of Rimpi

Facebook: <https://www.facebook.com/watch/?v=855141949659103>

YouTube: <https://youtu.be/fN3r-fF7K94?si=cJu2sfFfvEkiTNjh>

Akhi Pakhi

Facebook: <https://www.facebook.com/watch/?v=261134873587142>

YouTube: https://youtu.be/BnDLXbXUXho?si=M9jQnGA-alGvZH_u

Trisha or Tamasha-TOT

Facebook: <https://www.facebook.com/watch/?v=638192948500062>

Instagram: https://www.instagram.com/reel/CyTYPvNPjtW/?utm_source=ig_web_copy_link

YouTube: <https://youtu.be/0H7VZzOVVDo?si=CLGPzrs--0FnS-25>

Apon Bon

YouTube: <https://youtu.be/L36J3ihvpA0?si=ZVPw4Ef6qYyGBRLM>

TikTok: <https://www.tiktok.com/@aponbon51/video/7291159941438557448>

Farzana Mahbub Poly

Content link of Facebook: <https://www.facebook.com/watch/?v=848064560305218>

Instagram: https://www.instagram.com/reel/Cyla12Rvb_P/?utm_source=ig_web_copy_link

Mamun &Amina

Content link of Facebook: <https://www.facebook.com/watch/?v=3242885305857300>

Content link of YouTube: <https://youtu.be/hA0-8W8PZy4?si=7IYQE6haOWJLxf0>

Sara Fairuz Zaima

Facebook: <https://www.facebook.com/watch/?v=891742955640410>

Instagram: https://www.instagram.com/reel/Cyvr6s5P7uj/?utm_source=ig_web_copy_link

Sorol Bhai

Facebook- <https://www.facebook.com/watch/?v=676234417814057>

YouTube-<https://youtu.be/L63CmlCKPUI?si=U4leDgeqylpp9vuK>

Rinish DIY Nest

Facebook: <https://www.facebook.com/watch/?v=6674990609262576>

Instagram- https://www.instagram.com/reel/CzEc_b1SD0A/?utm_source=ig_web_copy_link

YouTube: <https://youtu.be/2TbEnfirw8M?si=KuVdiCjp3wPAgqz>

Thoughts of Shames

Facebook: <https://fb.watch/oiknvFu5qX/>

YouTube: <https://www.youtube.com/watch?v=O9x8BPfAlMk>

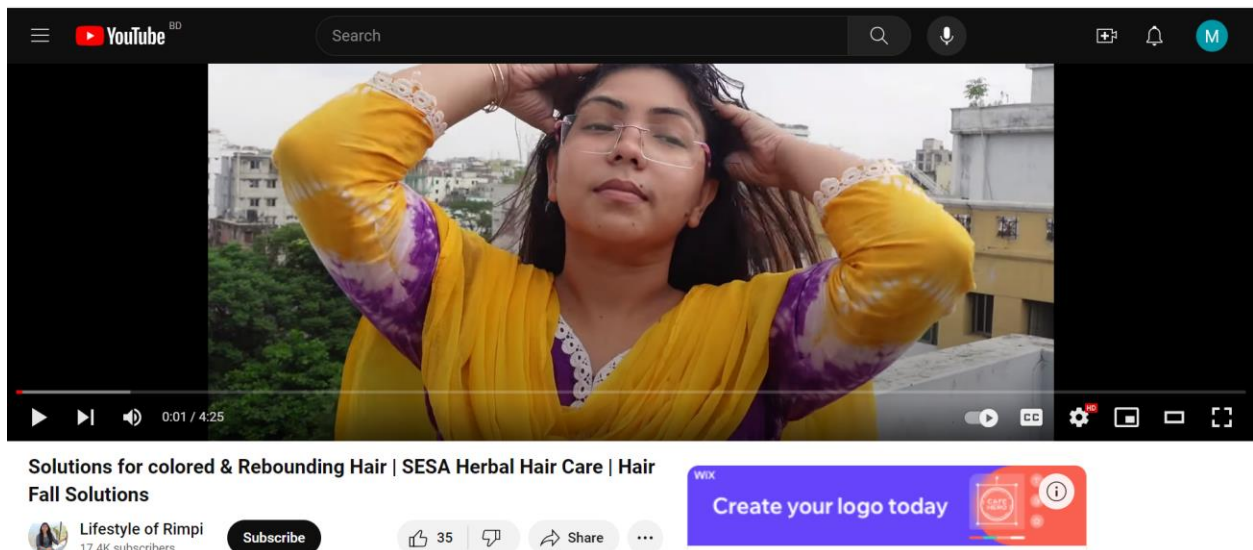


Image 6.1: Screenshot of Lifestyle of Rimpi Content

Task and Responsibility: During the SESA Herbal Oil regular campaign, I took on a pivotal role as the main point of contact for eleven influencers. I worked closely with them to ensure they were aware of the campaign's objectives and persuaded them to actively participate. My responsibilities also included creating compelling and persuasive communication that not only conveyed the campaign's essence but also highlighted the unique selling points of SESA Herbal Oil & Shampoo. Through my effective communication skills, I not only convinced the influencers to participate but also made sure they fully understood and committed to the campaign plan. I provided them with comprehensive information, emphasizing the herbal benefits and distinctive features of SESA products, and aligning them with the brand's narrative. Following the campaign, I was responsible for compiling a comprehensive campaign report.

Challenges: The major challenge that I faced was, contacting all the influencers and also had to keep updated on the content as well.

Mistakes: There wasn't much of the mistake.

Learnings: The learnings that I received are:

- Learned to do crisis management.
- Learned the communication skills.
- Learned to do time management.
- Learned leadership skills.
- Learned to do multitasking.

PROJECT 7

Project Name: Turaag Active Influencer Marketing

Date Assigned: November 01, 2023

Project Description: Turaag Active, the fitness brand, is gearing up for a dynamic influencer marketing campaign to celebrate its 1st Anniversary. Six influencers, including Raba Khan, Neyon & On, Ridy Sheikh, Catherine Kheya, Sadiaholic, and Antara Kibria, have joined forces for this exciting initiative. The campaign unfolds in three engaging phases.

Firstly, influencers will ignite excitement by posting shout-out videos, rallying their followers to join the celebration at Turaag Active's 1st Year Anniversary Yoga & Wellness Festival. Following this, influencers will make a presence at the event, capturing moments at Turaag Active's Stall on November 10, 2023, and sharing static posts.

Additionally, within two days of the event, influencers will share video content, providing an immersive glimpse into their experience at Dhaka Flow, with a focus on Turaag Active, all while donning the brand's signature outfits. This multi-faceted campaign promises to amplify Turaag Active's anniversary celebration, blending influencer engagement with the spirit of fitness and well-being.



Image 7.1: Raba Khan at the event

Content Link of Influencer

Shout out video link

Raba Khan Content link of Facebook:-

<https://www.facebook.com/reel/1474977843349338?mibextid=kcDB8O>

Neyon & on Content link of Facebook:- <https://www.facebook.com/reel/1192976944952031>

Ridy Sheikh Content link of Facebook:- <https://fb.watch/oilXesvsG9/>

Catherine Kheya Content link of Facebook:-

<https://www.facebook.com/reel/298796289736324>

Sadiaholic Content link of Facebook:- <https://fb.watch/oim1Fgp5B5/>

Antara Kibria Content link of Facebook:- <https://fb.watch/oim5LXMxn8/>

Static post link

Raba Khan Content link of Facebook:-

<https://www.facebook.com/photo?fbid=880166143479226&set=a.242892460539934>

Neyon & on Content link of Facebook:-

<https://www.facebook.com/photo/?fbid=883168413367877&set=a.793442889007097>

Ridy Sheikh Content link of Facebook:-

<https://www.facebook.com/photo?fbid=892729455550304&set=a.230211398468783>

Catherine Kheya Content link of Facebook:-

<https://www.facebook.com/photo?fbid=1208505240061025&set=a.571515983759957>

Sadiaholic Content link of Facebook:-

<https://www.facebook.com/photo?fbid=847402244056852&set=a.516399563823790>

Antara Kibria Content link of Facebook:-

<https://www.facebook.com/photo?fbid=3485672525020334&set=a.1376508939270047>

Content video link

Raba Khan Content link of Facebook:- <https://fb.watch/oimBXSxfg-/>

Neyon & on Content link of Facebook:-

[https://www.facebook.com/watch/?v=959577069131158&extid=CL-UNK-UNK-UNK-
IOS_GK0T-GK1C&ref=sharing&mibextid=AHjCNw](https://www.facebook.com/watch/?v=959577069131158&extid=CL-UNK-UNK-UNK-
IOS_GK0T-GK1C&ref=sharing&mibextid=AHjCNw)

Neyon & On Content link of Instagram:- <https://www.instagram.com/reel/CzoODJ8Pf-F/?igshid=ODhhZWM5NmIwOQ%3D%3D>

Ridy Sheikh Content link of Facebook:- <https://fb.watch/oimENK2cx/>

Ridy Sheikh Content link of Instagram:-

<https://www.instagram.com/reel/Czl5e9oJ0v8/?igshid=NTR6aGkyOHFjcjF6>

Catherine Kheya Content link of Facebook:- <https://fb.watch/onaO-Jxsw-/?mibextid=Nif5oz>

Catherine Kheya Content link of Instagram :-

<https://www.instagram.com/reel/Czv8P1GSfoT/?igshid=NTYzOWQzNmJjMA==>

Sadiaholic Content link of Facebook:-

Antara Kibria Content link of Facebook:- <https://fb.watch/ootxFNwe5D/>

Antara Kibria Content link of instagram:-

https://www.instagram.com/reel/CzyfQtzPMII/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFlZA%3D%3D

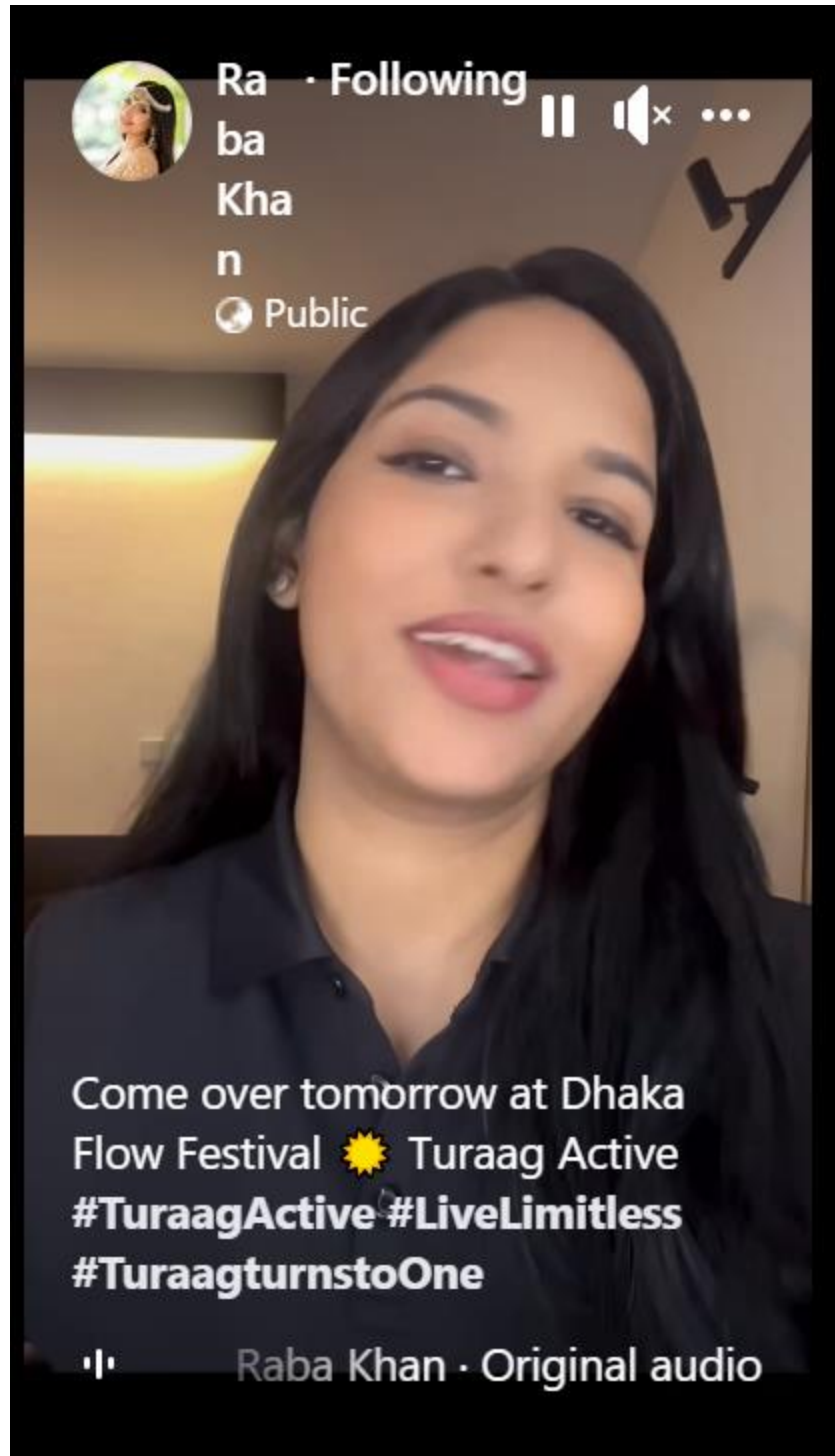


Image 7.2: Screenshot of Raba Khan's Content

Task and Responsibility: During the Turaag Active 1st Anniversary campaign, I had a multifaceted role that involved communicating with influencers, persuading them to take part, and coordinating events. I effectively engaged with popular influencers such as Raba Khan, Neyon &

On, Ridy Sheikh, Catherine Kheya, Sadiaholic, and Antara Kibria. Through persuasive communication, I convinced them to actively participate in celebrating Turaag Active's milestone. By briefing them on the three-phase plan, I not only ensured their alignment with the brand's vision but also got them excited to share it with their followers. In addition to communication, I also took charge of organizing and volunteering at the event. I handled all logistics and made sure everything ran smoothly.

Challenges: The major challenge that I faced was, contacting all the influencers and also had to keep updated on the content as well. Other than that, I also had to run back and forth and do multitask to maintain the decorum of the event as well.

Mistakes: There wasn't much of the mistake.

Learnings: The learnings that I received are:

- Learned to do crisis management.
- Learned the communication skills.
- Learned to do time management.
- Learned leadership skills.
- Learned to multitask.

PROJECT 8 (OnGoing)

Project Name: ACI Salt Anniversary

Date Assigned: October 30, 2023

Project Description: ACI Salt is gearing up for its 18th Anniversary with an exciting influencer marketing campaign. Seven vibrant influencers have been enlisted to make this celebration a success. Among them, Rafsan the Chotobhai sets the tone by creating a recipe vlog that features ACI salt as an essential ingredient in his cooking. He artfully promotes the brand's unique selling points and shares why he prefers ACI salt. Popular influencers like Petuk Couple's Kitchen, Zoltan BD, Ezzerecipe, and RB Kitchen join forces to endorse ACI Pure Salt in their recipe videos, further increasing the brand's presence across various platforms. With such a diverse lineup of influencers, ACI Salt's 18th Anniversary Celebration is guaranteed to be engaging and impactful.

Task and Responsibility: In the ACI Salt 18th Anniversary Celebration campaign, I spearheaded the creation of tailored concept notes for our influencers. My first focus was Rafsan the Chotobhai, for whom I crafted a captivating recipe vlog highlighting the use of ACI salt while subtly showcasing the brand's unique selling points. My role went beyond just coming up with ideas; I also had to effectively communicate with each influencer. Using persuasive pitches, I successfully convinced them of the project's worth, aligning their content style with the brand's message. This hands-on approach ensured that each influencer felt personally invested in ACI Salt's milestone celebration, resulting in a seamless partnership between the brand and influencers.

Challenges: One of the main challenges I faced was creating the concept individually of the campaign before briefing the influencer.

Mistakes: There wasn't much of the mistake.

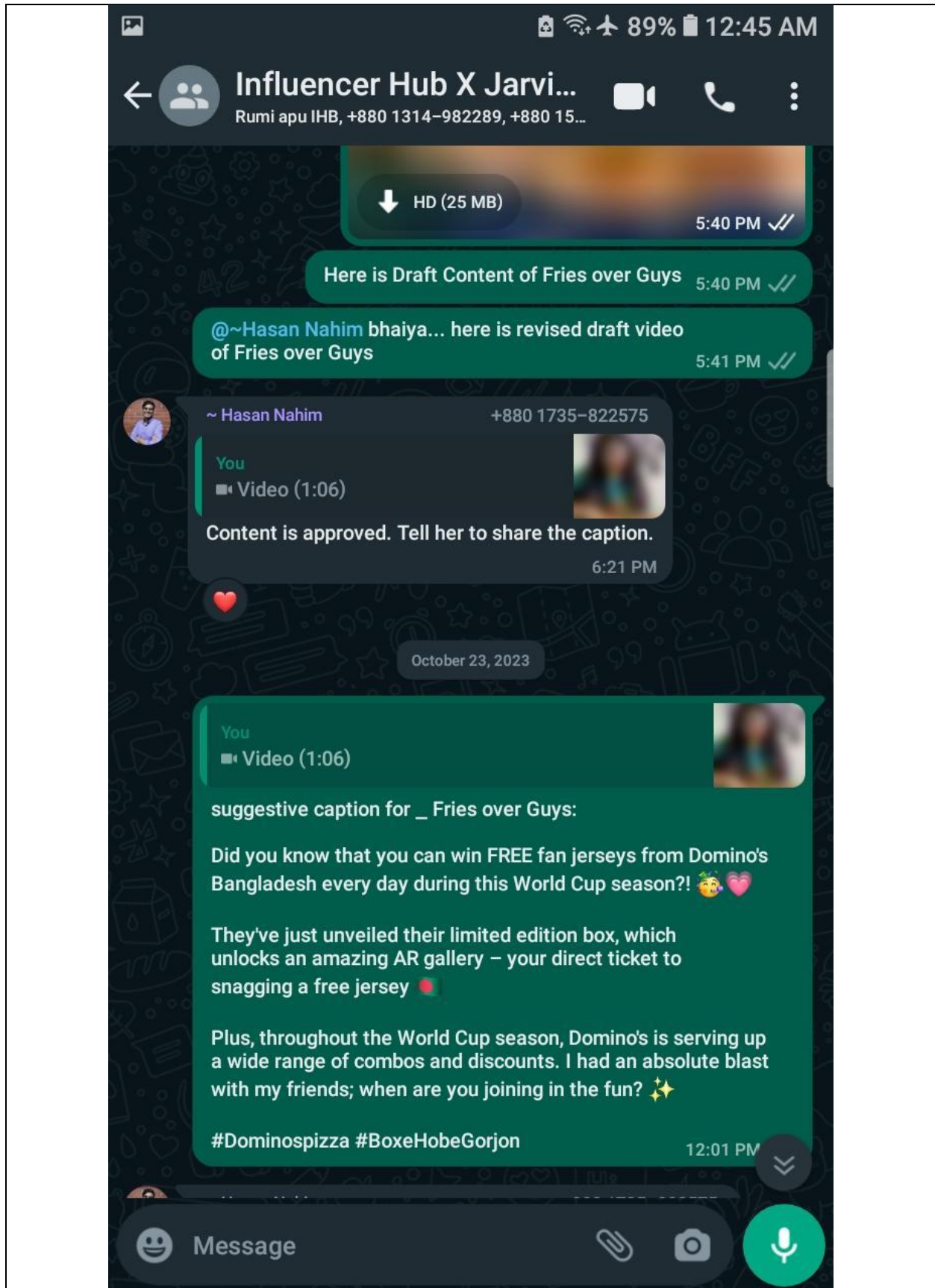
Learnings: The learnings that I received are:

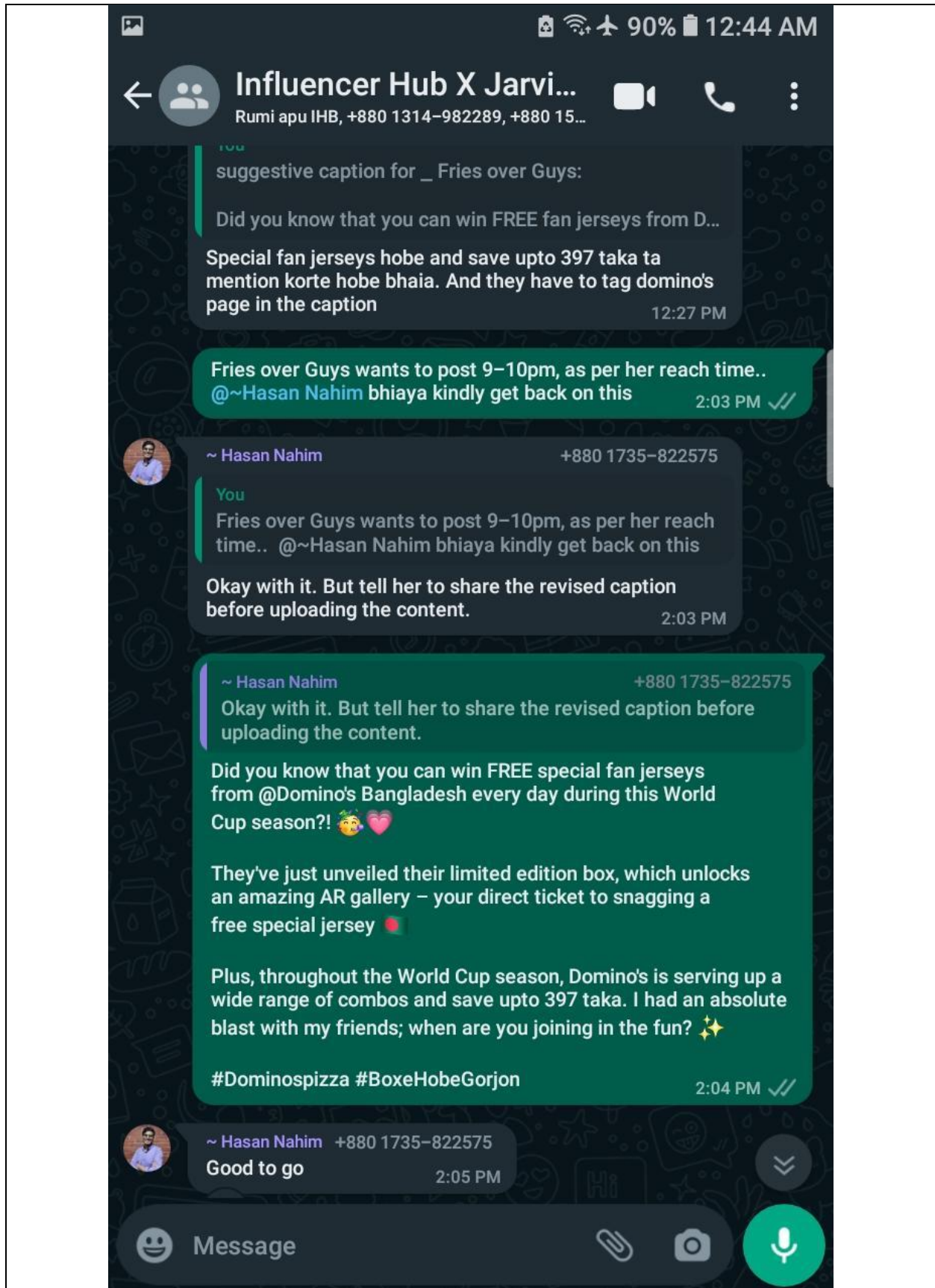
- Learned to do script outline.
- Learned the communication skills.
- Learned to do time management.

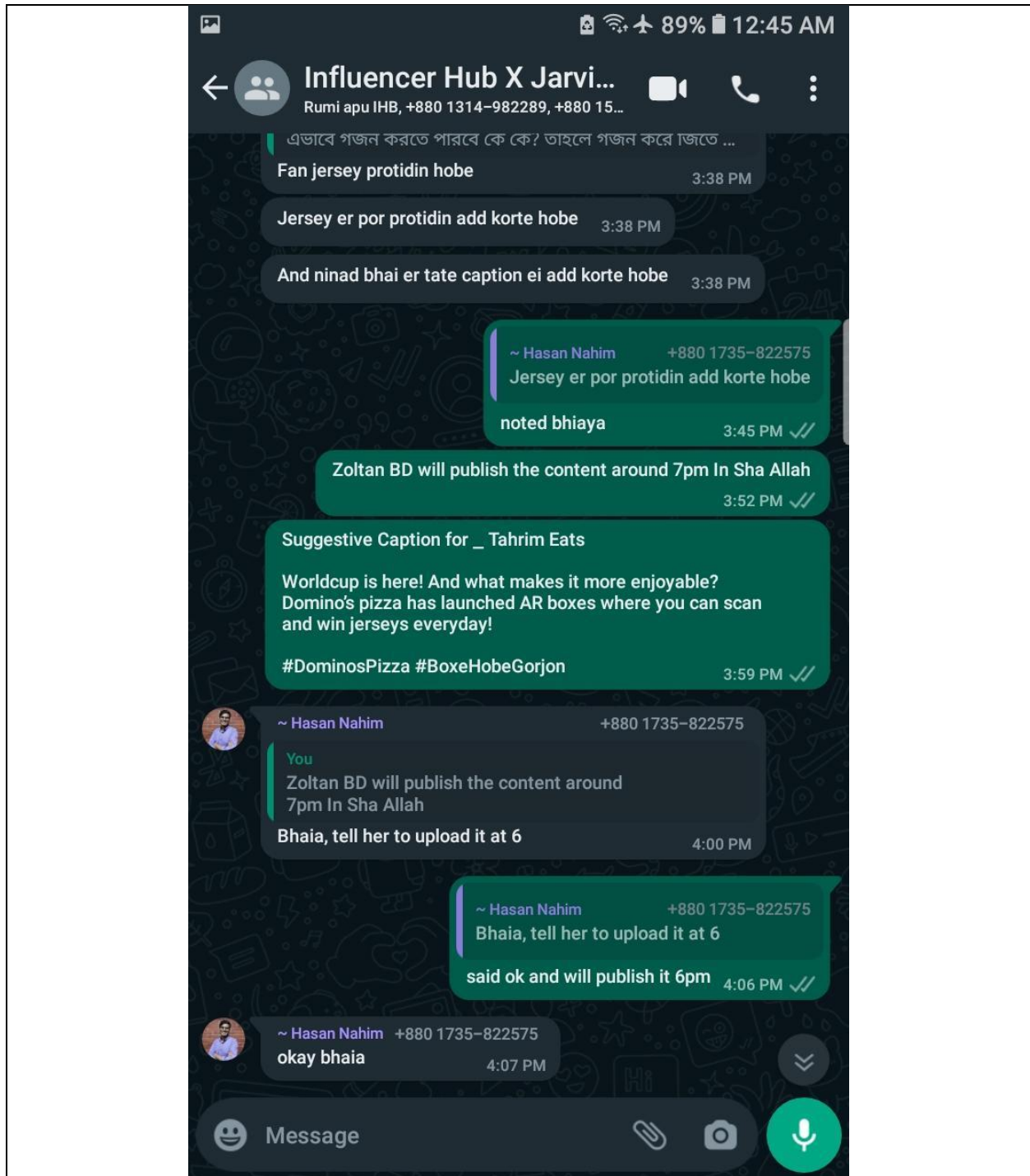
- Learned to manage influencers

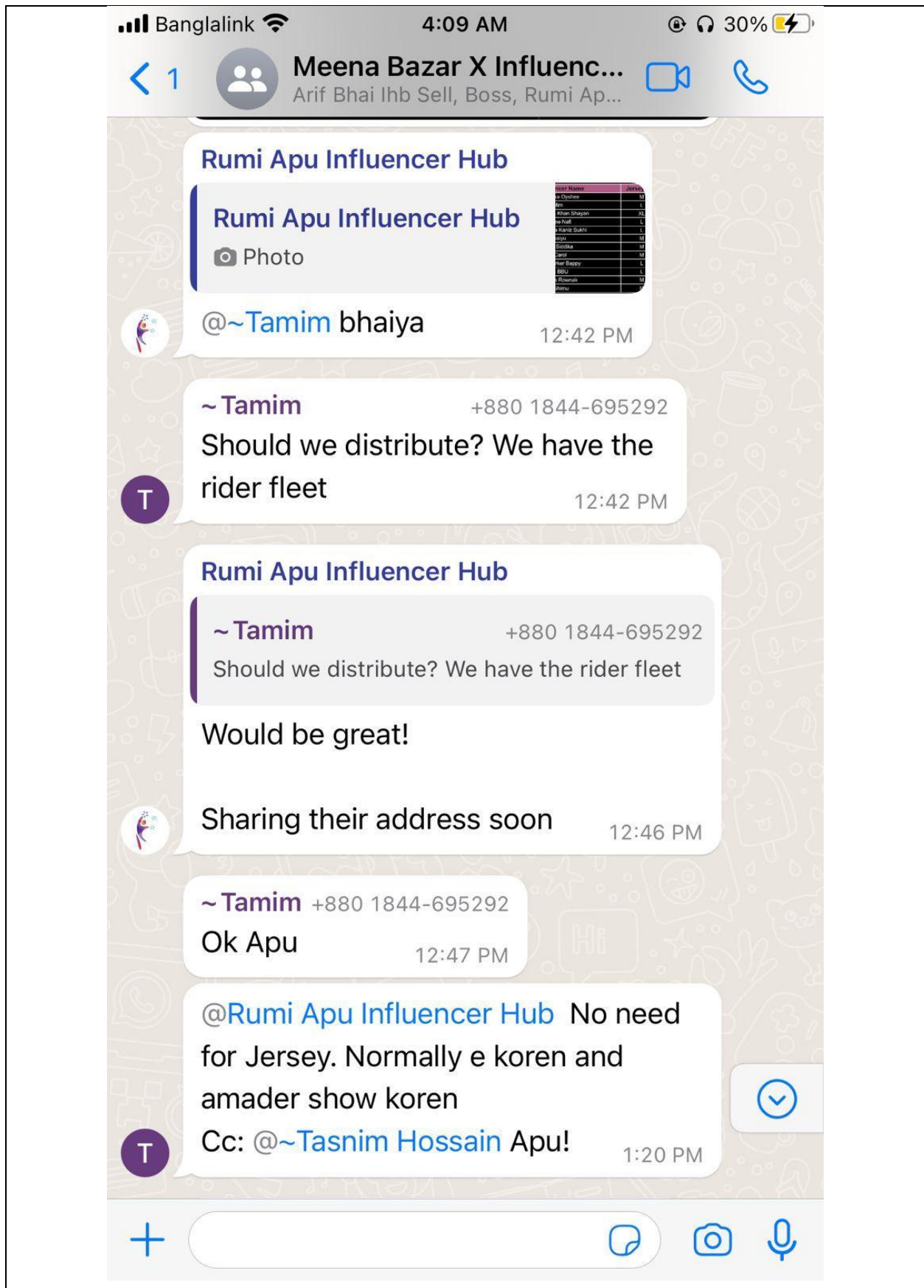
PROOF OF COMMUNICATIONS (WORKLOG)

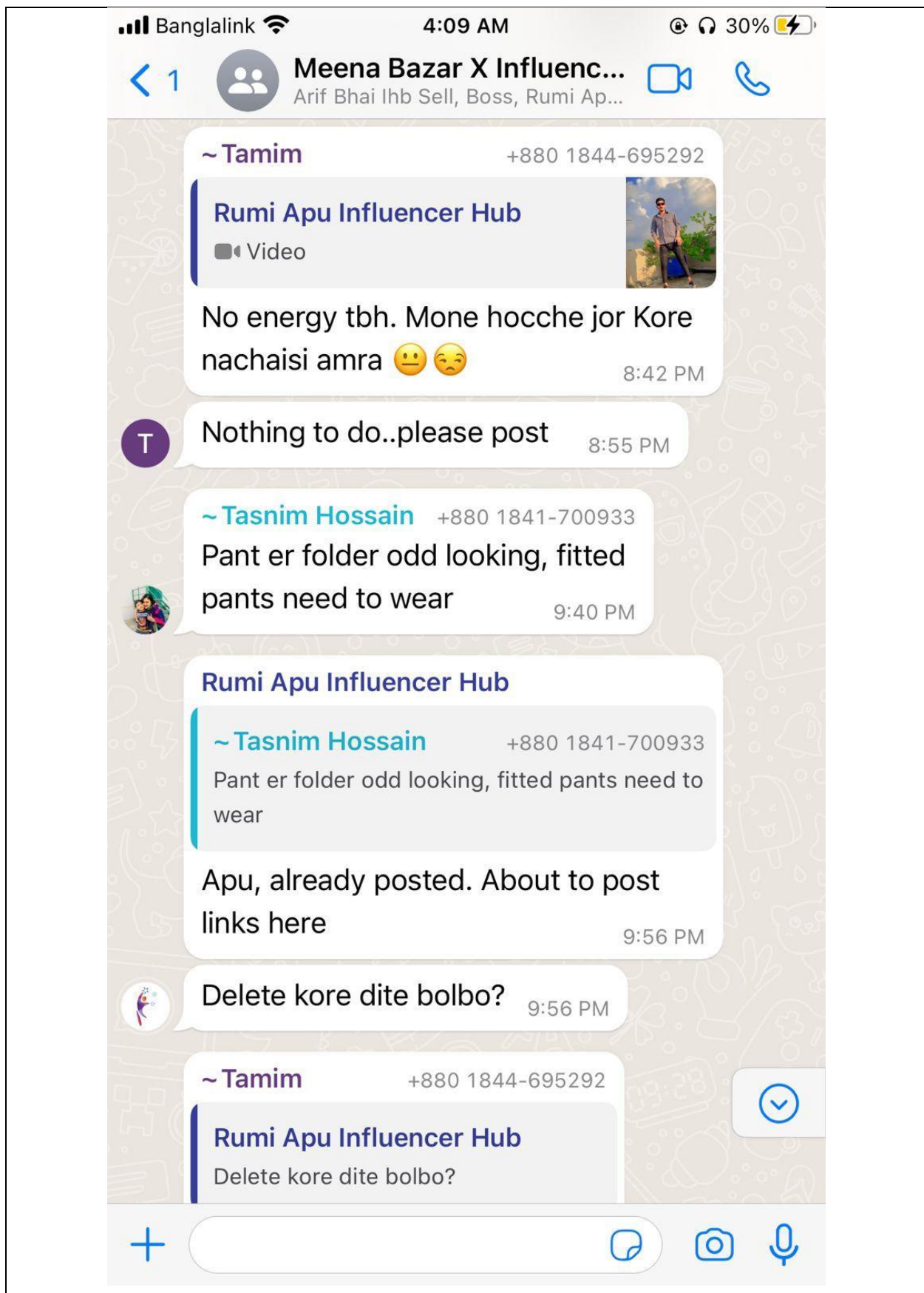


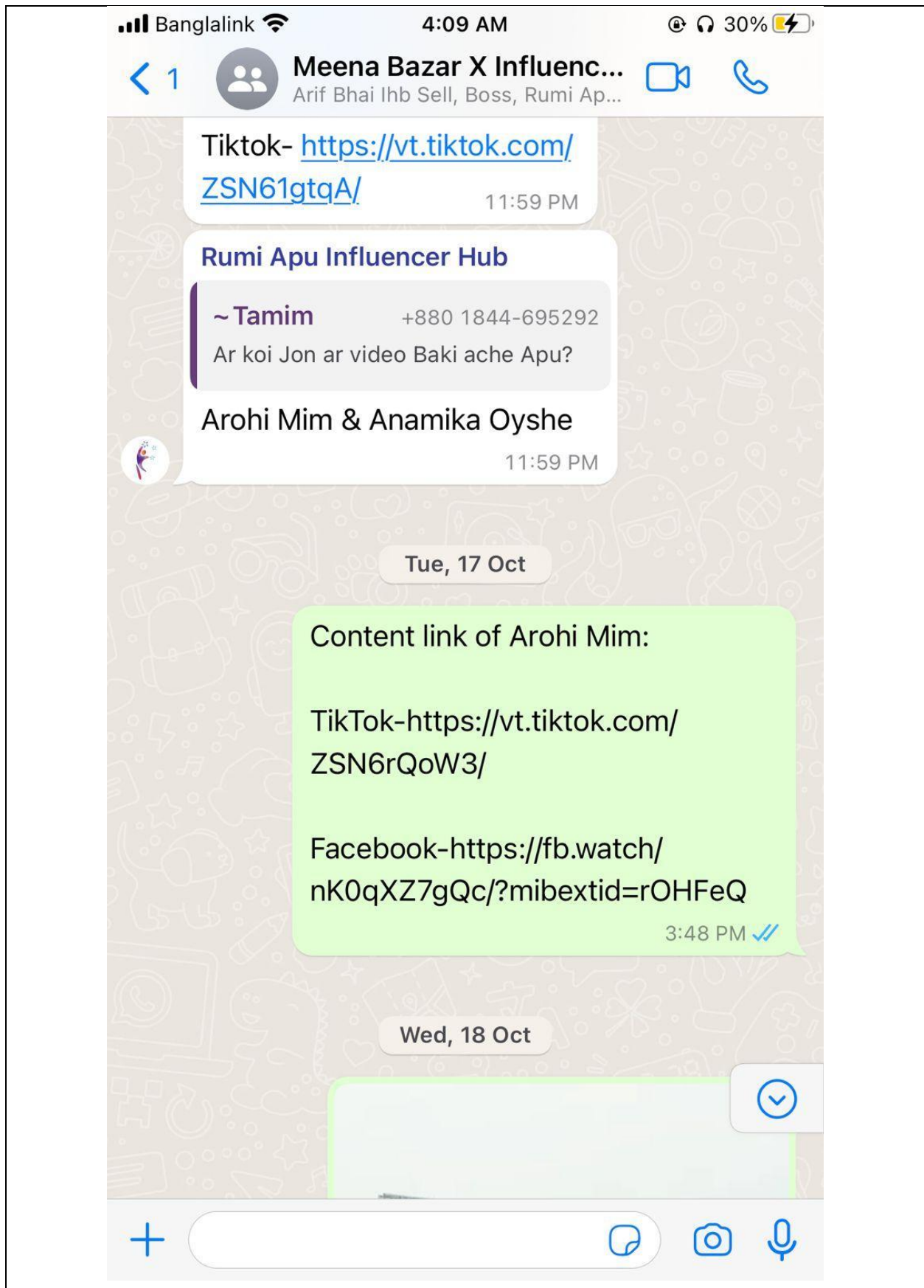














Meena Bazar X Influenc...

Arif Bhai Ihb Sell, Boss, Rumi Ap...



Rumi Apu Influencer Hub

Rumi Apu Influencer Hub

Influencers Write-up

বিশ্বকাপের আনন্দকে দ্বিগুণ করি। ক্রিকেট বিশ্বকাপ
উপলক্ষ্যে মীনা বাজারের "এসেছে বিশ্বকাপ, উৎসবে আ...

#MeenaBazaarWorldCup

#Tiktok

#TiktokBangladesh

#Tiktokworldcup

#MeenaBazar

#MeenaBazarbd

#MeenaAnthem

#CricketCarnival

#BangladeshCricketFan

#ICCCricket-WorldCup2023

#একহয়েছেবাঘেরদল

#মীনাবাজার

#cricketlife

#cricketfever

#cricketlovers

8:15 PM

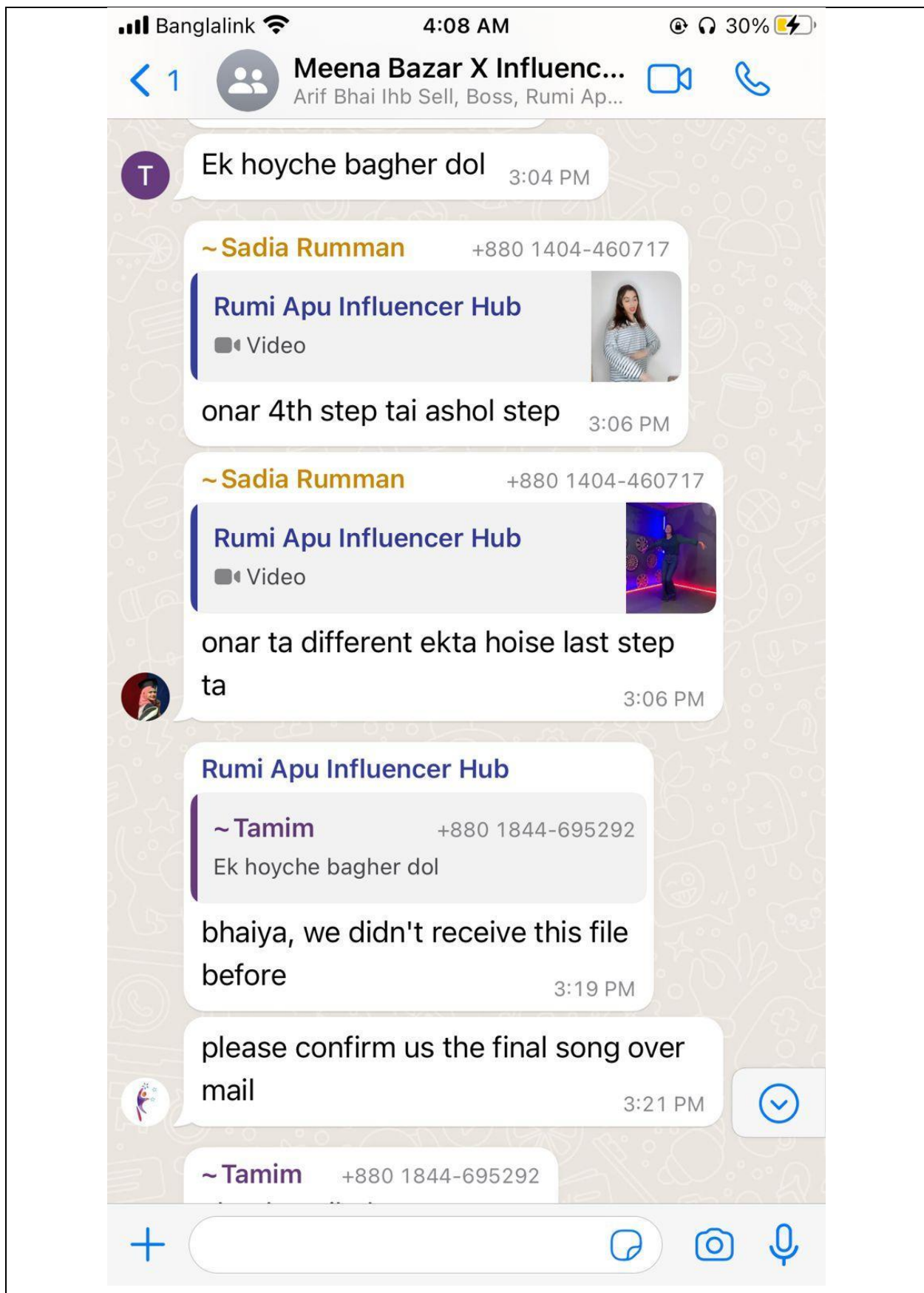
~ Tamim

+880 1844-695292



Rumi Apu Influencer Hub







Meena Bazar X Influenc...

Arif Bhai Ihb Sell, Boss, Rumi Ap...



Sun, 8 Oct

~ Tamim

+880 1844-695292

Apu can you remove "akorshoneo gift" and add "1000 Tk gift Voucher"



12:38 PM

Rumi Apu Influencer Hub

~ Tamim

+880 1844-695292

Apu can you remove "akorshoneo gift" and add "1000 Tk gift Voucher"



In caption?

12:45 PM

~ Tamim

+880 1844-695292

Rumi Apu Influencer Hub

In caption?



nah jokhon script ta bolbe

12:46 PM

Rumi Apu Influencer Hub

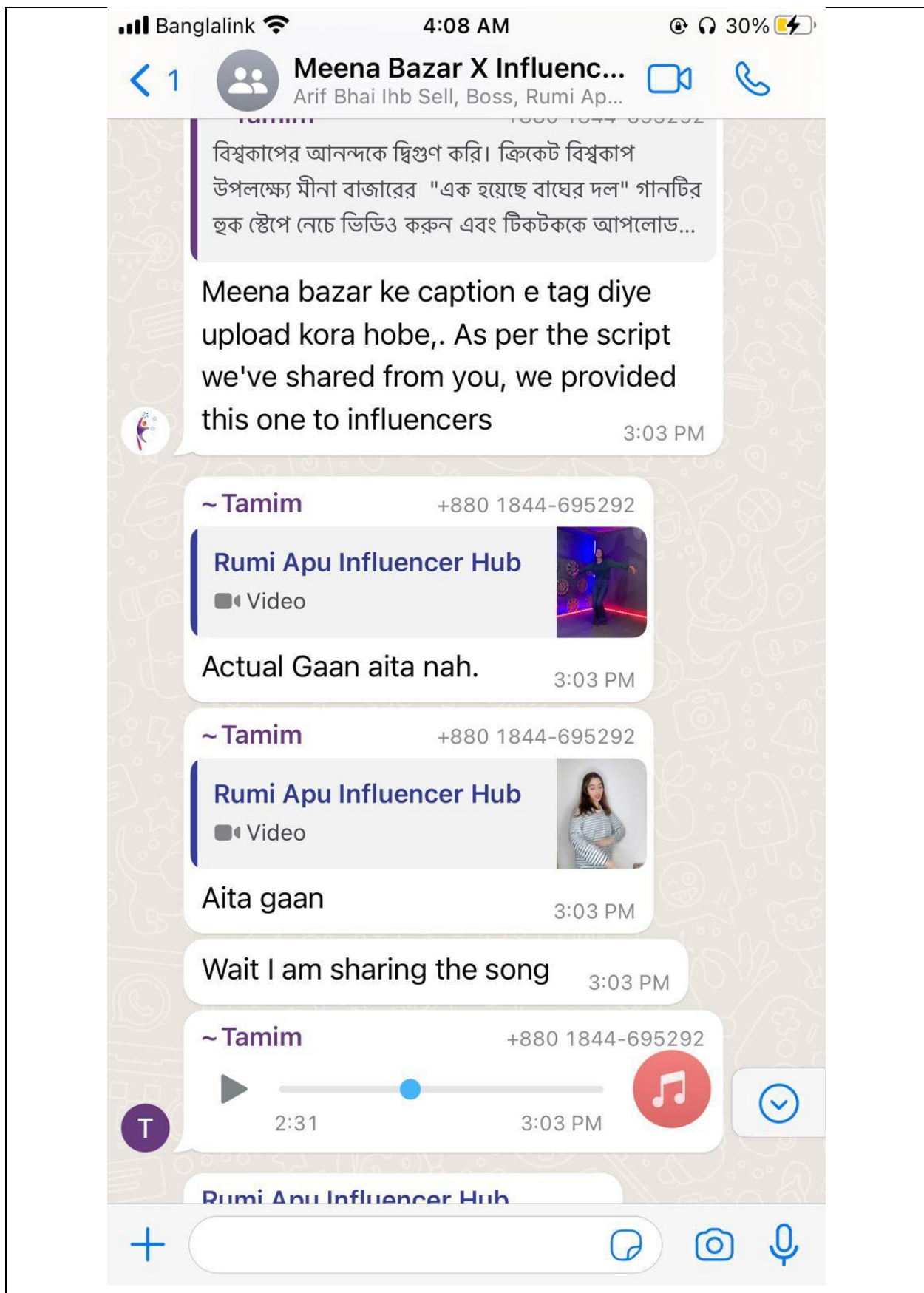
~ Tamim

+880 1844-695292

nah jokhon script ta bolbe

Not possible bhaiya. Already eto frequent change esheche whole module e, kal last moment e Meena







Rumi Apu Influencer Hub



Sun, 10 Sep

Messages and calls are end-to-end encrypted. No one outside of this chat, not even WhatsApp, can read or listen to them. Tap to learn more.

Apu address

2:38 PM

goo.gl

<https://goo.gl/maps/MRDFcyYdqMbDf5se7>
goo.gl

<https://goo.gl/maps/MRDFcyYdqMbDf5se7>

2:41 PM

German Butcher & Tokyo kitchen

2:41 PM

Six Food list
Food Instructions
References Picture
Reference Video
Sound
Call time 10:30am to 11am

6:50 P

okay

6:51 PM



Message





Rumi Apu Influencer Hub



Mon, 18 Sep

docs.google.com

<https://docs.google.com/document/d/1XA3ztrv6mjYz4GX5V0U3RCtz6sablRwy-wMzC...>
docs.google.com

<https://docs.google.com/document/d/1XA3ztrv6mjYz4GX5V0U3RCtz6sablRwy-wMzCjiVkn8/edit?usp=sharing>

12:57 PM



Date: August 5, 2023

Ref no: PH-179-09-2023

To:
ACI Limited
ACI Group Ltd, Tigray Industrial Area,
Dhaka 1205.

Client:
Campaign:

ACI salt
10th Anniversary Celebration

ID	Name of Influencer	Category	Gender	Follower	Scope of Work/Deliverables	Remarks
					Multiple Marked will do a video shoot at his home and	



Quotation for ACI salt_18th
anni_Jun'23_V4.pdf

2 pages • 318 KB • pdf

4:16 PM



Metroman

7:17 PM

Message

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odule:



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Rumi Apu Influencer Hub



Ok apu

8:45 PM

Tue, 19 Sep



0:55



8:35 AM



Niaz_German Butcher



8:35 AM

Message

Save Contact

Forwarded



GB Shoot for 12th September 2023.docx

13 KB • docx



8:35 AM

Rumi Apu Influencer Hub

GB Shoot for 12th September 2023.docx



0:04



8:36 AM

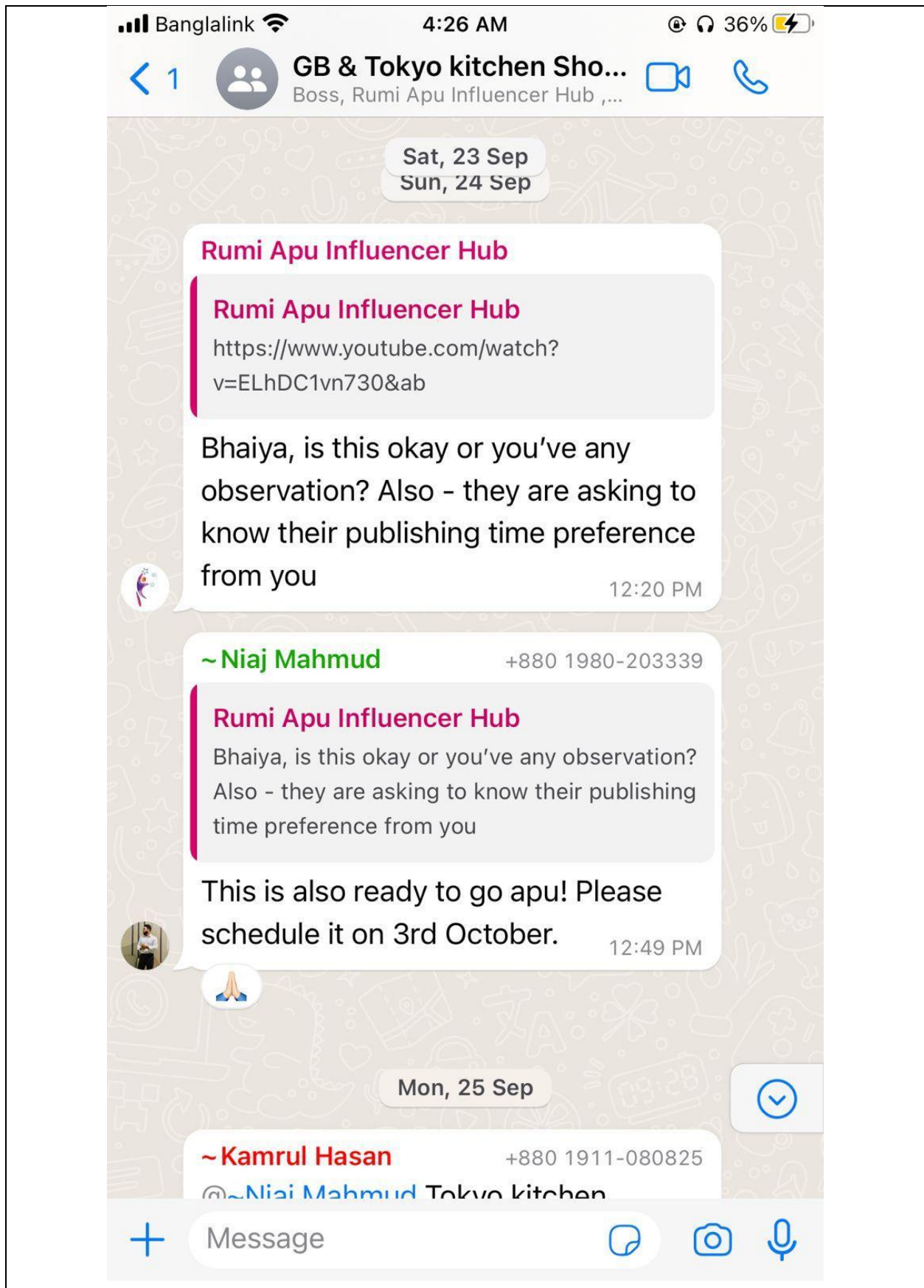


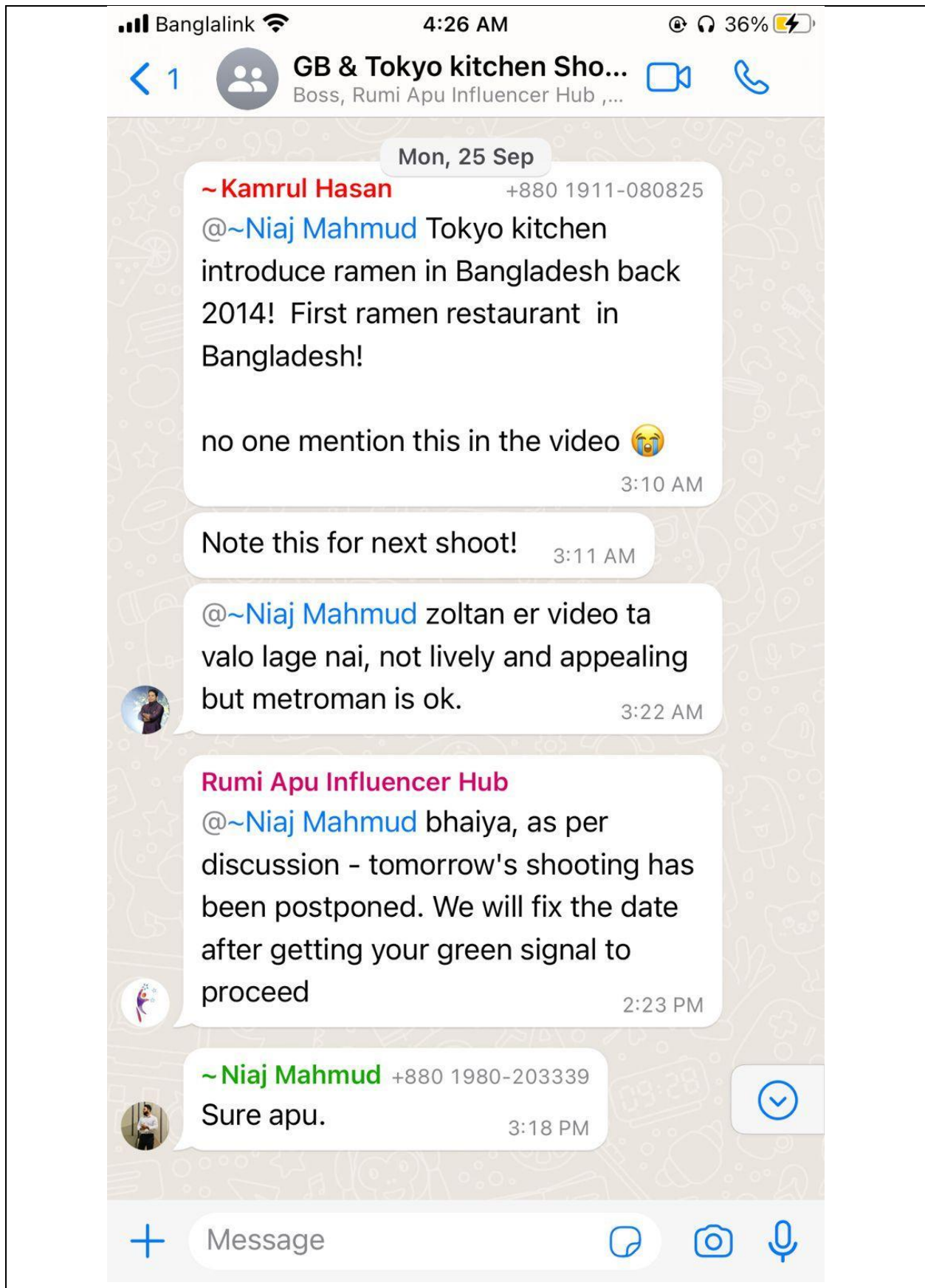
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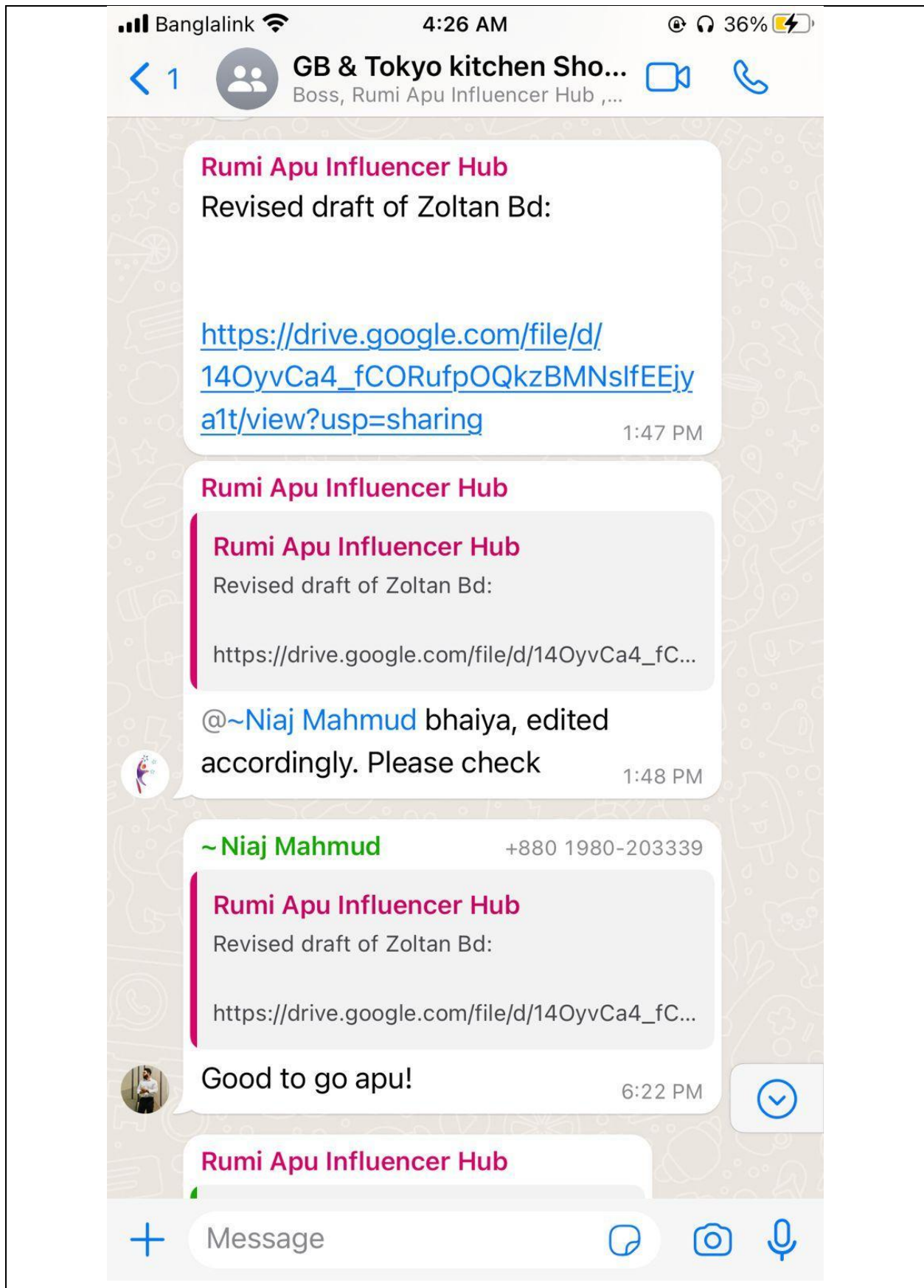


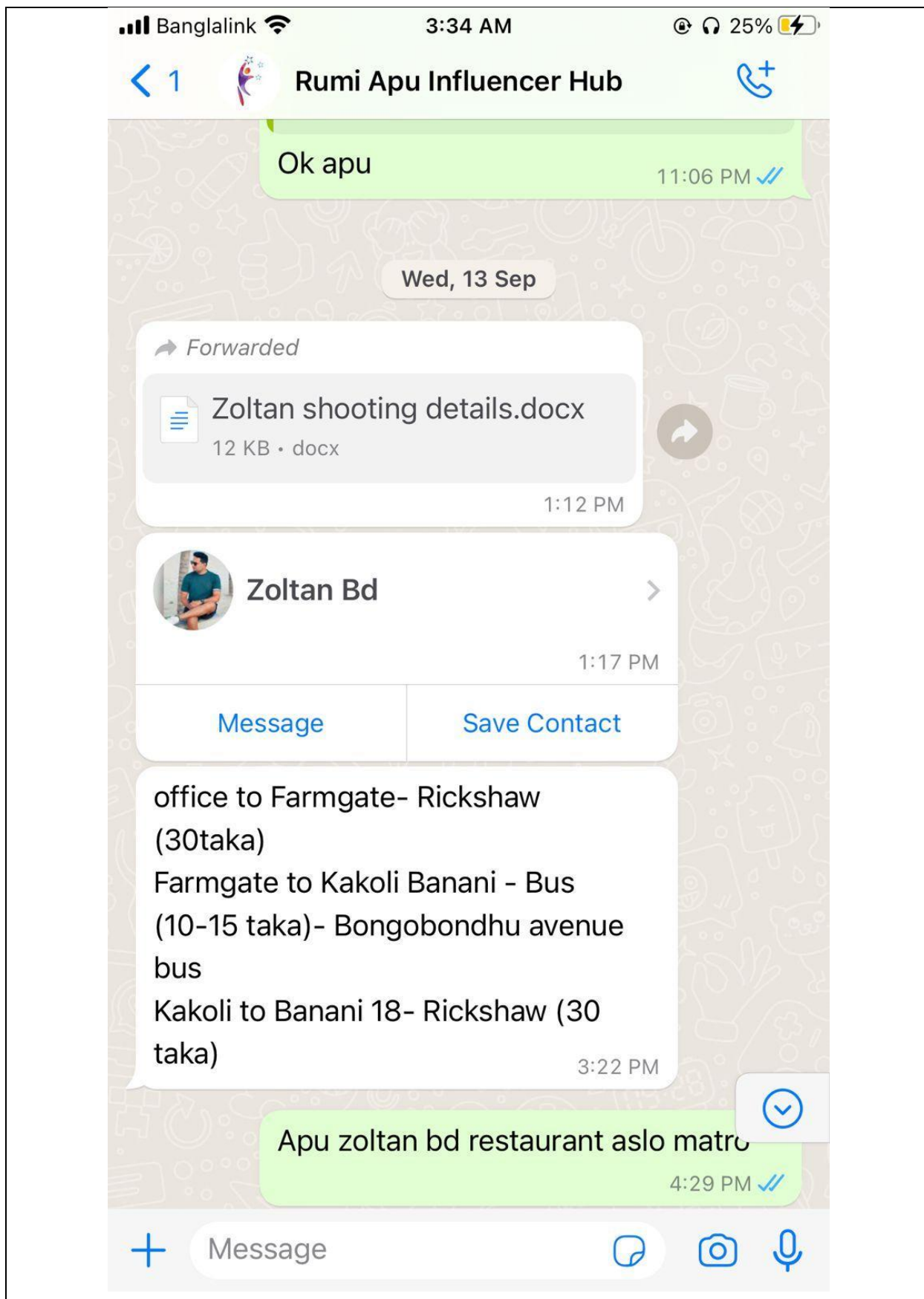
Message

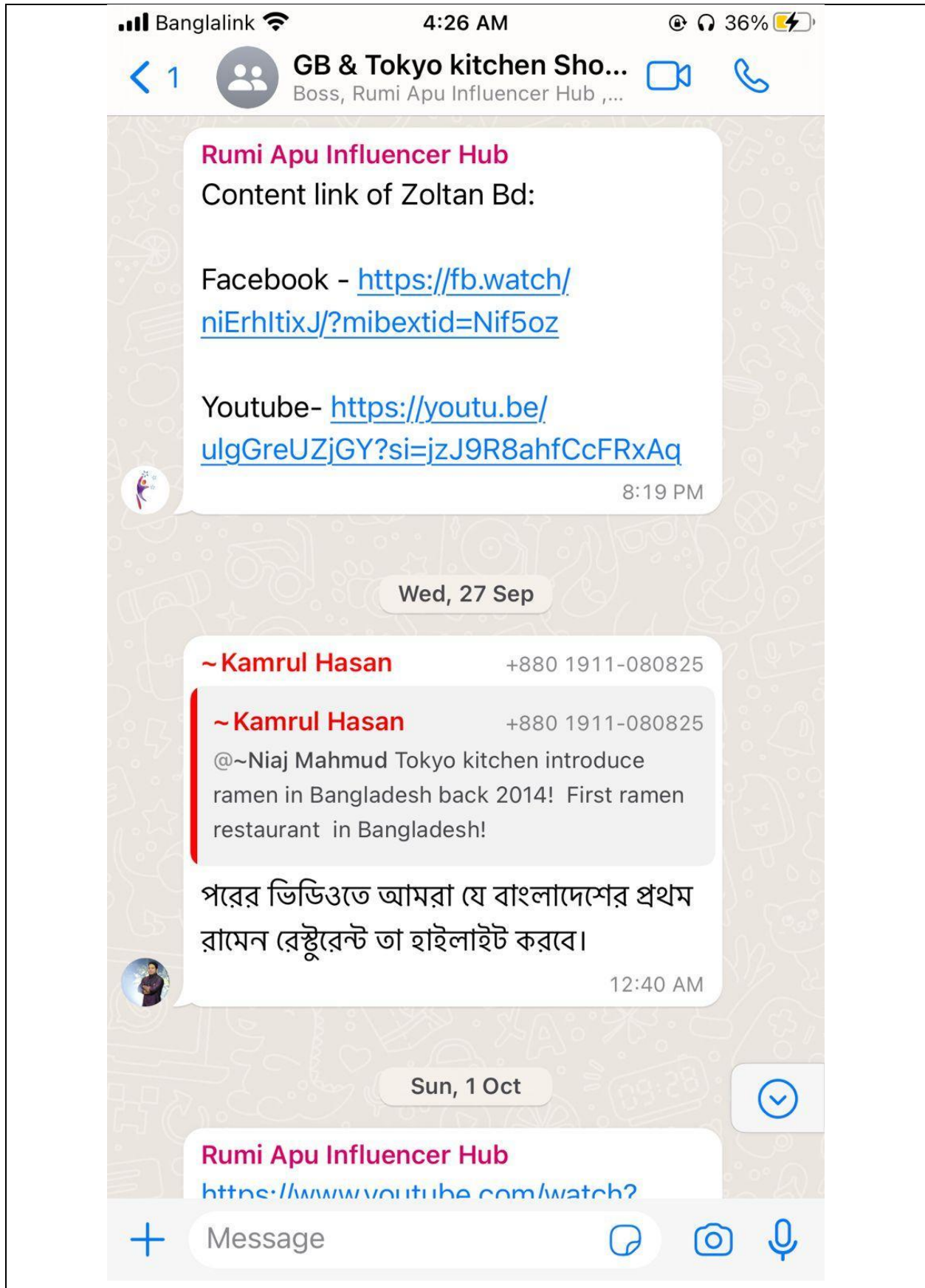














GB & Tokyo kitchen Sho...

Boss, Rumi Apu Influencer Hub ,...



Rumi Apu Influencer Hub



স্টেক খেলেই সুইমিং ফ্রি?! | স্টেক খেলেই
সুইমিং ফ্রি?! | Tokyo Kitchen | Ban...
স্টেক খেলেই সুইমিং ফ্রি?! | Tokyo Kitchen...
fb.watch

Content link of Metroman:

Facebook- <https://fb.watch/ntAwX6IBU1/?mibextid=Nif5oz>

YouTube- <https://youtu.be/dQ6WYQEgpc4?si=EuAjVC92U5lLc7Nt>

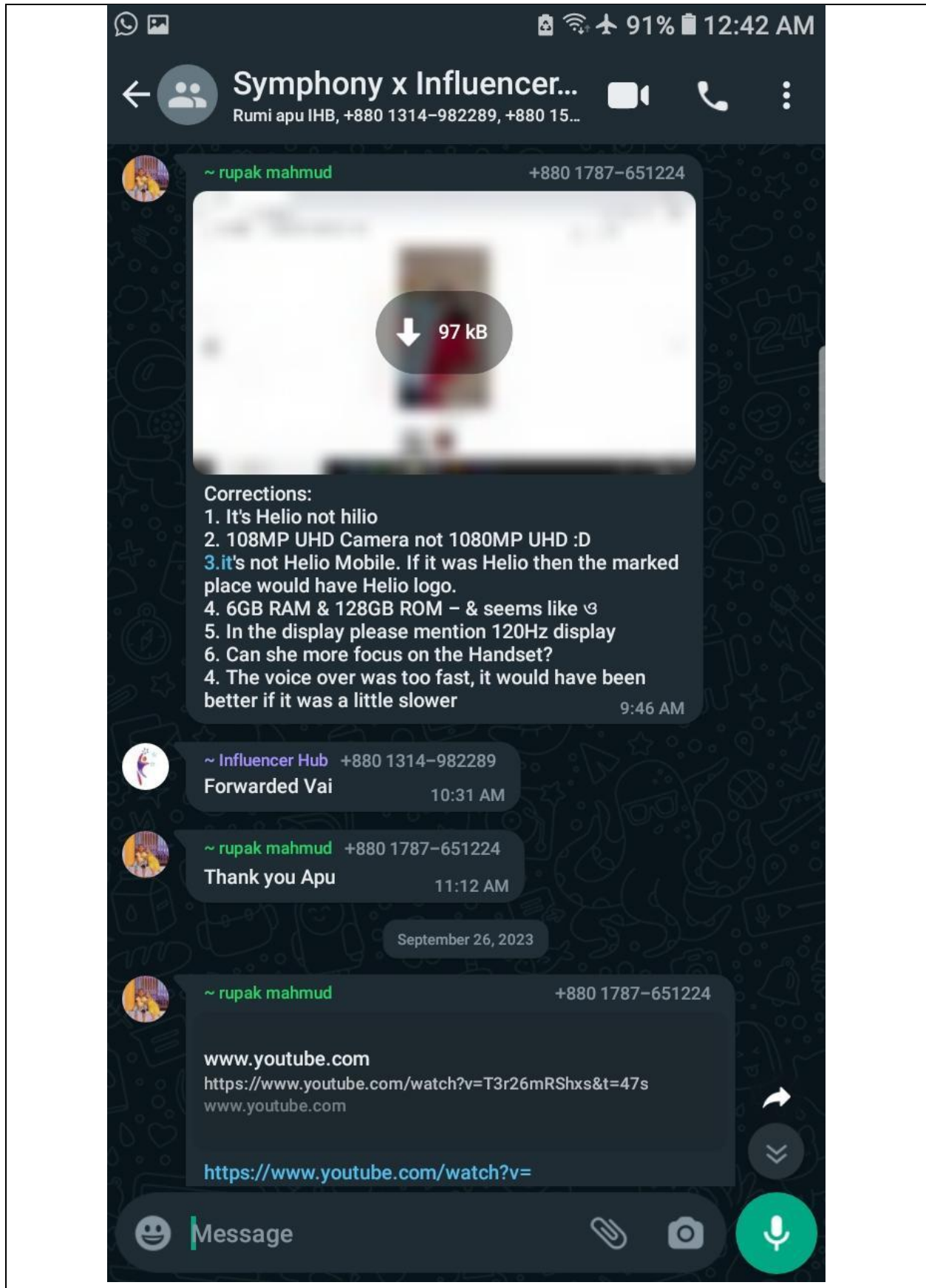


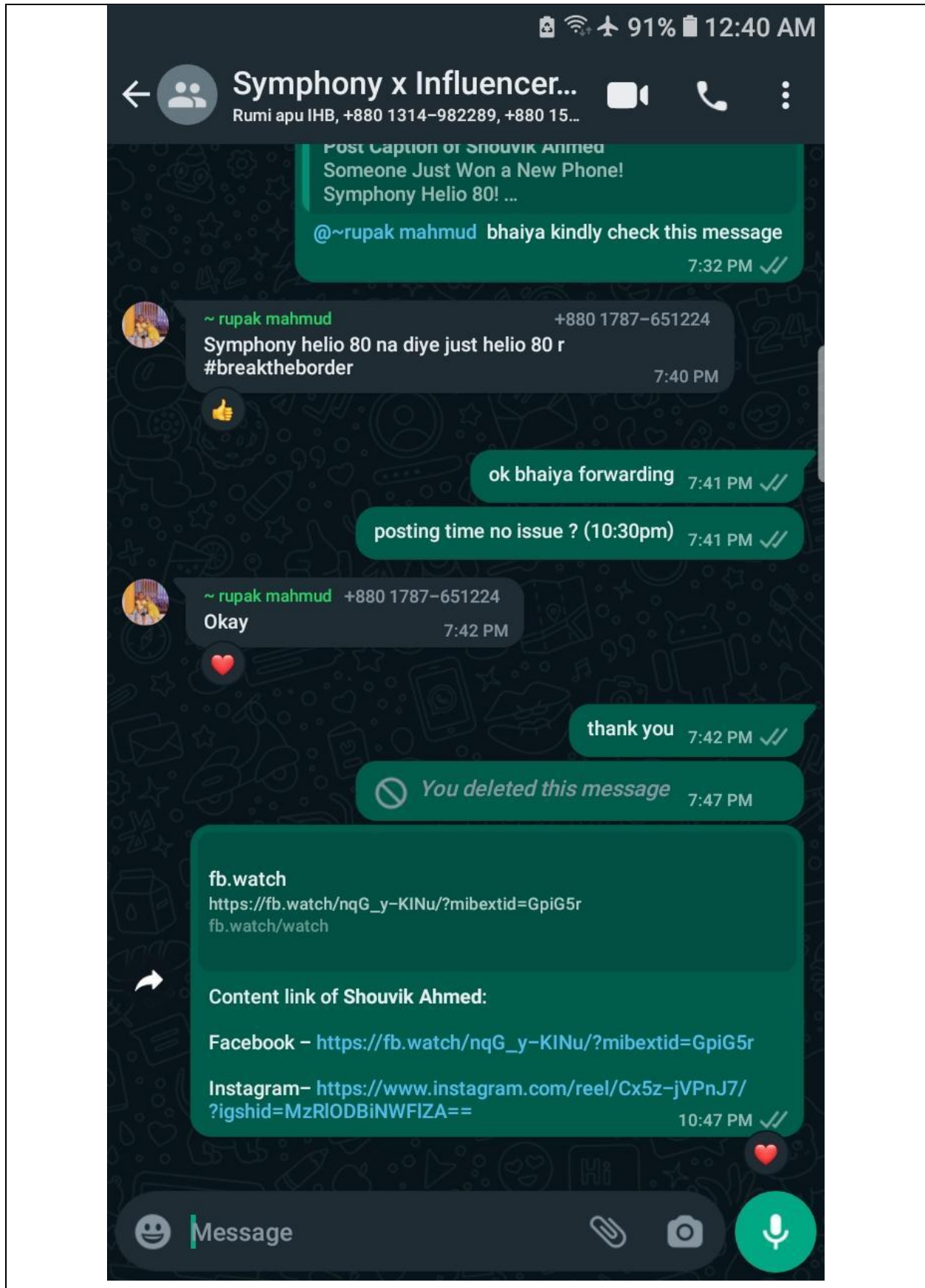
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Message









WORKLOG

Week 1

Day 01 - Meet the team

Day 02 - Office Tour

Day 03: Explaining the work pressure & method.

Day 04: Tokyo kitchen project

Day 05: Create Concept Paper and call the influencers

Week 02

Day 1. Observing the supervisor while contacting influencers.

Day 2: Called another influencers

Day 3: Went for shoot.

Day 4: ~~Met~~ Symploney
Phone task assigned

Day 5: ~~Contracted~~ Made a concept idea.

Week 03

Day 1: Create concept
paper of Symphony

Day 2: Had meeting

Day 2: Get task. Received
Zoltan BD edited
video.

Day 3: Contacted ^{influencer} ~~support~~

Day 4: Contacted influencer

Day 5: Managed social
media

Week 4

Day 1: Received Zoltan BD
Video.

Day 2: Created Campaign

Day 3: World cup <sup>Report of
Symphony
theme.</sup>
task assigned.

Day 4: Contacted influencer

Day 5: Contacted influencer

INTERNSHIP OUTCOME

I am proud to be a student at ULAB's Department of Media Studies and Journalism. I have learned a lot from my university and Influencer Hub as well. ULAB has given me a lot of knowledge and experience that I apply in my internship.

- During my internship, I came to understand the official environment and professional life.
- I have learned the proper way of communication
- My crisis management skills are improving.
- My communication skills have improved.
- Most importantly I have learned the value of time.

Professional Competencies

I gained a lot of skills during my internship and involved on a lot of assignments. I always try to work hard in the office and on the field. I believe hard work will value me in the future and my professional life as well. There are some important things that I have learned professionally here in the organization, which are given below:

Knowledge:

- I have improved my knowledge about public relations.
- I have the confidence to work as a PR analyst.
- My confidence level has grown up as a one-man army.
- I learned how to run an organization.

Skill:

- I have improved my thinking ability.
- I have improved my communication skills with other people like my supervisor and my colleagues.
- I have improved in taking interviews in the field also.

Attitude:

- I have learned how to deal with the problems.
- I have improved my professional behavior.
- I have learned to deal with professional people.
- I have learned how to take interviews with anyone.

I learned to work under heavy pressure and work alone doing everything in public relations.

SELF-ASSESSMENT FORM

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

Name of Intern: Sifat Islam

University ID: 201012085

Name of the Institute/Organization:	Influencer Hub
Corporate Office Address:	H # 147/C (4th floor), Green Road, Dhaka, Bangladesh
Email: <u>info@influencerhub.com</u>	Web: <u>https://www.influencerhub.com/</u>

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

48 Hours

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

No

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.	5
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.	4
6	I can recognize my personal weaknesses.	4

7	I have a sense of personal achievement.	5
8	I have the ability to persevere in difficult tasks	4
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	5
10	I can be understanding and appreciative of people with diverse backgrounds	4
11	I have the ability to work cooperatively with others	5
12	I have the ability to communicate effectively	4
13	I have increased my ability to be a leader	5
14	I feel more connected to my community	5
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	4
16	I have broadened my critical thinking skills (reasoning, problem solving)	5
17	I have learnt the ability to work independently	5
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)	
20	I developed specialized technical skills for a specific job function	4
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.	4
25	What is your average score from this test?	4.32

5. General Comments

I've learned a lot during my internship. This experience will undoubtedly benefit me in the future and enable me to learn and progress in the media sector. For this three-month's experience, I would easily work in the media industry.

Signature of Intern

APPENDIX



Image 01: Picture with Zoltan BD



Image 02: During Glow and Lovely Event



Image 03: During Turaag Event



Image 04: During Turaag Event



Image 05: During the report making



Image 06: Meeting with the team