Media Studies and Journalism Department

Internship Report

Submitted By

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ID:183012046

Term: Spring 2023

Course Code: MSJ 11498 and MSJ 11499

Host Organization: Magnito Digital

Date of Submission:

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Students Details

Name	Sumaiya Hasan Siddique
ID	183012046
Department	Media studies and Journalism
Major Concentration	Public relations
Minor Concentration	English
Career Objectives	To learn the skills and tricks needed to be a good public relations professional and communication specialist. Want to be a good professional in my career and achieve all the highest limits of success.

Internship Details

Host Organization	Magnito Digital 7th Floor House, 7 Rd 137, Gulshan – 1, Dhaka 1212
My Working Section	Copywriter (English)
Supervisor	Imtiaz Ahmed1
Designation	Intern
Start Date	February 1, 2023
End Date	May 30, 2023
Hours per week	45
Total working Period	16 weeks

Acknowledgment

First, I like to thank my parents and elder brother for believing in me and supporting me throughout this 4 years University journey. Without their support and trust, I wouldn't have come this far.

Then I would like to thank the honorable teachers of ULAB who taught me in my university life and prepared me for my future. I would like to thank my advisor Mohammad Shazzad Hossain who guide me throughout the years. He always showed trust in me and guided me in the most right way possible. My gratitude goes to my internship advisor Syeda Sadia Mehjabin, Senior Lecturer, University of Liberal Arts Bangladesh for taking care of me throughout the internship period. Not to mention our internship coordinator Muhammad Aminuzzaman who was always there for me throughout the internship period to give me guidance whenever I needed it. And lastly, I would like to express my last gratitude goes to Prof Dr. Jude William Genilo, our department head for his unconditional support for MSJ students and inspiring personality.

I also want to extend my sincere thanks to the faculties, beloved TAss, media lab instructors, and other supporting people of the Media Studies and Journalism department. And my journey would not be complete without the support of my classmates and I am grateful to have them throughout my university life.

The last few months were a very new kind of experience for me, I always try to challenge myself to increase my potential and skill. I think this kind of challenging situation motivates me to give my best and do a good job. The Internship opportunity I had with Magnito Digital pushed me to learn and develop my skill in a professional environment. Honestly, I have had a wonderful experience full of challenges and new learnings during my internship, contributing to one of the biggest full-fledged digital marketing agencies in Bangladesh. I am very grateful and lucky to work with such an organization that gave me the chance to be creative and chances for learning. I consider myself lucky to work with some of the most amazing professionals who have guided me throughout my internship period. I would also like to extend my gratitude to my internship supervisor Imtiaz Ahmed, Deputy Manager, Content & Planning who patiently guided me to navigate the work process.

Last but not least I would like to thank almighty Allah for giving me the patience and strength to complete the journey I started 4 years ago.

MSJ041

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: Sumaiya Hasan Siddique

ULAB ID: 183012046

Signature _____

INTERNSHIP REPORT APPROVAL FORM

Student Name: Sumaiya Hasan Siddique ID No. 183012046

Major: Public relations Year: 2023

Local Phone: 01552448345 Email: sumaiya.hasan118@gmail.com

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: Magnito Digital

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: _____ Title: _____

E-mail: _____ Phone: _____

Introduction

This report is about all the work and projects I have done during my internship period at Magnito Digital. Magnito Digital is a digital marketing agency and I work as a copywriter intern for the English team there. I like to communicate with people, I like to express feelings in a creative way, due to this characteristic I decided to study Media Studies and Journalism and my major in Public Relations. After I started my university life I realize that PR is so much more than just communicating with people and during my internship in Magnito Digital I even got to experience this firsthand. I learned so many things from Magnito Digital as a copywriter intern that even I can count on.

As I was very clear from the beginning I will be doing my major in Public Relations so to develop my communication skill and gain first-hand experience in PR work I joined our university's apprenticeship program PR4U. This was really a life-changing opportunity for me, I learned about many things from there and one of the skills that I learned is about copywriting while working in social media team. So from that interest, I applied for the copywriting intern position for my internship.

As a copywriter I have done many things like writing copy and captions for various brands, translating scripts, writing blogs, writing press releases, and many more. In this report, you will see the works I have done throughout my internship, though I have done many works for this report, I have added 10 different works I have done during my internship time. My journey with Magnito Digital is actually really special as I learned how to work in a professional setting from here, I improved my communication and writing skills. And moreover, I understood that there are still so many things left for me to learn. I am really grateful for this opportunity and I really enjoyed my internship period a lot.

Expectation and Objective

I've been working and studying hard for the last four years, so this internship experience allowed me to use my academic knowledge in the actual world. My expectation as an intern was to learn about professional work in the Public Relations field. I wanted to learn how to communicate with the audience with my words and writing skill. As a copywriter, I hoped that by the end of my internship, I would be better at communicating with the audience through my communication and writing skills.

In addition, my objective was to learn

- ➔ The process of copywriting
- ➔ The process of blog writing
- ➔ How to conduct research even for writing captions
- ➔ How to communicate in the professional world
- ➔ Deliver work in a timely fashion
- ➔ Workload management
- ➔ How to use various resources for copywriting
- ➔ Writing for a different type of promotional materials and platform

Host Organization: Magnito Digital

Organizational Type: Digital Marketing Agency

Incorporation Status: Private Limited

Year of Establishment: 2014

Address: 7th Floor House, 7 Rd 137, Gulshan- 1, Dhaka 1212

Website: https://magnitodigital.com/

Magnito Digital is a digital marketing agency that provides a broad range of services. They are one of Bangladesh's most prestigious agencies. Magnito Digital, a prominent agency in the country, is now working for some of Bangladesh's best companies, including bKash, Polar, Nerolac, BEOL, BMTL, Syngenta, USAid, and others. They are one of the largest dedicated digital marketing agencies, employing more than 90 people. Magnito Digital's fundamental strength is its ability to produce relevant digital material in huge volumes while maintaining consistently high quality. They have established itself as a go-to agency with a proven track record of success in managing a big volume of digital services. Magnito Digital has won gold for "Campaign Asia Pacific: Digital Agency OF the Year 2015 and 2017," and they currently have over 30 digital marketing and 22 commercial awards.

Organogram

Tasks as Intern

I had worked with Magnito Digital since February 1st, 2023, as a copywriter intern for the English team. I was part of the Content & Strategy team and my responsibilities were as follows

- ➔ Create copy for advertising communication for digital advertisements.
- ➔ Press Release writing
- ➔ Content/Blog writing
- ➔ Becoming familiar with the overall operation of Magnito Digital

Project Description

Project -1

Project Title: Magnito Digital & BEOL join hands for an exciting journey (press release)

Project Description: Magnito Digital partnered with BEOL and signed a contract with them for managing their digital marketing promotions. This project is a press release through which everyone will be aware of that now Magnito Digital is in charge of BEOL's account for digital marketing.

My responsibility: I had to write the press release for this partnership.

First Draft of the Script:

Magnito Digital partners with BEOL

Magnito Digital Ltd, a leading digital marketing agency in the country has recently joined hands for a partnership with Bangladesh Edible Oil Limited (BEOL) to manage its digital and social media communications.

BEOL is one of the country's most trusted edible oil companies, with well-known brands like Rupchanda, Fortune, Kings, Meizan, Veola.

Magnito Digital will create digital and social media communications of BEOL for the next one year as its official digital agency. Magnito Digital aims to bring the brand closer to its consumers through innovative ideas and execution with the help of their talented creative team.

Magnito Digital Ltd also handles major brands like bKash, Fish & Co, BMTL, DIRD, Grameen Digital Health, Hero Bangladesh, Nerolac. Nestle Start Healthy Stay Healthy, Fish & Co.

Final Script:

Magnito Digital & BEOL join hands for an exciting journey

Magnito Digital Ltd, a leading digital marketing agency in the country has recently joined hands for a partnership with Bangladesh Edible Oil Limited (BEOL) to manage its digital and social media communications.

BEOL is one of the country's most trusted edible oil companies, with well-known brands like Rupchanda, Fortune, Kings, Meizan, Veola.

Magnito Digital will create and execute digital and social media communications of BEOL for the next one year as its official digital agency.

Magnito Digital aims to bring the brand closer to its consumers through innovative ideas and execution with the help of their highly talented creative team.

Magnito Digital Ltd also handles major brands like bKash, Uber, Hero, Nestle, among others.

Challenges:

As it was my first ever press release writing in a professional job I was a bit confused to how to start. Luckily my internship supervisor gave me some templates to work with but I find it challenging to use the correct word which is appropriate for a professional press release.

Mistakes:

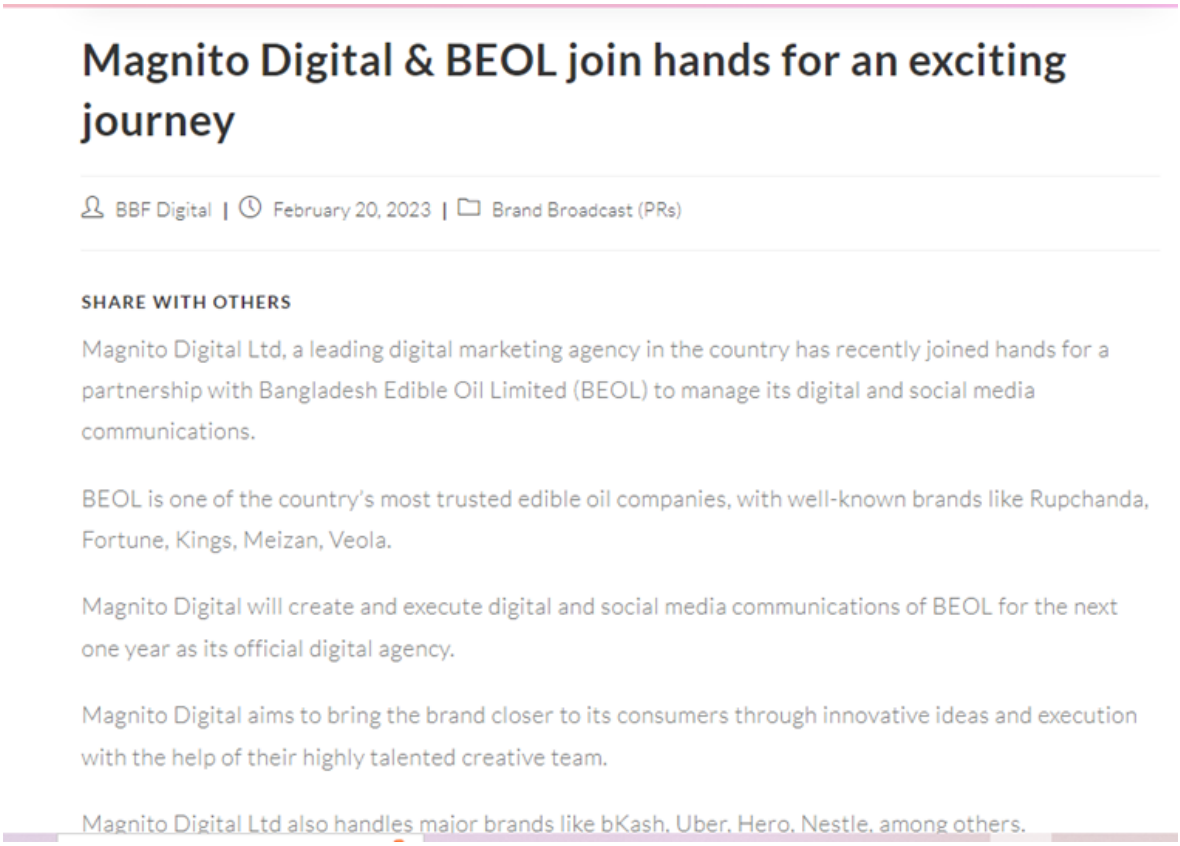
Before Edit	After Edit
Magnito Digital Ltd also handles major brands like bKash, Fish & Co, BMTL, DIRD, Grameen Digital Health, Hero Bangladesh, Nerolac. Nestle Start Healthy Stay Healthy, Fish & Co.	Magnito Digital Ltd also handles major brands like bKash, Uber, Hero, Nestle, among others.
Magnito Digital will create digital and social media communications of BEOL for the next one year as its official digital agency. Magnito Digital aims to bring the brand closer to its consumers through innovative ideas and execution with the help of their talented creative team.	Magnito Digital will create and execute digital and social media communications of BEOL for the next one year as its official digital agency. Magnito Digital aims to bring the brand closer to its consumers through innovative ideas and execution with the help of their highly talented creative team.

- For the first draft, I included too many client names.
- I didn't distribute the section in a proper way.

Learnings:

- Learned how to write a professional press release.
- Learned about Magnito Digital and its client base.
- Understood the importance of wording.

Link: https://bbf.digital/magnito-digital-beol-join-hands-for-an-exciting-journey



Magnito Digital & BEOL join hands for an exciting journey

BBF Digital | February 20, 2023 | Brand Broadcast (PRs)

SHARE WITH OTHERS

Magnito Digital Ltd, a leading digital marketing agency in the country has recently joined hands for a partnership with Bangladesh Edible Oil Limited (BEOL) to manage its digital and social media communications.

BEOL is one of the country's most trusted edible oil companies, with well-known brands like Rupchanda, Fortune, Kings, Meizan, Veola.

Magnito Digital will create and execute digital and social media communications of BEOL for the next one year as its official digital agency.

Magnito Digital aims to bring the brand closer to its consumers through innovative ideas and execution with the help of their highly talented creative team.

Magnito Digital Ltd also handles major brands like bKash, Uber, Hero, Nestle, among others.

Figure (1)- Images of published press released

Project-2

Project Title: Healthy Tips for Ramadan

Project Description: This content is about healthy tips one need to know during Ramadan to stay healthy, this content was made for Tiny Tots & Summerfield international School. This is a project where I had to write a copy and caption for it.

My responsibility: I had to provide copy & caption in English for this post. I made a grid post for this content and I also had to visualize and give design brief to designer for this content.

First copy and plan for grid:

Grid 1

Main Copy

Brake fast with dates

Sub Copy

Dates are rich in vitamins, fibers, and minerals which energize the body.

Grid 2

Main Copy

Have a balanced meal at Sahur

Sub Copy

Fruits, vegetables, and proteins are important to sustain a whole day of fasting. / Eat a mix of fruit, vegetables, and proteins.

Grid 3

Main Copy

Avoid oily and fried food at Iffter

Sub Copy

This kind of food causes acidity, heartburn, and other discomforts.

Grid 4

Main Copy

Get enough Sleep

Sub Copy

8 hours of sleep is important, even during Ramadan. / A 20-minute power nap in the afternoon can energize the body.

Caption: Know the right steps to take care of your health and stay energized throughout Ramadan.

Final copy and plan for Grid:

Mnemonic:

Healthy Tips for Ramadan

Frame 1

Head Copy

Break your fast with dates

Sub Copy

dates are rich in

vitamins, fibers, & minerals

Frame 2

Head Copy

Have a balanced
meal at Suhoor

Sub Copy

such as
fruits, vegetables,
& proteins

Frame 3

Head Copy

Avoid oily & fried food at Ifter

Sub Copy

these foods cause
acidity & heartburn

Frame 4

Head Copy

Get enough rest

Sub Copy

try to get at least
8 hours of sleep

Caption: Know the right steps to take care of your health and stay energized throughout the holy month of Ramadan.

Challenges:

I did not know how to make a grid post, or what is mnemonic so I had a hard time understanding the concept.

Mistake:

Before Edit	After Edit
No Mnemonic	**Mnemonic:** Healthy Tips for Ramadan
Dates are rich in vitamins, fibers, and minerals which energize the body.	dates are rich in vitamins, fibers, & minerals
Have a balanced meal at Sahur	Have a balanced meal at Suhoor
Fruits, vegetables, and proteins are important to sustain a whole day of fasting. / Eat a mix of fruit, vegetables, and proteins.	such as fruits, vegetables, & proteins
This kind of food causes acidity, heartburn, and other discomforts.	these foods cause acidity & heartburn
8 hours of sleep is important, even during Ramadan. / A 20-minute power nap in the afternoon can energize the body.	try to get at least 8 hours of sleep

- I didn't line brake the copies properly at first.
- Made the copy long.

- Didn’t write the copy with proper wording as I didn’t what to write a few things.

Learnings:

- Learned and understood grid content format.
- Understood the importance of short copy and proper line breaks for any post.

Link:

https://www.facebook.com/tinytots.summerfield/posts/pfbid0ERGNoJeT6dGXdP2h8v6VtiaX4JUnJkcPYfoRztdzAyVT5R3ZosoFoxPHPg9MtHbVl

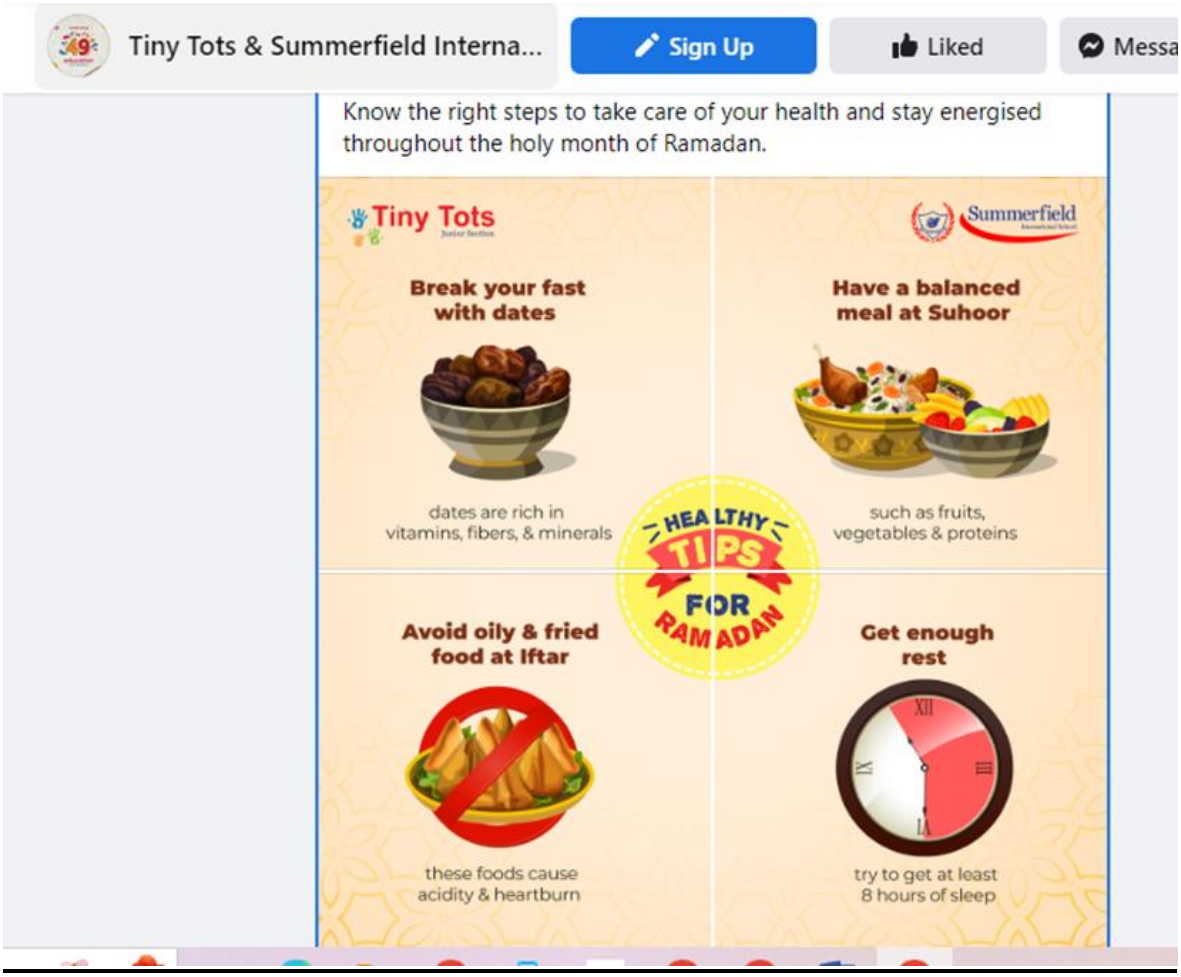


Figure (2) - Post of the content

Project-3

Project Title: Anti-vaping Campaigners: Misleading the Society (Blog content)

Project Description: Voice of Vapers is a community who works aims to build and nurture a movement that establishes vaping as a much better alternative to smoking and builds credibility along the way. And they publish many blogs on their website on various topics. This is a blog project where I wrote about how anti-vapers are misleading people with misinformation.

My responsibility: I had to write a blog for the website with credible information.

First Draft:

Misleading Anti-vaping Campaigners

Do you really know the right information about vapes? Concerns regarding the safety and long-term effects of vaping have grown in recent years. While some studies have suggested that vaping may be a safer alternative to smoking, others have raised concerns about e-cigarette dangers. Unfortunately, anti-vaping activists did not recognize the retraction of misinformed studies and continued to mislead the public about the dangers of vaping.

In 2022, a study published in the World Journal of Oncology journal claimed that vaping could cause early age of cancer onset and a higher risk of cancer. However, later World Journal of Oncology retracted the article for serious errors in research methodology. Despite this retraction, many anti-vape campaigners continued to cite the study as evidence of the dangers of vaping.

Similarly, a study published in the Journal of the American Heart Association claimed that vaping could increase the risk of heart disease. However, the editor of this study also retracted their findings, stating that there were errors in their research.

The advocates further noted, “Astoundingly, this article is still used as a reference in the FCTC guidelines around e-cigarettes.” That means once again, many anti-vape campaigners continued to cite the study as evidence of the dangers of vaping.

In conclusion, anti-vape campaigners have continued to mislead the public about the dangers of vaping, despite the retraction of misinformed studies. It is important to recognize the positive impact that vaping can have, particularly as a tool for smoking cessation and harm reduction. By taking a balanced and evidence-based approach to this issue, we can help to ensure that people have access to accurate information and can make informed decisions about their health.

Final Draft:

Anti-vaping Campaigners: Misleading the Society

Do you really know the right information about vapes? Inhaling and exhaling a mist of nicotine and flavoring while using an electronic cigarette or any other device is known as vaping. Vaping is a safer alternative to smoking because it doesn't produce smoke as traditional cigarettes do, which burn tobacco to produce smoke. There were some studies with errors that misled the public about vaping, but those studies were retracted quickly to avoid misleading the public. Unfortunately, anti-vaping activists did not recognize the retraction of misinformed studies and continued to mislead the public about the dangers of vaping.

In 2022, a study published in the World Journal of Oncology journal claimed that vaping could cause an early age of cancer onset and a higher risk of cancer. However, later the World Journal of Oncology retracted the article for serious errors in research methodology. Despite this retraction, many anti-vape campaigners continued to cite the study as evidence of the dangers of vaping.

Similarly, a study published in the Journal of the American Heart Association claimed that vaping could increase the risk of heart disease. However, the editor of this study also retracted their findings, stating that there were errors in their research.

Even after they were retracted, these articles were still used as references for Framework Convention on Tobacco Control (FCTC) guidelines on e-cigarettes, allowing anti-vape campaigners to continue to mislead the public.

In conclusion, anti-vape campaigners have continued to mislead the public about the dangers of vaping, despite the retraction of misinformed studies. It is essential to recognize the positive impact that vaping can have, particularly as a tool for smoking cessation and harm reduction. We can make sure that people have access to correct information and can make decisions about their health by approaching this issue in a fair and evidence-based manner.

Challenges:

It was challenging to write a blog on something about which I don't know anything.

Mistakes:

Before Edit	After Edit
Misleading Anti-vaping Campaigners	Anti-vaping Campaigners: Misleading the Society
Concerns regarding the safety and long-term effects of vaping have grown in recent years. While some studies have suggested that vaping may be a safer alternative to smoking, others have raised concerns about e-cigarette dangers.	Inhaling and exhaling a mist of nicotine and flavoring while using an electronic cigarette or any other device is known as vaping. Vaping is a safer alternative to smoking because it doesn't produce smoke as traditional cigarettes do, which burn tobacco to produce smoke. There were some studies with errors that misled the public about vaping, but those studies were

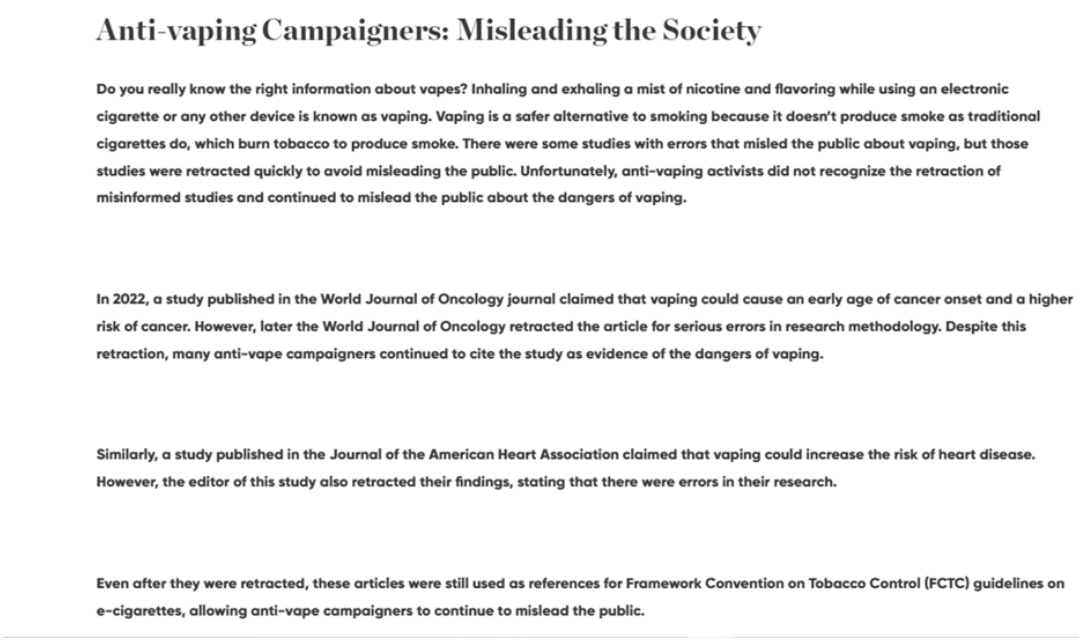
	retracted quickly to avoid misleading the public.
The advocates further noted, "Astoundingly, this article is still used as a reference in the FCTC guidelines around e-cigarettes." That means once again, many anti-vape campaigners continued to cite the study as evidence of the dangers of vaping.	Even after they were retracted, these articles were still used as references for Framework Convention on Tobacco Control (FCTC) guidelines on e-cigarettes, allowing anti-vape campaigners to continue to mislead the public.

- The title was not catchy.
- The sentences were not very interesting and were a bit uninteresting in tonality.
- There were some grammatical and spelling mistakes.

Learnings:

- Learned about the Voice of Vapers and what they do.
- Researched and learn a lot about vape and how anti-vapers are misusing information.

Link: https://voiceofvapersbd.com/anti-vaping-campaigners-misleading-the-society/



Anti-vaping Campaigners: Misleading the Society

Do you really know the right information about vapes? Inhaling and exhaling a mist of nicotine and flavoring while using an electronic cigarette or any other device is known as vaping. Vaping is a safer alternative to smoking because it doesn't produce smoke as traditional cigarettes do, which burn tobacco to produce smoke. There were some studies with errors that misled the public about vaping, but those studies were retracted quickly to avoid misleading the public. Unfortunately, anti-vaping activists did not recognize the retraction of misinformed studies and continued to mislead the public about the dangers of vaping.

In 2022, a study published in the World Journal of Oncology journal claimed that vaping could cause an early age of cancer onset and a higher risk of cancer. However, later the World Journal of Oncology retracted the article for serious errors in research methodology. Despite this retraction, many anti-vape campaigners continued to cite the study as evidence of the dangers of vaping.

Similarly, a study published in the Journal of the American Heart Association claimed that vaping could increase the risk of heart disease. However, the editor of this study also retracted their findings, stating that there were errors in their research.

Even after they were retracted, these articles were still used as references for Framework Convention on Tobacco Control (FCTC) guidelines on e-cigarettes, allowing anti-vape campaigners to continue to mislead the public.

Figure (3) blog post

Project -4

Project Title: Minute Minute Win Cashback Website write-up for bKash.

Project Description: bKash is one of the clients of Magnito and we write website write-ups for them. Website write-up is a write-up that contains details and information about the campaign and offers bKash is giving in details for their customer to see on the website. This project is about writing a website write-up that informs users that every minute the first 20 rechargers who will recharge from bKash will get a cashback.

My responsibility: I had to write a website write-up based on the brief bKash gave me and the FAQ sheet I got from bKash.

First Draft:

Exciting Cashback Offer on Mobile Recharge to Any Number from bKash!

Bkash is here with an exciting Cashback offer on any Mobile Recharge! The first 20 customers will get Cashback of BDT 10 every minute by recharging BDT 20 to any number with bKash during the campaign period. To enjoy the offer recharge now from bKash.

Offer Validity:

10th to 16th March 2023, from 04:00 PM to 09:59 PM

Offer Details:

- The first 20 customers will receive BDT 10 Cashback every minute when they recharge BDT 20 to any postpaid or prepaid number using bKash during the campaign period:

Package Type	Recharge Amount	Offer	Validity

Cashback Offer	BDT 20 (First 20 customers, every minute)	BDT 10 Cashback	10th to 16th March 2023, from 04:00 PM to 09:59 PM

- Customers can enjoy the instant cashback offer only by recharging the fixed amount from the bKash app or by dialing *247# to any number.
- A customer can avail the Cashback offer once during the campaign period.

Terms & Conditions:

- bKash customers with active account status and sufficient balance can enjoy the offer by recharging their number.
- Customers can get the Cashback within the next working day of successful mobile recharge.
- In order to receive Cashback, account status and incoming transactions of the customer account must be active. If Cashback disbursement fails due to a customer's account status issue, the customer will not receive cashback for the campaign.
- In case Cashback disbursement fails due to any unknown/unforeseen reason except for the customer's account status issue, bKash will retry Cashback disbursement manually at 3 intervals within 2 months after the campaign. If all attempts fail, no other attempt will be made and the customer will no longer be entitled to the cashback of the campaign.
- Customers are entitled to Cashback for successful Mobile Recharge from their bKash account.
- bKash reserves the right to change/modify the campaign's terms & conditions at any time without giving prior notice.
- bKash reserves the right to cancel Cashback payout if the particular transaction and/or the customer's transaction behavior raises reasonable suspicion that the customer has abused the benefit of the campaign.
- There could be unanticipated cases where the cashback payment could be delayed due to unknown/unforeseen issues. If a customer does not receive their cashback, they can call 16247 or approach bKash centers, bKash Care, Facebook fan page, Web chat (live chat service), or send an e-mail to support@bkash.com to know further details.

Final Draft:

Exciting Cashback Offer on Mobile Recharge to Any Number with bKash!

bKash is here with an exciting Cashback offer on any Mobile Recharge! Recharge any number with bKash, and the first 20 rechargers every minute will get BDT 10 Cashback on BDT 20 Mobile Recharge!

Offer Validity:

10th to 16th March 2023, from 04:00 PM to 09:59 PM

Offer Details:

- The first 20 rechargers will receive BDT 10 Cashback every minute on Mobile Recharge of BDT 20 to any Postpaid or Prepaid number with bKash.

Package Type	Recharge Amount	Offer	Validity
Cashback Offer	BDT 20 (First 20 customers every minute)	BDT 10 Cashback	10th to 16th March 2023, from 04:00 PM to 09:59 PM

- Customers can enjoy the cashback offer by recharging the fixed amount from the bKash app or by dialing *247# to any number.
- One customer can avail the Cashback offer once during the campaign period.
- The offer is applicable to all bKash customers.

Terms & Conditions:

- bKash customers with active account status and sufficient balance can enjoy the offer on successful Mobile Recharge.
- Customers will get their Cashback within the next working day of successful Mobile Recharge.

- In order to receive Cashback, account status and incoming transactions of the customer account must be active. If Cashback disbursement fails due to a customer's account status issue, the customer will not receive Cashback for the campaign.
- In case Cashback disbursement fails due to any unknown/unforeseen reason except for the customer's account status issue, bKash will retry Cashback disbursement manually at 3 intervals within 2 months after the campaign. If all attempts fail, no other attempt will be made and the customer will no longer be entitled to the cashback of the campaign.
- Customers are entitled to Cashback for successful Mobile Recharge from their bKash account.
- bKash reserves the right to change/modify the campaign's terms & conditions at any time without giving prior notice.
- bKash reserves the right to cancel Cashback payout if the particular transaction and/or the customer's transaction behavior raises reasonable suspicion that the customer has abused the benefit of the campaign.
- There could be unanticipated cases where the cashback payment could be delayed due to unknown/unforeseen issues. If a customer does not receive their cashback, they can call 16247 or approach bKash centers, bKash Care, Facebook fan page, Web chat (live chat service), or send an e-mail to support@bkash.com to know further details.

Challenges:

- The challenging part of this project was to not miss any information and to write in a way that everyone understand. Also, I had a hard time understanding the offer and the FAQ sheet.

Mistakes:

Before Edit	After Edit
Bkash is here with an exciting Cashback offer on any Mobile Recharge! The first 20 customers will get Cashback of BDT 10 every minute by recharging BDT 20 to any number with bKash during the campaign period. To enjoy the offer recharge now from bKash.	bKash is here with an exciting Cashback offer on any Mobile Recharge! Recharge any number with bKash, and the first 20 rechargers every minute will get BDT 10 Cashback on BDT 20 Mobile Recharge!
• Customers can enjoy the instant cashback offer only by recharging the	• Customers can enjoy the cashback offer by recharging the fixed amount

fixed amount from the bKash app or by dialing *247# to any number. • A customer can avail the Cashback offer once during the campaign period.	from the bKash app or by dialing *247# to any number. • One customer can avail the Cashback offer once during the campaign period. • The offer is applicable to all bKash customers.

- The intro was not liked by the client.
- There were a few grammatical mistakes.
- Missed a few key information

Learnings:

- Learned this is a kind of website write-up
- Understand the importance of attention to detail.

Project-5

Project Title: Static information post for Magnito Digital Social media page (Copy & Caption)

Project Description: This a project where I had to write a copy and caption regarding some statistics which is related to social media.

My responsibility: I had to do proper research and find information for copy and caption as this content was going to post from my organization page and it's about statistics so it had to be correct.

First Draft:

Copy

Did you know?

Through YouTube ads, you can reach 34 million people in Bangladesh.

Caption

Bangladesh ranked 19 worldwide for Youtube ads reach. So what are you waiting for, contact us at +88 02 55045454, +88 01732364522, or http://magnitodigital.com to build your brand presence on any social media platform.

Final Draft:

Copy

Did you know?

Through YouTube ads, you can reach 34 million people in Bangladesh

Caption: Bangladesh is ranked 19th worldwide for YouTube ads reach. It's time to capitalize on it! Contact us at +88 02 55045454, +88 01732364522, or http://magnitodigital.com to build your brand presence on any social media platform.

Challenges:

I had to go through a lot of reports and sources to confirm this information, reading so many papers was a bit challenging as it took a lot of time.

Mistakes:

Before Edit	After Edit
Bangladesh ranked 19 worldwide for Youtube ads reach. So what are you waiting for, contact us at +88 02 55045454, +88 01732364522, or http://magnitodigital.com to build your brand presence on any social media platform.	Bangladesh is ranked 19th worldwide for YouTube ads reach. It's time to capitalize on it! Contact us at +88 02 55045454, +88 01732364522, or http://magnitodigital.com to build your brand presence on any social media platform.

- The caption wasn't expressing enough.

Learnings:

- Learned to be patient.
- When working with static information for content then double checking the information.

Link:

https://www.facebook.com/magnitodigital/photos/a.234564156687727/3011140285696753/

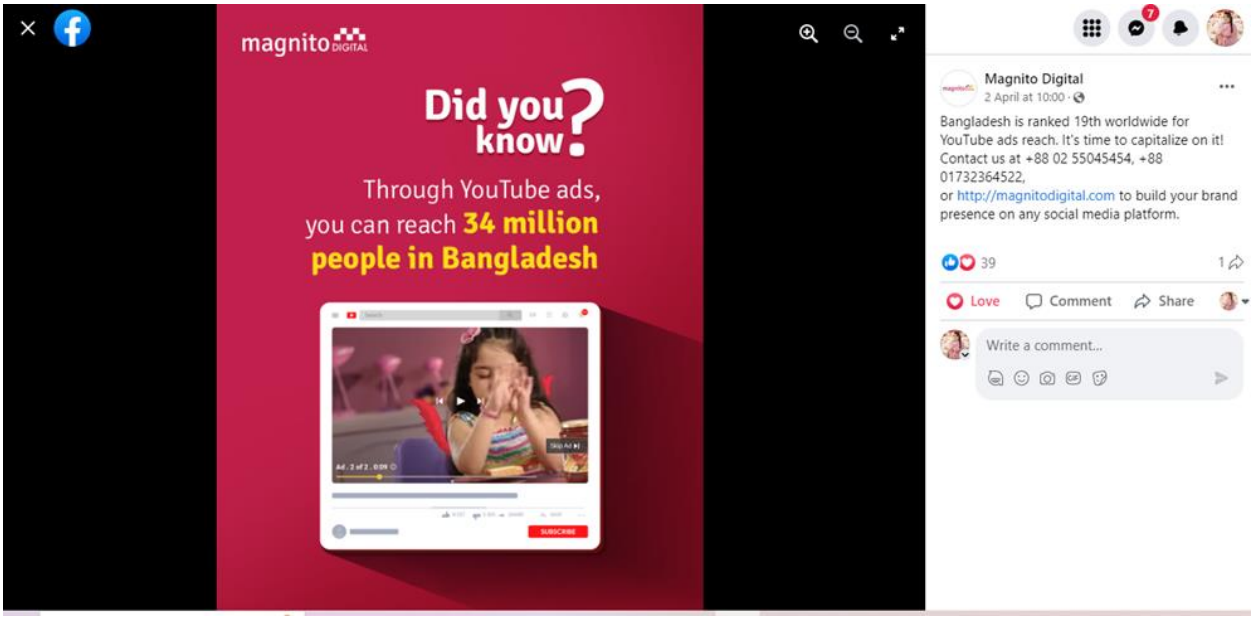


Figure (4) Post Copy & Caption

Project-6

Project Title: “Eid Day” Wish Post for Synest (Caption and Copy)

Project Description: For Eid-ul-Fitr Synest's social media page required an Eid wish post, and this project is about writing copy and caption for that post.

My responsibility: I had to write the copy for the static and provide a caption to go along with that.

First Draft:

Copy:

Let your Eid be more colorful

& your joy limitless

Caption: Add more colors to your celebration with ColorEdge monitors. Eid Mubarak!

Final draft:

Copy:

Let your Eid be vivid

& your joy limitless

Caption: This Eid add more colors to your celebration with ColorEdge monitors. Eid Mubarak!

Challenges:

The challenging part of this project was that I had to keep in mind the brand's key points & features and bring it into the copy in a subtle way.

Mistakes:

Before Edit	After Edit
Let your Eid be more colorful & your joy limitless	Let your Eid be vivid & your joy limitless
Add more colors to your celebration with ColorEdge monitors. Eid Mubarak!	This Eid add more colors to your celebration with ColorEdge monitors. Eid Mubarak

- The caption was small mistakes and wording issues with the copy and caption but nothing big.

Learnings:

- Learn to make copy and captions that are aligned with brand features.
- Learned how even only one single word can make a copy or caption much better.

Link: https://www.facebook.com/photo?fbid=250624720672090&set=a.190974576637105

Figure (5) Post Copy & Caption

Project-7

Project Title: OVC script translation for Splender+ XTEC

Project Description: Translating the Bangla OVC script for Splender+ XTEC into English.

My responsibility: I had to translate the Bangla OVC script in to English, I had to translate every single word from the script, even the jingle also.

First Draft:

Description of the scene	Audio / Music / Voiceover
At the beginning of the scene, we will see the traffic jam of Dhaka in a drone shot. Cut to In a Pajero car. A person is sitting there. We can understand by seeing him, he just finished his office. He is sitting in the jam, he is very annoyed and says to himself, Cut to	So much jam, when will I go home? My wife is waiting; I need to get her and then go to an invitation, uff!

The gentleman got out of the car, annoyed, just after the dialogue. The driver said,	Driver : Sir, will the traffic disappear if you get down from the car?
Cut to Just at that moment one of his office stuff stopped in front of him with his bike and greeted him with a salam. The boss answered, The boss asked as he looked at the bike The young staff denied instantly, Cut to The boss suddenly requested,	Staff: Assalamu alaikum, sir. Boss: Walaikum assalam. Boss: Areh is this Splendor? I had one. Amazing! Staff**: No sir, this is** Splendor+ XTEC. It's more Amazing. Boss: Then drop me off today.
Cut to	

The stuff happily agreed. The boss left his suit in the car and got on the back of the bike. Boss told the driver, Jingle music will start.	Boss: You come at your own pace.
Cut to Now with the jingle music in the background, we will see the boss returning home through different roads. Cut to Keeping in sync with the previous scene, we will also see some features of the bike. For example: Suspension System. Smooth Braking System.	Jingle: I follow the rhythm of my heart At the street address I follow the rhythm of my heart Never learned to stop Jingle:

LED Display. i3S Technology We will show that while waiting in a jam the boss's phone will be out of charge while talking to his wife. And then we will show he is charging his phone on the bike.	I follow the rhythm of my heart At the street address I follow the rhythm of my heart Never learned to stop
Cut to Jingle will finish. The boss will happily arrive in front of his house then get off the bike. Cut to He will look at the stuff after getting off and say as if giving a proposal, The boss himself will sit in the driving seat. We will see the boss's wife standing at the main gate of the house. Boss will give a signal to his wife with a vroom-vroom pick-up sound. The wife will come and sit behind.	Boss: The ride was great. Now get off. Joyful music

The stuff will give his helmet to the boss's wife with a happy face.	
Cut to Product Shot	Good Voice: Splendor+ Extec is the newest addition to the Hero family with great features for extra mileage in both personal life and work life.

Final Draft:

Splender+ XTEC

Launch OVC

Description of the scene	Audio / Music / Voiceover

At the beginning of the scene, we will see the traffic jam of Dhaka in a drone shot.	
Cut to Inside a Jeep. A person is sitting there. We can understand by seeing him, he just finished his office. As he is sitting in the jam, he is very annoyed and says to himself,	So much traffic, when will I go home? My wife is waiting; I need to get her and then go to an invitation, uff!
Cut to The gentleman got out of the car, annoyed, just after the dialogue ended. the driver said,	Driver: Sir, will the traffic disappear if you get down from the car?

Cut to	
Just at that moment one of his office colleagues stopped in front of him with his bike and greeted him with a salam.	
	Staff: Assalamu alaikum, sir.
The boss answered,	
	Boss: Walaikum assalam.
The boss asked as he looked at the bike	
	Boss: Areh is this Splendor? I had one. Amazing!
The young staff denied instantly,	
	Staff**:** No sir, this is Splendor+ XTEC. It's more Amazing.
Cut to	
The boss suddenly requested,	Boss: Then drop me off today.

Cut to The colleague happily agreed. The boss left his suit in the car and got on the back of the bike. Boss told the driver, Jingle music will start.	Boss: You come at your own pace.

Cut to Now with the jingle music in the background, we will see the boss returning home through different roads. Cut to Keeping in sync with the previous scene, we will also see some features of the bike. For example: Suspension System. Smooth Braking System. LED Display. i3S Technology We will show that while waiting in a jam the boss's phone will be out of charge while talking to his wife. And then we will show he is charging his phone on the bike.	Jingle: I follow the rhythm of my heart At the street address I follow the rhythm of my heart Never learned to stop Jingle: I follow the rhythm of my heart At the street address I follow the rhythm of my heart Never learned to stop

Cut to Jingle will finish. The boss will happily arrive in front of his house and get off the bike.	
Cut to He will look at the colleague after getting off and say as if giving a proposal,	Boss: The ride was great. Now get off.
The boss himself will sit in the driving seat. We will see the boss's wife standing at the main gate of the house. The boss will give a signal to his wife with a vroom-vroom pick-up sound. The wife will come and sit behind.	
The colleague will give his helmet to the boss's wife with a happy face.	Joyful music

Cut to Product Shot	Voiceover: Splendor+ Extec is the newest addition to the Hero family with great features for extra mileage in both personal life and work life.

Challenges:

It was my first time working first-hand with a script. I had to go through the whole Bangla script then after understanding it I wrote the script in English.

Mistakes:

Before Edit	After Edit dit
In a Pajero car.	Inside a Pajero
The stuff happily agreed.	The colleague happily agreed.
He will look at the stuff after getting off and say as if giving a proposal,	He will look at the colleague after getting off and say as if giving a proposal,
The stuff will give his helmet to the boss's wife with a happy face.	The colleague will give his helmet to the boss's wife with a happy face.
Good voice	Voiceover

- In some places, the choice of words was not correct.

Learnings:

- I learned how to write a script.
- I learned that when we translate something from English to Bangla we have to be mindful of the words we choose.

Project-8

Project Title: "International Day of Sport for Development & Peace" content for Tiny Tots & Summerfield International School.

Project Description: English copy and caption for the static post to celebrate the International Day of Sport for Development & Peace from Tiny Tots & Summerfield International School.

My responsibility: I had to provide an English copy and caption.

First Draft:

Copy:

Let us celebrate in the

unifying power of sports

International Day of

Sport for Development & Peace

Caption:

Sports have the power to change the world. On this International Day of Sport for Development & Peace, let's pledge to stay fit in order to keep our world fit.

Final Draft:

Copy:

Celebrating in the

unifying power of sports

International Day of

Sport for Development & Peace

C**aption:**

Sporting activities teach us how to cooperate with others. Let us celebrate the International Day of Sport for Peace and Development in that spirit!

Challenges:

I never knew about this day so I had to first do my research about this specific day to understand what can I write also I never saw any post related to this day before so I didn't really have any direction to follow so it was bit tough at first for me to understand what kind of tonality I should keep for this copy.

Mistakes:

Before Edit	After Edit
Let us celebrate in the unifying power of sports	Celebrating in the unifying power of sports
Sports have the power to change the world. On this International Day of Sport for Development & Peace, let's pledge to stay fit in order to keep our world fit.	Sporting activities teach us how to cooperate with others. Let us celebrate the International Day of Sport for Peace and Development in that spirit!

- The first draft was very generic.
- Didn't sound good

Learnings:

- My English writing skill for copy and caption got better.
- Understood that we can say the same things with a bit of wordplay or word changing to make it sound and look better.

Link:

https://www.facebook.com/tinytots.summerfield/photos/a.530152713779439/5863804540414203/

Figure (6) Copy & Caption for Post

Project-9

Project Title: Voice of Vapers blog - Vaping is a better alternative (Blog)

Project Description: This is a blog project about how vaping is a better alternative.

My responsibility: I had to write a blog about why and how vaping is a better alternative for the Voice of Vapers website.

First draft:

Quitting smoke is a challenging process and vaping has become a popular alternative to smoking. Many people have tried many methods to quit smoking, including, nicotine replacement therapies, gum, counseling, and others. Some studies suggest that the vape that contains nicotine is more effective than other methods for smokers to quit smoking, but….

Vapes that contain nicotine satisfy the nicotine cravings of smokers which helps them in the transition from smoking to vaping. And moreover, people can adjust the nicotine level in their vape juice, which can help them reduce their nicotine intake over time. Also as we know when someone tries to quit smoking with nicotine replacement therapies, gum, nicotine patch, or any other method they endure quite a few smoking withdrawal symptoms, like, feeling, irritated, upset, anxious, and having a hard time concentrating. But vape can help to reduce these smoking withdrawal symptoms.

So we can safely say that vape is a safe alternative and effective way for smokers who want to quit or reduce their nicotine level.

Final Draft:

Vaping is a better alternative

Maybe it’s difficult but it’s not impossible. The process of quitting smoking might be difficult, but vaping has gained popularity as an alternative. Several people have attempted a variety of nicotine replacement therapies, including gum, counseling, and others, to stop smoking but weren't successful in it or suffered a lot of withdrawal symptoms. According to several studies, vaping nicotine may be a more successful way to stop smoking than other ways.

Smokers who switch to vaping benefit from the nicotine satisfaction provided by nicotine-containing vaporizers. People can also change the amount of nicotine in their vape juice, which might aid them in gradually reducing their nicotine intake. As is also common knowledge, when a smoker tries to quit using nicotine replacement therapy, such as gum, a nicotine patch, or any other method, they experience a number of withdrawal symptoms from smoking, like feeling agitated, upset, anxious, and having trouble focusing or sleeping. However, these withdrawal symptoms from smoking can be lessened with vaping.

So we can safely say that vape is a safe alternative and effective way for smokers who want to quit or reduce their nicotine level.

Challenges:

As our society still considers vaping harmful, so to show the benefit of vaping and stating the facts was a bit difficult but I did research on the topic as much as I could to write a good blog.

Mistakes:

Before Edit	After Edit
Quitting smoke is a challenging process and vaping has become a popular alternative to smoking. Many people have tried many methods to quit smoking, including, nicotine replacement therapies, gum, counseling, and	Maybe it’s difficult but it’s not impossible. The process of quitting smoking might be difficult, but vaping has gained popularity as an alternative. Several people have attempted a variety of nicotine replacement therapies, including gum, counseling, and others, to stop

others. Some studies suggest that the vape that contains nicotine is more effective than other methods for smokers to quit smoking, but….	smoking but weren't successful in it or suffered a lot of withdrawal symptoms. According to several studies, vaping nicotine may be a more successful way to stop smoking than other ways.
Vapes that contain nicotine satisfy the nicotine cravings of smokers which helps them in the transition from smoking to vaping. And moreover, people can adjust the nicotine level in their vape juice, which can help them reduce their nicotine intake over time. Also as we know when someone tries to quit smoking with nicotine replacement therapies, gum, nicotine patch, or any other method they endure quite a few smoking withdrawal symptoms, like, feeling, irritated, upset, anxious, and having a hard time concentrating. But vape can help to reduce these smoking withdrawal symptoms.	Smokers who switch to vaping benefit from the nicotine satisfaction provided by nicotine-containing vaporizers. People can also change the amount of nicotine in their vape juice, which might aid them in gradually reducing their nicotine intake. As is also common knowledge, when a smoker tries to quit using nicotine replacement therapy, such as gum, a nicotine patch, or any other method, they experience a number of withdrawal symptoms from smoking, like feeling agitated, upset, anxious, and having trouble focusing or sleeping. However, these withdrawal symptoms from smoking can be lessened with vaping.

- I didn’t give any title at first for the blog
- First draft was not well written and the information was very scattered in that.

Learnings:

- Learned how to write a good blog.
- My research skill got better.
- Learned how I should start writing that will grab the audience's attention instantly.

Link: https://voiceofvapersbd.com/vaping-is-a-better-alternative/

Vaping is a better alternative

Maybe it's difficult but it's not impossible. The process of quitting smoking might be difficult, but vaping has gained popularity as an alternative. Several people have attempted a variety of nicotine replacement therapies, including gum, counseling, and others, to stop smoking but weren't successful in it or suffered a lot of withdrawal symptoms. According to several studies, vaping nicotine may be a more successful way to stop smoking than other ways.

Smokers who switch to vaping benefit from the nicotine satisfaction provided by nicotine-containing vaporizers. People can also change the amount of nicotine in their vape juice, which might aid them in gradually reducing their nicotine intake. As is also common knowledge, when a smoker tries to quit using nicotine replacement therapy, such as gum, a nicotine patch, or any other method, they experience a number of withdrawal symptoms from smoking, like feeling agitated, upset, anxious, and having trouble focusing or sleeping. However, these withdrawal symptoms from smoking can be lessened with vaping.

So we can safely say that vape is a safe alternative and effective way for smokers who want to quit or reduce their nicotine level.

Figure (7) Blog Post

Project-10

Project Title: Survey Question for Fish & Co.

Project Description: To understand customer's preferences and want Fish & Co. wanted to conduct a survey online. So this project is about making a survey questionnaire for Fish & Co.

My responsibility: I was provided with a brief on what kind of survey questions they wanted and according to that I made 19 survey questions.

First Draft:

Survey Questions for Fish & Co.

1. How often do you explore new restaurants?
- Very often
- Often
- Sometimes
- Rarely
- Never

2. What do you look for when you select a restaurant for a meal?
- Ambience
- Price
- Food Value
- Location
- Cuisine
- Others (Please specify)

3. What is your favorite type of restaurant?
- Japanese Restaurant
- Chinese Restaurant
- Seafood Restaurant
- Indian Food Restaurant
- Continental Restaurant

4. Do you like Seafood?
   - Yes
   - No

5. Would you like to try Seafood?
   - Yes
   - No
   - Maybe

6. Have you ever heard of Fish & Co.?
   - Yes
   - No
   - Maybe

7. How did you discover Fish & Co.?
   - Online Search
   - Social Media page
   - Through Friends & Family
   - Others (Please specify)

8. How often do you visit Fish & Co.?
   - Very often
   - Often
   - Sometimes
   - Rarely
   - Never

9. Is the menu at Fish & Co. varied enough to satisfy your every preference?
   - Very Satisfied
   - Satisfied
   - Neutral
   - Unsatisfied
   - Very Unsatisfied

10. What menu items did you order during your visit to Fish & Co.?
    - Salads & Starters
    - Seafood
    - Broth-Pots, Platters & Combos
    - Fish & Chips
    - Kids' Baits
    - Drinks

11. How was the quality of the food you ordered at Fish & Co.?

- Great
- Good
- Fair
- Not Satisfactory

12. On a scale of 1-5, how satisfied were you with the portion sizes of the food you ordered? (1 being Very unsatisfied to 5 being Very Satisfied)

- 1
- 2
- 3
- 4
- 5

13. On a scale of 1-5, how satisfied were you with the speed of service during your visit? (1 being Very unsatisfied to 5 being Very Satisfied)

- 1
- 2
- 3
- 4
- 5

14. On a scale of 1-5, how satisfied were you with the friendliness and attentiveness of the server? (1 being Very unsatisfied to 5 being Very Satisfied)

- 1
- 2
- 3
- 4
- 5

15. Would you recommend Fish & Co. to a friend, family, or colleague?

- Yes
- No

16. How likely is it that you would visit Fish & Co. again?

- Very Likely
- Likely
- Unlikely
- Very Unlikely

17. What did you think about the ambience and interior of Fish & Co. during your visit?

- Excellent
- Great
- Good
- Fair
- Not so great

18. Is Fish & Co. located at a convenient location for you to visit?

- Yes
- No

19. On a scale of 1 to 5, how would you rate the cleanliness of Fish & Co.? (1 being Very Clean to 5 being Extremely Unhygienic)

- 1
- 2
- 3
- 4
- 5

Final Draft:

Survey Questions for Fish & Co

Share your dining experience with us and help us serve you better! Fill out our short

questionnaire to help us understand your preferences.

1. Which of the following age ranges do you fall into?

- 17 or younger
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

2. What is your gender?

- Male
- Female
- Prefer not to say
- Other:

3. What is your current occupation?

---

4. Where is the primary location of your home, workplace/office, or school/university? Please name the city, town or area.

---

5. How often do you explore new restaurants?

- Very often
- Often
- Sometimes
- Rarely
- Never

6. What do you look for when you select a restaurant for a meal?

- Taste
- Price
- Location
- Cuisine
- Ambience
- Other:

7. Do you like Seafood?

- Yes
- No
- Occasionally

8. Which restaurants are your favorites for seafood in Dhaka?

---

9. Have you ever been to Fish & Co.?

- Yes
- No

10. How did you get to know about Fish & Co.?

- From social media
- From friends/family
- Other:

11. How was your overall experience at Fish & Co.?

- Very Satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very Unsatisfied
- Other:

12. What items did you order during your visit to Fish & Co.?

---

13. How was the quality of the food you ordered at Fish & Co.?

---

14. What did you think about the ambience and interior of Fish & Co. during your visit?

---

15. Were you happy with the service at Fish & Co? If not, what was your expectation?

---

16. How likely is it that you would visit Fish & Co. again?

- Very Likely
- Likely
- Unlikely
- Very Unlikely

17. Would you recommend Fish & Co. to a friend, family, or colleague?

- Yes

- N
- Other:

Challenges:

I didn't understand the brief clearly at first that's why when I was preparing the question I couldn't understand how I should make the survey question.

Mistakes:

- Unintentionally made a lot of quotations.
- The answer option in the first draft was not appropriate.

Learnings:

- Learned how to make professional survey questions.
- Learned when making survey questions for real-life audiences then I have to be more careful of my word choice and placing to make it clear to everyone.

Link: https://docs.google.com/forms/d/e/1FAIpQLSfL2NCrpwoogyYrmv1PwL3YepsfDEx-pk-CvH9Sz7XfVsgvsw/viewform

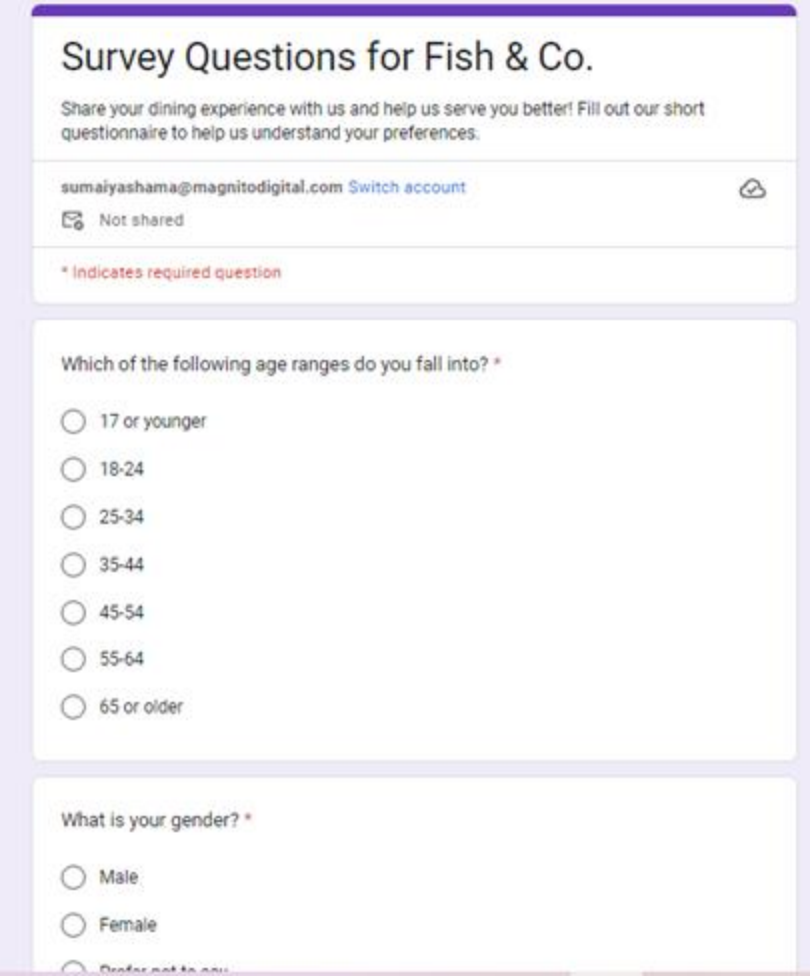


Figure (8) Image of the survey question.

Internship Outcome

I have to learn as much as I can so that I can deliver as much as possible in my professional career, with this mind set I started my internship. As a Public Relations major students we learn a lot of theory in the class but in the professional filled to deliver our 100% in the work place we have to mix those learn with real life situation. During my internship period I tried to combine what I learned from the classes and apply it on my work. I also learned many new things from my internship as well.

Realizations

As soon as I started my internship I realized that I am starting a whole new journey in my life. Things won't be easy like the time I had during my university life as there were my family, friends and faculties to help me whenever I needed. I was worried I might not be able to do well in my internship. But slowly I realize that the realize all the projects and class work we did in the university are actually to navigating me in the uncharted territory of the new work place. The group works I did in my university taught me how to be a good teammate and that helped me a lot while working with team during my internship time. Then again its also true that you do not have a teammate all the time and you have to sometimes learn things on your own. So the individual works we do in the class were very helpful in the real world, it taught me how to depened on my own capabilitis to solve any issues. And one big thing I realize is importance of leadership. When you are working in digital marketing agency you have to deal with different clients, projects and other things everyday. Sometimes you have to lead a project, sometimes you have to give brief for a project to someone more experience, you have to communicate with everyone properly and listen to the output of your teammates. You have to do a lot of work and organizing and managing your time is very important so you have to meet the deadlines. And all of this can be achived through good leadership skills.

Achievement from Magnito Digital

I achived so many things from Magnito Digital while working that even I didn't expect I would do so. During my time in Magnito Digital my writing and communication skills has been

improve a great deal. My teammates from the content and planning team help a lot during that time.

Especially Farah Zerin Binti and Nauweed Reza as they provide proper guidance to navigate through the workload and help me produce some quality work.

While doing my internship I make sure that I never miss deadline and always try to produce a good quality work in the first go.

MSJ043

SELF-ASSESSMENT FORM

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

Name of Intern: Sumaiya Hasan Siddique
University ID: 183012046

Name of the Institute/Organization:	Magnito Digital		
Corporate Office Address:	7th Floor House, 7 Rd 137, Gulshan – 1, Dhaka 1212		
Email:	info@magnitodigital.com	Web:	https://magnitodigital.com/

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

45

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

Yes, 5,000 BDT

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.	4
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	5
5	I can recognize my personal strengths.	4
6	I can recognize my personal weaknesses.	5
7	I have a sense of personal achievement.	5
8	I have the ability to persevere in difficult tasks	5
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	5
11	I have the ability to work cooperatively with others	5
12	I have the ability to communicate effectively	5

13	I have increased my ability to be a leader	4
14	I feel more connected to my community	4
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	5
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	5
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
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	5
24	I narrowed my future possible career choices.	4
25	**What is your average score from this test?**	4.79

5. General Comments

I have learned a lot during my internship period, it felt like I step into the world of adulthood. Though it was a lot of hard work but I really enjoyed my experience and I want to keep going like this and became a better professional.

_____

Signature of Intern

Professional Competence

Professional competencies are skills, knowledge, and attributes that are specifically valued by professionals. These skills, knowledge, and attributes shape a person to become a better professional. During my time as an intern at Magnito Digital, I attain such skills which will be helpful for me in the future.

Skills:

- Copy & Captions writing for social media posts
- Script writing
- Visualization for social media posts
- PowerPoint presentation
- Bijoy and Avro typing
- Communication

Attitude:

- Proactively learn new skills
- Doing my work dedicated
- Listening and understanding the instruction carefully
- Managing time properly

Knowledge:

- Time management
- Proper communication
- Teamwork

Concluding Remarks

Before joining Magnito Digital I was very scared about this whole internship thing, I worried about whether I will be able to do a well at my work or not, will my colleagues will be nice or not and most importantly if I am not able to perform my best at work then what will happen. But all of my worries were for nothing. Magnito Digital is a great organization and I had a great experience working there.

My time and experience at Magnito Digital actually helped me to grow as a person both personally and professionally. I never thought I would have such a good time during my internship so I am very thankful to my colleagues. And I must thank all the people who were there to guide me during my university because, without their guidance over the last four years, I would have never performed well in my internship. Lastly, I would always cherish my experience at Magnito Digital as this will guide me in my future.