



ULAB
UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Media Studies and Journalism

Internship Report

Submitted by

Name: Mahmud Al Faisal

ID: 163012040

Term: Spring 2021

Course Code: MSJ 11498 & MSJ 11499

Host Organization: BrainyZat Limited



Date of Submission: May 21, 2021

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STUDENT DETAILS

Name	Mahmud Al Faisal
ID	163012040
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	Bachelor of Business Administration
Career Objectives	Create a positive impact in the fields of public relations, advertising, and digital marketing through powerful campaigns and activities and contribute to the development of the mentioned fields in Bangladesh and beyond.

INTERNSHIP DETAILS

Host Organization	BrainyZat Ja-80/2 Comilla Para road, Gulshan Badda Link Road, Dhaka
My Working Section	Strategy Development
Supervisor	Mahian Uddin, Key Account Manager
Designation	Intern
Start Date	January 3, 2021
End Date	March 31, 2021
Hours Per Week	48+
Total Working Period	Approximately 12 Weeks

ACKNOWLEDGEMENT

During my internship period, I have had the opportunity to work as an intern in a digital agency and gain first-hand experience of digital marketing from the real business scenario of Bangladesh.

I am very grateful to the whole BrainyZat team for all the efforts they have put into helping me out in tough situations and help me learn. I would specially thank Mr. Mahian Uddin, Key Account Manager, BrainyZat for all his efforts and support during my internship period.

My heart is also filled with gratitude for my internship supervisor Mr. Wafi Aziz Sattar, Lecturer, University of Liberal Arts Bangladesh, for guiding and shaping me up for the challenges throughout my internship period.

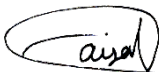
My hearty thanks to my friends and parents who always supported and encouraged me to go forward.

Finally, I would like to express my sincere gratitude to all those who supported me to complete this internship period efficiently.

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 acknowledgment (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: Mahmud Al Faisal
ULAB ID: 163012040

Signature  _____

INTERNSHIP REPORT APPROVAL FORM

Student Name: Mahmud Al Faisal

ID No. 163012040

Major: Public Relations

Year: 2021

Local Phone: +880-16858-31998

Email: mahmud.faisal.msj@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship Organization/Project: BrainyZat Limited

Internship /Project Report Topic: _____

Semester (Tick one): ☒ Spring 2021 ☐ Summer 2021 ☐ Fall 2021

Advisor APPROVAL

(Please place a Tick)

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

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

Signature: _____
*Wafi Sattar*Date: _____
24/05/2021Name: Wafi Aziz SattarTitle: LecturerE-mail: wafi.sattar@ulab.edu.bdPhone: +8801754947423

INTRODUCTION

Since the dawn of advertising, the industry has always been developing. As the world has become digital, the advertising industry has also become vast. Technology has opened new doors for advertising. For every organization, advertising is necessary. Over the past decade, we have seen the advertising industry focusing more on more on using new technology and become digital.

Digital advertising has more to it than traditional advertising. It includes many tools, ways, and platforms to achieve the result. It also gives advertisers more control over their advertising activities.

When it comes to advertising, advertising agencies have always been one step ahead due to the vibrance of ideas and talents in their diverse employees. Digital Advertising agencies are those advertising agencies that work in the digital fields of advertising.

Bangladesh has so many advertising agencies. It includes both traditional and digital advertising agencies. The number of digital advertising agencies in Bangladesh has increased by a large amount over the past few years. The activities of digital advertising have made a great impact during the Covid-19 lockdown back in 2020. As a result, people are focusing, investing more and more in digital advertising. This has given a boost to the increasing numbers of Digital Advertising Agencies.

As a student of Media Studies and Journalism with a Major in Public Relations, I am familiar with the fields of advertising, public relations, communications, strategy, image management, etc. I was introduced to digital advertising during my studentship at university. From the first day, the field of digital advertising looked fascinating to me. Focusing on the fascination, I tried to learn as much as I can during my study. While looking for internship opportunities in top organizations of Bangladesh, I kept looking for options for internships in Digital Advertising Agencies. While looking for opportunities, I found a vacancy in BrainyZat Limited – a digital agency and joined there as an intern for their strategy development team.

BrainyZat is a digital agency, that works with the goal of building brands on the web. The agency is full of talented individuals as well as leaders in the respective work fields. They provide their clients with a complete digital solution. The services include – Digital Advertising, Branding, Web development, App development, Digital Transformation, Conversion Optimization, Automation, and Video Production.

Founded in 2016, BrainyZat Limited has clients both home and abroad. They have served brands like the Fantasy Kingdom, Concord Real Estate, Resort Atlantis, Foys Lake Resort, German Butcher, Care Nutrition, Concord Ready Mix Concrete, Link3, Crescent, BTI, Team Developers, Eicher, Suzuki, and many others. BrainyZat Limited also worked with brands like Puravankara, Myntra from overseas.

EXPECTATIONS

My first expectation from the internship was to get myself involved and set my foot in the fields of digital advertising, gather experience from real business and real business scenarios. As soon as I joined the organization, I was instructed to observe the activities and make myself involved in as many activities as I can for 1 week and decide which department, I want to be part of. After the first week, I decided that I want to be a part of the Strategy Development team as I could put my learnings to use as well as stay more involved with the activities of the team. In 2nd week, my supervisor had a meeting with me and asked me which team I think is suitable for me and why. After that brief meeting, he was satisfied and assigned me as an intern for the Strategy Development Team. From what I saw during my observation week, my expectations were as following:

- Understanding meeting and office etiquettes
- Understanding clients and their demands
- Understanding the relationship between agency and client
- Understanding the relationship of clients and their public (employee, shareholder, customers, etc.)
- Understanding digital automation and conversion
- Understanding team dynamics
- Data analysis
- Creating necessary documents (Presentation Slides, Proposals, etc.)
- Designing Strategy (Branding Campaign, Sales Campaign, Business development campaigns, social media campaigns, etc.)
- Generating ideas for strategy as well as necessary contents (Posters, videos, taglines, etc.)

HOST ORGANIZATION

BrainyZat Limited at a Glance:

Organization type: Digital Agency

Incorporation Status: Private limited

Year of Establishment: 2016

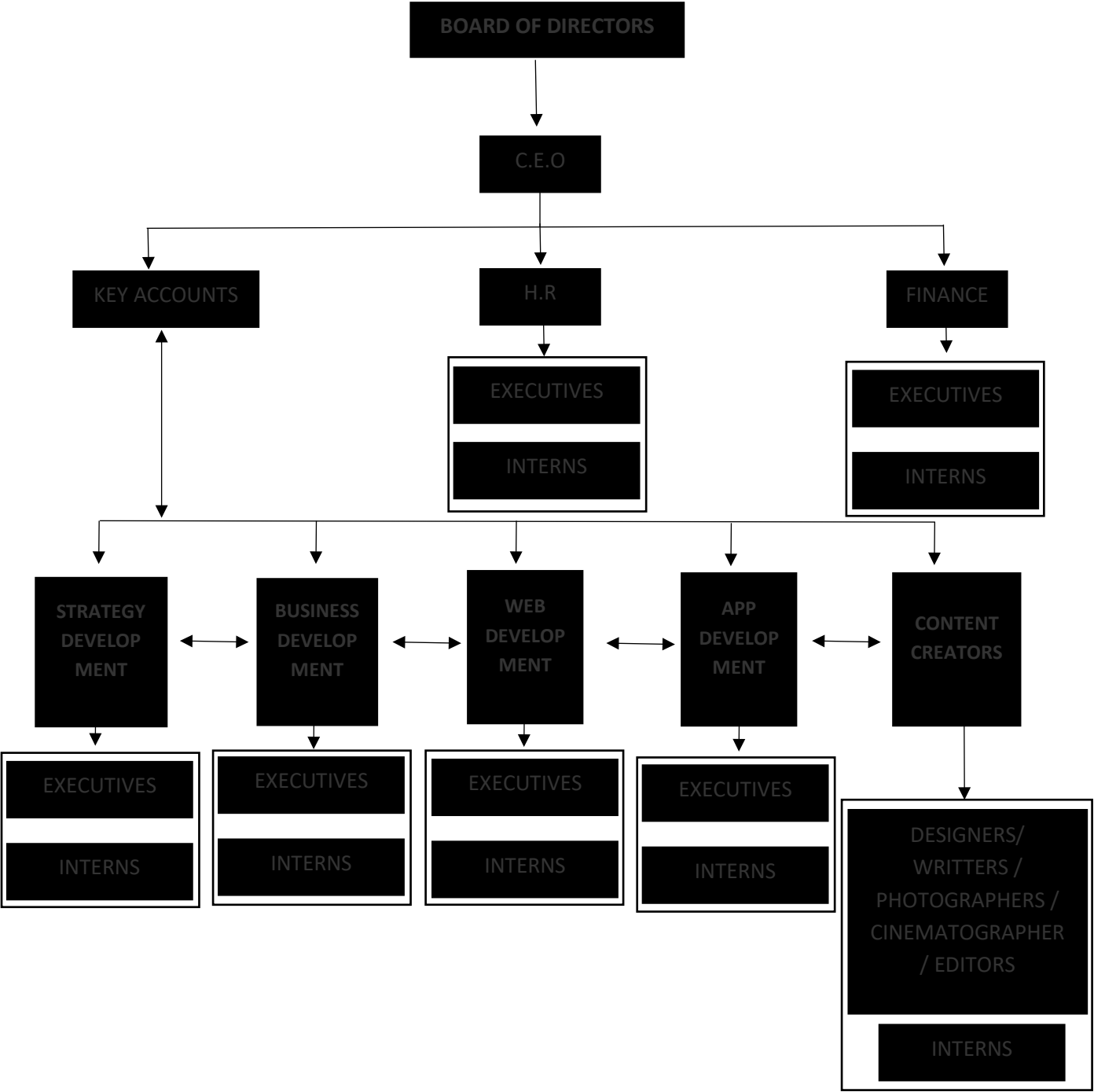
Address: 80/2 Comilla Para road, Gulshan Badda Link Road, Dhaka

Website: www.brainyzat.com/

Notable Clients:



ORGANIZATION'S ORGANOGRAM



TASKS

I have worked in BrainyZat Limited from 3rd January 2021 to 31st March 2021 as an intern for the Strategy Development team. My tasks were as following:

- Develop digital marketing strategies for clients
- Troubleshoot client's website in marketing scenarios and provide reports
- Research on new clients and provide details for pitching them
- Execute the strategies accepted by the organizations
- Monitor strategies to ensure the expected results
- Research on client's presence on digital platforms

PROJECT 1

Project Name: ZMARTBUILD BANGLADESH PITCH

Client: ZMARTBUILD India

Start Date: 09/01/2021

End Date: 14/01/2021

Project Overview: Pitching TO ZMARTBUILD about how we can help their market in Bangladesh grow digitally. In January 2021, BrainyZat Limited was shortlisted to provide support in ZMARTBUILD's project of creating an impact on the market of Bangladesh. ZMARTBUILD is an e-commerce platform for building materials. It is a concern of Siam Cement Group (SCG). They had recently inaugurated their business in Bangladesh. Although people of Bangladesh are familiar with e-commerce, buying building materials through e-commerce is a new idea for them. ZMARTBUILD was looking for digital advertising agencies for providing them support for digital marketing. BrainyZat Limited was shortlisted by them and received the call for a meeting on 14th January via video conference.

My Tasks: I was assigned to perform market research, research on client's platforms based on marketing scenario, develop a list of tools and methods we can use to boost their present digitally, and pitch them. I was also given a deadline till 12th March for preparing the materials. Based on the tasks given, I started with market research. My supervisor helped me to understand the process of conducting market research for digital platforms. Based on the learnings, I conducted market research for ZMARTBUILD. Once I completed the research, my seniors gave me a few corrections to make it more accurate. These are some of the market research results we provided to ZMARTBUILD.

MARKET ANALYSIS

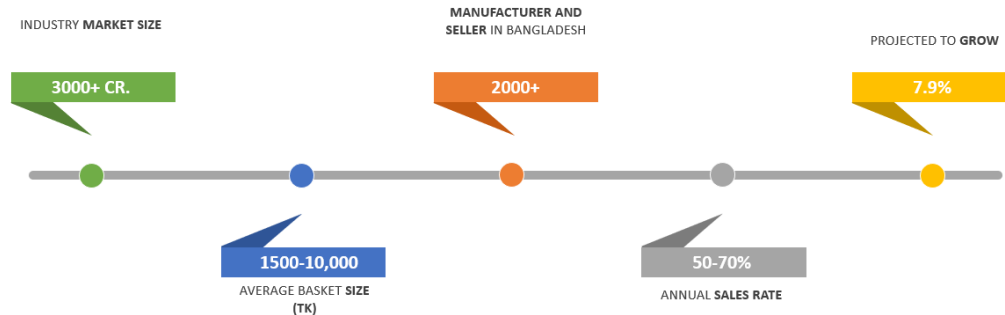


Image 1.1: Market Research Result for ZMARTBUILD Bangladesh

TOP LOCATION FOR ECOMMERCE



Image 1.2: Market research result for ZMARTBUILD Bangladesh

After that, I moved on to my next task which is researching the digital platforms of the clients for effectiveness and digital presence. For that, I performed a test of their website and social media pages or accounts using the tools instructed by our agency. I found some errors and listed them. After discussing the results with my team, we came up with the decision that the website of ZMARTBUILD Bangladesh needs to be redesigned and the domain host must be changed.

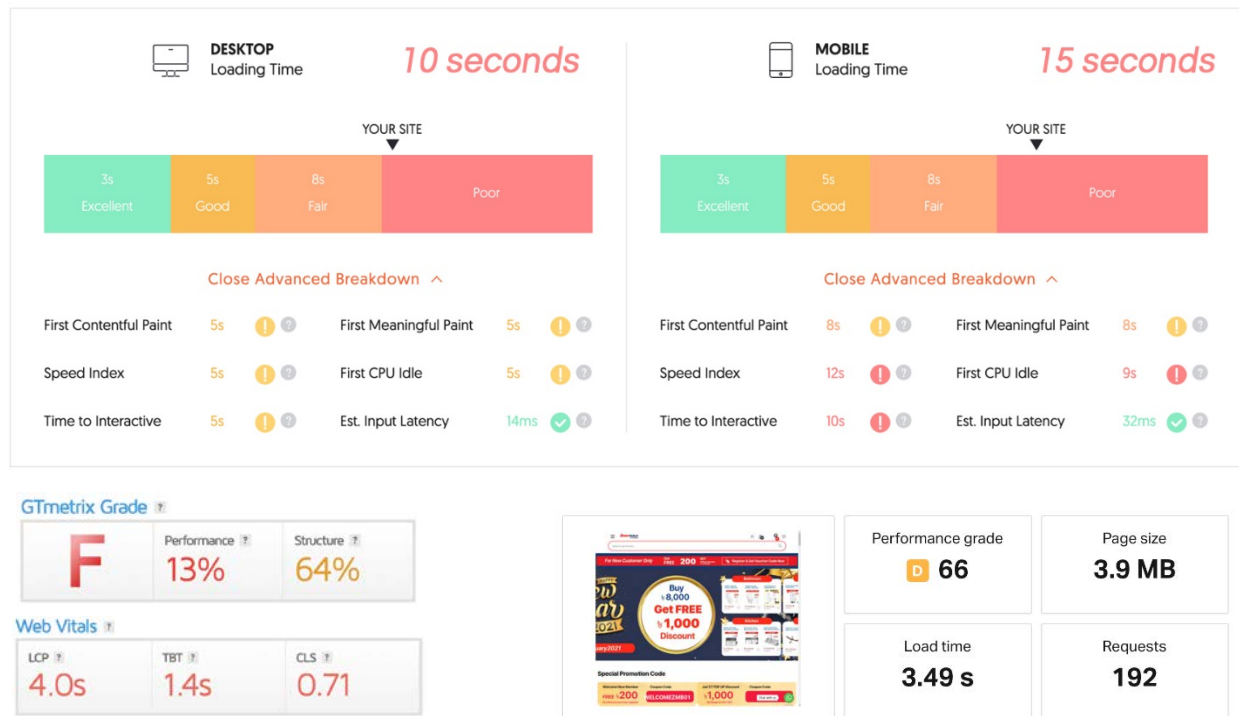


Image 1.3: Website performance results of ZMARTBUILD Bangladesh

OUR OBSERVATIONS

- ROOM FOR IMPROVEMENT REGARDING BRANDING AND POSITIONING
- SCOPE FOR STRONG DIGITAL PRESENCE ACROSS MULTIPLE PLATFORMS
- POTENTIAL TO GROW AND CAPITALIZE ON NEW CUSTOMERS
- GOOD AMBIENCE AND PROXIMITY TO BRANDS



OPPORTUNITY TO ENTER THE CONSIDERATION SET AS A BRAND
through effective and memorable communication

Image 1.4: Issues of ZMARTBUILD Bangladesh's Digital platforms.

After that, I created a list of tools and methods of digital marketing following the "AIDA" marketing model to increase Zmartbuild's digital presence and spread the market. The list

consisted of tools like Facebook/messenger/Instagram Marketing, Google AdSense, Eskimi, Email, Blogs, In-App Advertising, etc. The Methods were – Retargeting, Remarketing, SMS tracking, Email Campaigns, Puch marketing, Advertising on Digital billboards, etc.

BUILD A BLOG

A blog is like a salesperson who works nonstop when you're busy. It's where people will be looking for information before they call us. In fact, they may browse online a long time before reaching out.

The money we spent is gone as soon as the newspaper hits the recycling bin.

Blog posts with valuable content are assets that you own. And they will reap benefits long after the first day you publish them.

- 10 Things to Consider When Buying Your New Home
- 5 Simple Ways to Make Your New House Feel Like Home



Image 1.5: Tools for ZMARTBUILD Bangladesh's digital advertising

PPC ADVERTISING

Pay per Click advertising, is a way of drawing in traffic to our site to market any e-commerce website or any other form we might be offering.



Image 1.6: Tools for ZMARTBUILD Bangladesh's digital advertising

RETARGETING OR REMARKETING

One of the wonderful things about having an app microsite is that you can use retargeting to run ads (on Facebook, Google, or any websites supporting Google Ads) to people who have already visited your app microsite but not yet downloaded it. These ads typically convert very well – as you're only advertising to those who already know about your app.



Image 1.7: Methods for ZMARTBUILD Bangladesh's digital advertising

ABANDONED CART PUSH MARKETING

People often add products to cart and leave. These users will be sent push notification about their abandoned cart. They will receive both sms and email for the abandoned cart as well as apps.

The user can subscribe easily, so you can contact them through this channel. The conversion through these tools is much higher than through other more saturated, such as email.

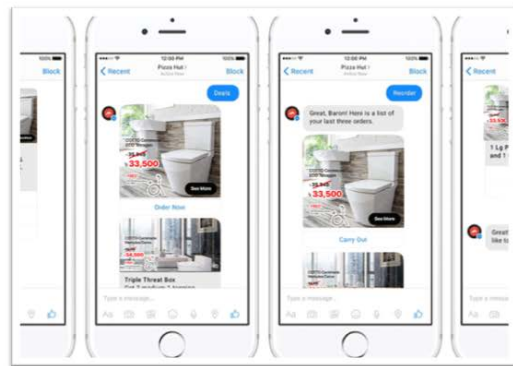


Image 1.8: Methods for ZMARTBUILD Bangladesh's digital advertising

REMARKETING ON SEARCH NETWORK

Remarketing lists for search ads (RLSA) is a feature that lets you customize your search ads campaign for people who have previously visited your site, and tailor your bids and ads to these visitors when they're searching on Google and search partner sites.

CAMPAIGN:

Bidding on broad keyword search terms like "Best Washroom Accessories" will show your ad to prospects at the earlier stages of the product research process and allow you to fill the top of your funnel with two really simple but powerful techniques: A persuasive post-click landing page built to appease Google isn't the only thing that will maximize your advertising ROI. To help you reach specific marketing goals while draining your budget the least.



CAMPAIGN TYPE:
Text Ads



AUDIENCE INSIGHTS:
Search Networks



DURATION:
7 days/ week

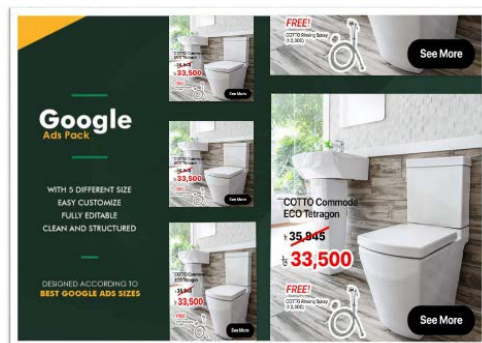


TARGET:
Age: 25 upto above



Image 1.9: Strategy for ZMARTBUILD Bangladesh's digital advertising

After that, I created a list of requirements that included sample website designs, sample content for social media platforms, advertising materials, etc. The list was forwarded to the respective design teams. They provided the designs in due time. Some of the sample materials are:



Once all the materials were ready, I started working with my team to prepare the pitch. And it was completed by 12th January. On 13th January, I performed a mock-up pitch in front of all the seniors. There I was instructed by my seniors about how to improve my errors and do better while pitching a client. I kept practicing those instructions. On 13th January, the official pitch meeting took place between BrainyZat Limited and ZMARTBUILD. They were impressed with everything we put together and told BrainyZat Limited to arrange a meeting for discussing the terms to work with them. From there, the project was handed over to a senior executive.

Challenges Faced:

- Building Materials in E-commerce is a completely new idea
- Bangladesh is already flooded with high profile e-commerce marketplace
- Most of the products were high end thus the bigger part of the audience was a niche

Mistakes Made: During this project, I did not make any mistakes. My project supervisor provided me with everything I might need and helped a lot to complete the project.

Learning Outcomes:

- Learned to work fast and under pressure
- Learned to analyze research data and decide what is necessary
- Learned to understand audience mindset and sorting them
- Learned to study statistics from different digital platforms
- Learned etiquettes of pitching to clients
- Learned meeting etiquettes

PROJECT 2

Project Title: Chroma Shoot for Fantasy Kingdom Complex

Client: Fantasy Kingdom Complex

Start Date: 17/01/2021

End Date: 19/01/2021

Project Overview: This project was part of the services BrainyZat Limited provides to Fantasy Kingdom Complex.

Fantasy Kingdom Complex is an old client of BrainyZat Limited. BrainyZat has been providing them with digital marketing and advertising supports for months. In January, the Fantasy Kingdom Complex authority was preparing for a post-lockdown boost to their business on social media platforms. For creating content for the campaigns, they had multiple photoshoots. This chroma shoot project was part of those photoshoots for upcoming campaigns.

My Tasks: Since I have experience of over 3years of photography, I was assigned as the assistant director for the photoshoot. My tasks were:

- Collect the sample layout of the shoot from Fantasy Kingdom Complex and develop
- Set up the studio and props
- Be present at the set during the photoshoot and ensure the photoshoot is well executed

In this project, the team leader was Mohammad Yeasen Hossain as he was the director. Under his leadership, we created a schedule of activities. In due time, I collected the layout plan for the photoshoot from the client. Later, I went through the whole plan of the campaign to get a better understanding of the photos we will need. I also researched other theme parks to get a better visual. Then we prepared the final layout.

The next step was to design the Studio and Props. My team leader Mohammed Yeasin Hossain was in charge of props. So, I took charge of the studio backdrops and light setup. Everything was sourced and prepared on 18th January. On 19th January, the shoot started as planned. Together, we were able to complete the photoshoot successfully.



Image 2.1: Output of the Photoshoot



Image 2.2: Outputs of the photoshoot

These photos were shot to create offer posters, social media content, etc for the upcoming campaigns of Fantasy Kingdom Complex.

Challenges Faced: While working on this project, I faced many challenges and overcame them.

The challenges were:

- Deciding on the kind of photos we needed to capture by reading the plans
- Planning and executing a photoshoot within 2 days
- Communicating with multiple people from multiple backgrounds with multiple roles and combining them for one project
- Quick response to everything going on during the project or related to the project

Mistakes Made: There was no mistake in this project as we were working as a team and kept helping each other to get rid of errors.

Learning Outcomes: I learned a lot from this project. I had a little experience of sourcing materials for studio and props, but for this project, I had to do it more accurately. It improved my skills and ideas with set designing. I also learned how to select and shortlist models and communicate with them. But the most important was during the shoot. During the shoot, I had to be there, standby for more than 10 hours with the responsibility to quickly respond to any kind of issues that come up during the shoot and solve it. That day, I became more confident in myself about handling situations.

PROJECT 3

Project Name: Monthly Campaign Design of February for Hashi Khushi

Client: Hashi Khushi

Start Date: 21st January

End Date: 28th January

Project Overview: Plan monthly strategies for the upcoming month of February for Hashi Khushi'

Hashi Khushi is an FMCG product brand of Care Nutritions Limited. Care Nutrition Limited is a USA-based company. They have been BrainyZat Limited's client for a while. Monthly strategy planning is one of the services provided by BrainyZat Limited to Hashi Khushi.

My Task: I was assigned to design some campaigns that can be used to boost Hashi Khushi's presence digitally as well as increase the audience in their social media accounts.

As I was taught earlier, I started my work on this project by performing an analysis on Hashi Khushi. I analyzed the position of Hashi Khushi in digital platforms, who their target audiences are, what was missing, what can be beneficial to connect people to Hashi Khushi's products etc. Based on the analysis I started designing campaign strategies. February month has two special dates, 14th February the Valentine's Day, and 21st February the International Mother Language Day. So, I also looked at what kind of activities has been done in the past by similar brands. With some help from my team, after a few brainstorming sessions, I designed a few campaigns by 23rd January. Those campaigns included plans like – Online Art Competition by Kids, Online Quiz for International Mother Language Day, Customer Testimonial Campaign, Interview of Doctors about the products, PSA against Child Abuse, etc.

CAMPAIGN-01

ONLINE ART **COMPETITION**

An online art competition for kids will take place under the banners of Hashi Khushi. This will be a special campaign. The participants will be from age group of 5 – 15 years old. The submitted artworks will be evaluated by renowned artists of Bangladesh. Winners and participants will receive gift hampers & certificates as per their position.



Image 3.1: Strategy for Hashi Khushi

CAMPAIGN-04

QUIZZ ON **21ST FEBRUARY**

Bangladesh is the first nation to bleed for language. 21st February is recognized as Martyrs Day of Bangladesh. The day is internationally recognized as International Mother Language Day. A quiz competition will be arranged on 21st February. The topic of quiz will be "Language Movement".

This campaign will spread the brand name as well as create a better image of Hashi Khushi among the nationals of Bangladesh. Winners of the quiz competition will be given certificate, medals and gift hampers by Hashi Khushi.



Image 3.2: Strategy for Hashi Khushi

CAMPAIGN-05

PSA REGARDING **CHILD ABUSE**

For this particular campaign, we will create a PSA (Public Service Announcement) video. The main goal is to raise awareness about child abuse. PSA videos are made to fulfill **csr** goals as well as create a good image of the organization.



Image 3.3: Strategy for Hashi Khushi

CAMPAIGN-03

MOTHER'S **TESTIMONIALS**

This will be a special campaign. Mothers will be selected randomly and asked to give a review about different products of Hashi Khushi. These reviews will be recorded and uploaded as contents in all of Hashi Khushi's platforms ([facebook](#), [Instagram](#), [youtube](#)).



Image 3.4: Strategy for Hashi Khushi

The next step of this project was to attend the meeting with the representatives of Hashi Khushi and discuss the strategies. At the meeting, they selected three campaigns, Online Quiz for International Mothers Language Day, Customer testimonial campaign, and Moment of The Day Campaign. They also asked to bring some changes to the plans and design and gave a second meeting date. Before that date, I sat with my team to discuss the changes that our client asked for and brainstormed about them. Before the next date, I updated the designs as well as created a budget for the campaigns. At that meeting, they were pleased with the designs but not happy about the budget. They again asked for a design change to reduce the budget. Based on the requirement I along with my team performed an analysis to find out possibilities of reducing the budget without losing any quality. We replaced the cash prizes with gift vouchers and discount coupons and forwarded those plans via mail. But Hashi Khushi then decided to stick to the regular activities for February.

The Final Plan with the Budget is presented below.

CAMPAIGN DETAILS

The main objective of this campaign, is to increase brand awareness as well as traffic in Hashi Khushi's social media accounts.

We will post 2 updates of the campaign, on social media platforms. The posts will be boosted with 50\$ each.
Expected reach of the campaign is 500k.
The artworks will be received via email. All the artworks will be exhibited on hashi Khushi's social media accounts.

Winners will be selected based on maximum reaction. 3 winners will be selected who will receive gift hampers from Hashi Khushi.

Total Budget:

Boosting Budget: $50\$ \times 2 = 100\$$

Gift hampers: 10,000tk for 1st position + 5000tk for 2nd position + 3000 taka for 3rd position. Total 18,000 tk.



Image 3.5: Detailed Campaign for Hashi Khushi

CAMPAIGN DETAILS

The main objective of this campaign, is to increase brand awareness as well as engagement in Hashi Khushi's social media accounts.

The language movement is an issue of national heritage of Bangladesh. Quiz for language movement will not only increase traffic for participation but also create a patriotic image of Hashi Khushi.

Quiz questions will be uploaded on Hashi Khushi's social media accounts. Participants must send the answer via whatsapp with name and contact details. Winners will be selected based on lottery from the right answers. Every week, there will be 3 winners. Winners will receive Gift hampers from Hashi Khushi.

Total Cost:

Gift Hampers: As Hashi Khushi Decides

Boosting: As required.



Image 3.6: Detailed campaign for Hashi Khushi

Challenges Faced: It was the first time that I designed strategies. So, I faced the following challenges:

- Finding out the tentative amount of reach/exposure/view of the digital campaigns
- Troubleshooting campaign plans to find out possible errors of the campaign design
- Creating a contingency plan in case the campaign goes wrong
- Coming up with ideas to fulfill clients demanded change to the campaign designs

Mistakes Made: In this project, my only mistake was I didn't check the client's budget for campaigns. This is one of the first steps of designing campaign strategies. Because of this mistake,

the budget of my designed campaigns was more than the client's plan to spend. Thus, we had to redesign the campaigns to reduce the budget.

Learning Outcomes: In this project, I learned:

- How campaigns work
- How to decide what type of campaigns are suitable for the organization as well as the situation
- Finding out estimates of exposure/views/reach/response to the campaigns
- Creating contingency plans (Although there were no contingency plans needed for the designed campaigns, I was able to learn how to do so)
- Learned to work directly with a client and serve their need

PROJECT 4

Project Title: Speech of CEO for GoodFirms.com

Start Date: 01/02/2021

End Date: 04/02/2021

Project Overview: The project's main goal was to prepare the speech of the CEO for goodfirms.com. GoodFirms is a maverick research and review platform that helps software buyers and service seekers to choose one of the best software or firms. BrainyZat Limited, being a digital agency is very active on different digital platforms worldwide. GoodFirms is one of them. While creating the profile and advertising the company, goodfirms.com asked for an interview of the CEO to publish.

My Tasks: I was assigned to go through the questionnaire sent by GoodFirms.com and prepare a list of the necessary information for the interview. The following day, I along with my supervisor sat with the CEO and collected the required information from him. Later, I prepared the speech using the information and sent it to our CEO for approval. He approved the speech and we sent it to Goodfirms. Later, the speech was posted on GoodFirms.com's website.



BrainyZat

Digital Agency in Dhaka, Bangladesh

★★★★★ 5.00/5 (4 Reviews)

[Visit Website](#)



Anamul Hasan Habib 

Co-Founder, BrainyZat

Please introduce your company and give a brief about your role within the company.

My organization is BrainyZat. It is a marketing agency that focuses on transforming traditional businesses to digital by leveraging digital marketing strategies & enabling the clients to get more business while spending quite less. In easier words, we work for businesses and make sure they are not left behind from the digitalization of the market process.

Image 4.1: Publication preview of CEO's Speech.

Published Link: <https://www.goodfirms.co/company/brainyzat/interview>

Challenges Faced: I didn't face any challenges while completing this task.

Mistakes Made: I did not make any mistakes in this project.

Learning Outcomes: Though it was a small project, I learned a lot while putting together the information for speech. They are-

- How to write for international platforms
- Business jargon like Net45, Net60, etc.
- Process of an agency operation

PROJECT 5

Project Title: MOU Signing between LEADBD and BrainyZat Limited

Start Date: 06/02/2021

End Date: 07/02/2021

Project Overview: Prepare the MOU signing paper between LeadBD and BrainyZat Limited.

LEADBD is an HR Consultancy Firm but it has few other cross-functional service wings. BrainyZat, being a digital agency is always open to work with different organizations and be a part of development. So, the authorities decided to sign an MOU between the two organizations ensuring benefits for both of them.

My Tasks: I was instructed to attend the meeting between BrainyZat Limited and LEADBD authorities and prepare the MOU signing paper based on that meeting's decisions.

I attended the meeting and took notes of important points and issues. Then, my supervisor gave me a copy of an old MOU paper as a sample and explained it to me.

I followed the structures and designs from the given sample paper and created a new MOU signing paper between BrainyZat Limited and LEADBD using the information and decisions from the meeting. Then, I forwarded it to my supervisor and he took care of the rest.

Memorandum of Understanding



Between
BrainyZat
and
Leadbd



Background

In this competitive world, skill development, career advancement, and attitude development are essential and as both the parties possessing the same organizational objective, both the parties are ready to add value to each other.

Purpose

The core purpose of this MOU is to ensure transparency in internal communication and any kind of financial transaction or benefit sharing.

Image 5.1: Censored Preview of MOU paper between LeadBD and BrainyZat

Challenges Faced: This project was my first time writing an MOU. The challenges I faced were:

- Understanding the terms and conditions of MOU
- Writing the terms of MOU in clear and easy words

Mistakes Made: I didn't do any mistakes during this project. I was properly guided by my supervisor throughout the whole project.

Learning Outcomes: I have learned many new things while working on this project. They are:

- Learned how to propose an MOU
- Learned how MOU works between organizations
- Learned to write an MOU signing paper
- How the terms and conditions are provided for an MOU

PROJECT 6

Project Name: Strategies for DIMFF 2021

Client: Dhaka International Mobile Film Festival

Start Date: 04/02/2021

End Date: 08/02/2021

Project Overview: Design Strategies for DIMFF 2021. Dhaka International Mobile Film Festival (DIMFF) is an initiation by the Department of Media Studies and Journalism of the University of Liberal Arts Bangladesh. Every year this festival is organized by students of ULAB and filmmakers from overseas participates in the festival. DIMFF's 2021 Festival was dated to take place on February 25th and 26th. BrainyZat Limited became the branding partner of DIMFF 2021. Along with branding sponsorship, BrainyZat also agreed to provide strategies for DIMFF 2021's digital activities.



Image 6.1: Poster of BrainyZat Limited's partnership with DIMFF

My Tasks: I was first assigned to write the signing paper mentioning the terms and conditions of the partnership of DIMFF and BrainyZat Limited. I was assigned for this project because I am a student of ULAB as well. I prepared the signing paper with all the information I was given from the meeting between DIMFF and BrainyZat. Then, I was assigned to design strategies for DIMFF. This was my first time designing digital campaign strategies for a film festival. I had no clue about how to begin or how the design should be. I started studying world-famous international film festivals as well as local film festivals and understood how the campaigns and strategies work and designed when it comes to film festivals. After that, I had a brainstorming session with my team and came up with a few ideas. From those ideas, I short-listed some ideas and started designing campaigns. My strategies included influencer campaigns, Rapid Fire Live Sessions on Social Media, Legacy Celebration Campaign, Festival Quiz campaign, and some other engaging campaigns to grab the attention of the audience and create hype.

CAMPAIGN-01

INFLUENCER **CAMPAIGN**

The main objective of this campaign is to generate social media engagement as well as create a hype for the event of DIMFF.

For this campaign, Videos with influencers saying "ami ashchi DIMFF e, Apni ashchen to?"



Image 6.2: Strategy for DIMFF

CAMPAIGN-02

RAPID FIRE Q/A **CAMPAIGN**

The main objective of this campaign is to generate engagement of DIMFF's social Media accounts.

The campaign will be 15 days long. Under this campaign, participants, judges, volunteers, organizing committee members will be selected for Q/A sessions.

The campaign will create a hype in social media platforms. As a result, people will become more aware of the event.



Image 6.3: Strategy for DIMFF

CAMPAIGN-04

ENGAGEMENT CAMPAIGN

The main objective of this campaign is to generate engagement of DIMFF's social Media accounts.

The campaign will be 15 days long. Under this campaign, we will post engaging contents on DIMFF's social media pages.

The posts will be created aiming to connect the event with the audience.



Image 6.4: Strategy for DIMFF

Once the strategies were complete, I and my team looked them up for errors and corrected the errors we could find. On 8th February 2021, I sent the strategies to DIMFF organizers. On the evening of that day, DIMFF organizers invited me to a conference call to discuss further the strategies. At that meeting, we discussed the pros and cons of the strategies. They accepted the strategies and sent them to their advisor for approval.

Challenges Faced: This project was quite challenging for me. The challenges I faced:

- I had no experience of designing strategies for film festivals
- My options were limited as the DIMFF team was already running various online campaigns.
- I was under tremendous pressure as the timeline was very short.

Mistakes Made: I didn't do any major mistakes in this project. Some little errors came up but they were solved when I along with my team checked the project for errors before submitting it.

Learning Outcomes: Being a unique project, it helped me to learn a lot of new things. They are:

- How strategies are designed for film festivals
- How international film festivals hooks up the audience
- How international film festivals design their campaigns
- How to design campaigns and strategies for cultural festivals

PROJECT 7

Project Title: Strategies for German Butcher

Client: German Butcher

Start Date: 06/02/2021

End Date: 08/02/2021

Project Overview: Strategies for digital campaigns focusing on sales increase for German Butcher. German Butcher is a family-owned and operated butcher/deli/eatery. Their main office is in the USA. They also have a branch in Bangladesh. The Bangladesh branch of German Butcher is an old client of BrainyZat Limited. In February 2021, they requested strategies to increase their sales.

My Tasks: I was assigned to design the strategies for German Butcher. For this project, I went through the Digital platforms at first and noted down important information like page audience, website traffic age group, etc. Then, my supervisor instructed me to take help from my seniors. One of my senior team members came forward and helped me to understand how sales strategies work in digital platforms. He also gave me a few samples from some well-known Bangladeshi companies. Based on what I learned from him, I started working on the strategies and came up with two plans. A valentine's day offer campaign and a long-term weekend sale strategy. I named the weekend sales strategy "FataFati Friday" as well.

VALENTINES DAY CAMPAIGN

14th February is the valentines day. Focusing on this day, a couple offer can be introduced with a title "14 takay 1400 er Moja".

Under this campaign, 3 lucky winners will be selected from the purchase list from February 1 – February 12. The winners will be announced on 13th February.

On 14th February, the winners can bring a date with them and enjoy food worth of 1400 taka, only for Taka 14 in German Butcher restaurant.

The campaign will be beneficent for increasing German Butchers sale as well as popularity.



Image 7.1: Strategy for German Butcher

CAMPAIGN DETAILS

The campaign will be named as “FATAFATI FRIDAY”. For this campaign, the websites will be updated, statics will be posted in social media. The facebook cover will be changed as well. The offer is only available for Friday orders. Users will have to order one kg Chicken Frankfurter Sausage through German Butcher’s website.

To avail the offer, customer must order and complete the order process. The winners will be announced based on lottery and the list will be published on Saturday on German Butcher’s Website and Social media accounts. All the post will be boosted with 25\$.



Image 7.1: Strategy for German Butcher

On 8th February, we had a meeting with German Butcher. At that meeting, they rejected Valentine's Day Campaign. They wanted to change the focus of the campaign from their restaurant to their online shop. As there was a little time left before Valentine, we had to cancel the plans.

The second plan was the “FataFati Friday” offer and it was well appreciated by German Butcher. They confirmed to proceed with that plan. My supervisor then instructed me to send the plan to our client's management team and discuss the pros and cons with them so they can continue from there.

Challenge Faced: The Only challenge while doing this project was handling multiple projects at once. The office was under heavy pressure and I had to work on multiple projects at the same time. Other than that, there were no difficulties that should be mentioned as a challenge.

Mistake Made: I did a mistake in this project. I was unable to clarify that German Butcher only wanted strategies for their online shop. Not for their restaurant. This is one of the reasons why we canceled Valentine's Day Campaign.

Learning Outcomes: From this project, I learned:

- Designing sales strategies

Designing strategies based on special dates

PROJECT 8

Project Title: Scripts For Suvastu Properties Limited

Client: Suvastu Properties Ltd.

Start Date: 13/02/2021

End Date: 18/02/2021

Project Overview: Developing scripts for Suvastu Properties Ltd. Suvastu Properties Ltd. Is one of the leading real estate companies in Bangladesh and is also a client of BrainyZat Limited. Suvastu Properties Ltd. planned to run some digital campaigns as a part of its branding activities. The campaign plans included architect interview videos, customer testimonial videos, and testimonial photos. For those, Suvastu Properties Ltd. required scripts.

My Tasks: I was assigned to create a template of a script for the projects which can later be modified and used at convenience. As soon as I was assigned to the project, I took help from the content creation team of BrainyZat. After a brainstorming session, we came up with the ideas of scripts to serve Suvastu Properties Ltd.'s purpose. After that session, it took me 3days to prepare demo scripts for the projects. Once the demo scripts were ready, we had a meeting with the representative team of Suvastu Properties Ltd. They took one day to approve the scripts. Once they had approved the scripts, my task was to convert those scripts to templates so that, they can be used several times and be modified at convenience to meet the requirement. Once the script templates were ready, I forwarded them to my teammate Mohammad Yeasen Hossain to prepare the budgets for the productions.



FINANCIAL OFFER & BUDGET BREAKDOWN

Prepared for:
Suvastu Properties LTD
Suvastu Imam Square,
5th Floor, 65 Gulshan Avenue, Gulshan-1, Dhaka 1212

We will use wide range of equipment likes Jib Arm, Trolley, Dolly & Track. We will use most updated camera and wide range of lenses & sound equipment.

We will use **Drone** to shoot all the rides of the Amusement World for the top view. We will take each form of close, wide and long shot.

Shooting : 1 Days
Video Format : 4K
Location: : Indoor / Outdoor

Architect Interview on Suvastu Properties Limited Time: 2 Minutes. (Every Interview)

Video Objective: Attractive and short videos showcasing building projects of Suvastu Properties. Animated Logo of Suvastu Properties will be shown beginning of the video. Suvastu Properties will have a very short intro here with some small background and achievements. After that, the architect designer of Suvastu will start talking about designs of

Image 8.1: A censored preview of script and budget proposal

Challenges Faced: I have experience in writing scripts for short films and video projects. But I didn't know how to create a simplified version for clients to read. So the challenges I faced were:

- Creating a simplified version for clients to understand
- Creating a template of a script

Mistakes Made: at first, I prepared a script following the traditional methods of scriptwriting. Then, my seniors told me that we have to create a simplified version for the officials of Suvastu Properties Ltd. as they are not familiar with traditional scripts and will not be able to understand the script. After that, I had to create a simplified version of scripts that can be convenient for the officials of Suvastu Properties Ltd. officials to read.

Learning Outcomes: Writing Scripts for interviews and testimonials.

PROJECT 9

Project Title: Interior Photoshoot for Concord Architects & Interior Decor Ltd.

Client: Concord Architects & Interior Decor Ltd.

Start Date: 22/02/2021

End Date: 22/02/2021

Project Overview: Photoshoot of a premium interior design by Concord Architects & Interior Decor Ltd. Concord Architects & Interior Decor Ltd. is a concern of the Concord group. This brand specializes in interior design and home decors for its clients. Since BrainyZat limited is providing supports to a few other concerns of Concord Group (Fantasy Kingdom Complex, Foy's Lake, Resort Atlantis, Lia Convention Hall, etc), Concord Interior Design & Home décor approached BrainyZat limited for their digital advertising. They also wanted to showcase one of their recent work. One of their client Mr. Subhash Barua took their premium service and they wanted to photoshoot their work for showcase and advertising purposes.

My Tasks: I was assigned as director of the photoshoot. The work order came in at 2 AM on the night before the shoot. It was an urgent shoot. I had the responsibility to source and arrange everything necessary required for the photoshoot as well as prepare a basic layout. That night, I had to source and arrange the equipment (Lights, Reflectors, etc) over the phone and took the help of my team to create a basic layout. The next day, the work began at 10 AM. We were waived from office duty so I went to collect the equipment and went arrived directly at the location of the photoshoot. I gave a small brief to my team and the photographer. After that, we divided the workload among ourselves and started the photoshoot. The photoshoot took the whole day. At the end of the photoshoot, the client demanded an interview video which was not in the contract. So, I quickly called my supervisor to let him know the situation. After a while, I was permitted to shoot the video as the client demanded. It was an impromptu video shoot, we had no preparation at all. Also, it was almost 8 PM. It was impossible to take time for preparation. We decided to proceed with the shoot with what we have in hand. We told the client about what we were planning to do and they agreed with us. Within 9:30 PM the shoot was complete and we left the location.



Image 9.1: Output of the photoshoot



Image 9.2: Output of the photoshoot



Image 9.3: Output of the photoshoot



Image 9.4: Output of the photoshoot

Challenges Faced: The project was very challenging for everyone in my Team and the challenges I faced were:

- Working on an urgent basis.
- Working under extreme pressure
- Ensure the team members are dealing properly with the pressure
- Handling impromptu situations from clients.

Mistakes Made: I didn't do any mistakes while working on this project.

Learning Outcomes:

- Leading a team through extreme pressure.
- Work with a very short timeline
- Handling impromptu Situations

PROJECT 10

Project name: Pitching Team Developers Limited

Client: Team Developers Ltd.

Start Date: 23/02/2021

End Date: 25/02/2021

Project Overview: Create the necessary materials and do the research for pitching Team Developers Ltd. which is a modern and innovative development company, committed to designing and building real-estate projects across urban Bangladesh. It is a brand of TEAM group. BrainyZat Limited fixed a meeting with TEAM developers to provide support for digital marketing and advertising.

My Tasks: I was assigned to provide the necessary information by researching Team developers Limited's digital platforms as well as create a list of methods and tools for their digital activities. I began by performing research on the team developer's website and social media accounts.



Image 10.1: Website performance report of Team Developers Ltd.

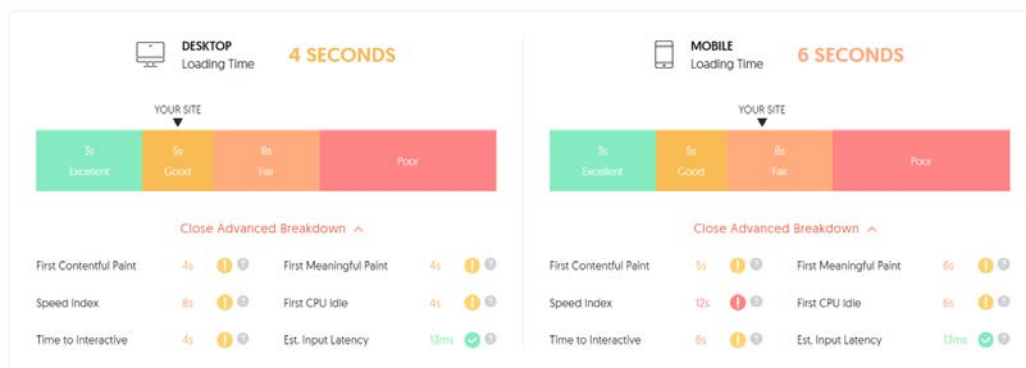


Image 10.2: Website performance report of Team Developers Ltd.

Then, I performed research on the real estate market and collected the necessary data for TEAM Developers pitch. After that, I analyzed the digital activities of TEAM Developers Ltd. to find out a specific target group as well as a list of methods and tools to use for digital activities for them. Once all of the materials were ready, I forwarded them to our business development team to prepare the rest of the pitch.

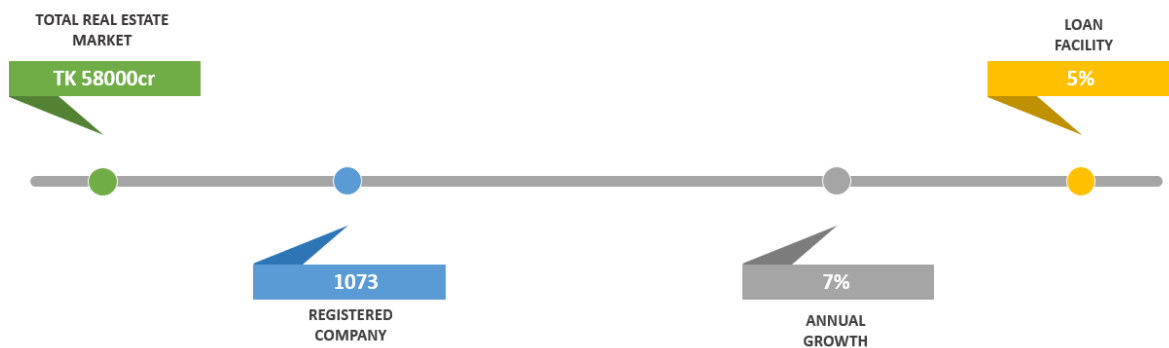


Image 10.3: Market Research results

PPC ADVERTISING

Pay per Click advertising, is a way of drawing in traffic to our site to market any home or condo or any other form of real estate we might be offering.

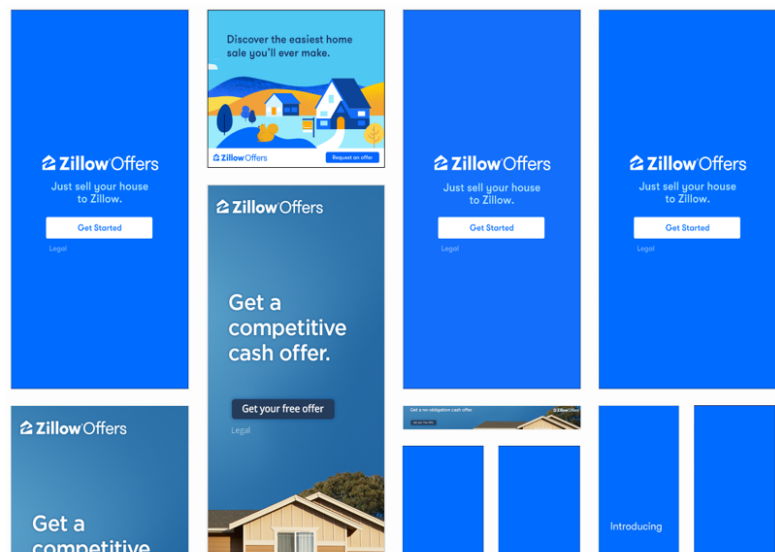


Image 10.4: A suggested tool for Team Developers Ltd's digital advertisement

Campaign Theme: #1

Sell the Neighborhood, Not the Property

As we approach a property with the prospective buyer, make sure we spend plenty of time pointing out all the perks of the neighborhood that lead up to the actual property's location that we know they'll be interested in.

If we know they're foodies, point out all the boutique restaurants and what they're known for. If we know they like a good nightlife, point out the bars and clubs. If art is important to them, point out the music venues, art studios, and nearby galleries. By doing this, they're already imagining themselves living life in and enjoying the neighborhood of the property before they even see the property in person.

Campaign Media:

Social Media, LinkedIn, Instagram, Google Ads & YouTube, SMS, Email.

Campaign Duration:

30 Days

Campaign Materials

Static Image, Loop video with voice over, Video

Method:

Retargeting & Remarketing, New Audience, SEC A & B

Image 10.5: Campaign idea for Team Developers Ltd.

REMARKETING ON ADROLL

AdRoll gives e-commerce marketers the essential tools needed to grow their brands, all in one place. 56 touchpoints! That describes the average customer path to purchase for eCommerce brands. With so many opportunities to lose visitors, site abandonment and browse abandonment are big challenges.

CAMPAIGN:

AdRoll helps you see what your competitors can't. We know your customers better than anyone, before you've even met them.



CAMPAIGN TYPE:
Dynamic Ads & Retargeting Ads



AUDIENCE INSIGHTS:
Partner Networks



DURATION:
7 days/ week



TARGET:
Age: 25 upto above

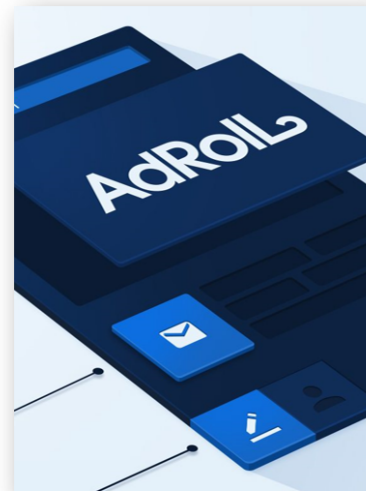


Image 10.6: Methods for Team Developers Ltd.'s digital advertising

On the given date, I attended the meeting between BrainyZat Limited and Team Developers Ltd. for pitching. During the pitching session, Team Developers Ltd.'s officials discussed some changes, approved some activities of the proposal as well as reject some. I took note of those. After that meeting business development team took over the responsibilities of handling Team Developers Ltd. After a second meeting, I was again assigned to create a digital content posting calendar for the social media accounts of TEAM Developers Ltd. following the proposal we provided during the pitching session. Following the proposal, I took help from my teammates and created a content calendar for Team Developers Ltd.

2021		March				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
01 Land Wanted (Posts focusing on Buying Land)	02	03 Project Info 1 [Post focusing on details of Project]	04	05 Project Info 2 [Post focusing on details of Project (Facilities, Safety,	06	07 Project Info 3 [Post focusing on details of Project]
08	09 Project Info 4 [Post focusing on details of Project]	10	11 Project Info 5 [Post focusing on details of Project]	12	13 Land Wanted Posts focusing on Buying Land	14
15 Team Post (Goals: Sustainable Development/quality control)	16	17 Team Construction Quality Post Focusing on details of construction	18	19 Project 1 Post focusing on flat sell including flat details (Size,	20	21 Project 2 Post focusing on flat sell including flat details (Size,
22	23 Project 3 Post focusing on flat sell including flat details (Size,	24	25	26 Independence Day	27 Project 4 Post focusing on flat sell including flat details (Size,	28

Image 10.7: Preview of content posting calendar for Team Developers Ltd.

Challenges Faced: I didn't face any challenges during this project as the activities were part of my regular office work and I became familiar with the procedures.

Mistakes Made: I didn't do any mistakes on this project.

Learning Outcomes: While working on this project I learned:

- How to use Excel to create calendars
- How to plan a content calendar

PROJECT 11

Project Title: Digital Support for Rupayan Group

Client: Rupayan Group

Start Date: 28/02/2021

End Date: 31/03/2021

Project Overview: Providing Digital Support to Rupayan Group. Rupayan Group is one of the leading group of companies in Bangladesh Established in 1989. BrainyZat Limited approached Rupayan Group to provide support for their digital marketing and advertising. Rupayan group decided to take service and support from BrainyZat limited for Rupayan Group, Rupayan Housing Estate, Rupayan Town, and Rupayan Lake Castle.

My Tasks: I was assigned to this project to research and provide data for the mentioned brands of Rupayan Group. I started working on the project with the websites of those brands. Then I proceeded to the social media accounts. With the issues that came up during my research, I created a report and submitted it to my supervisor. He was in charge of Rupayan's client management.

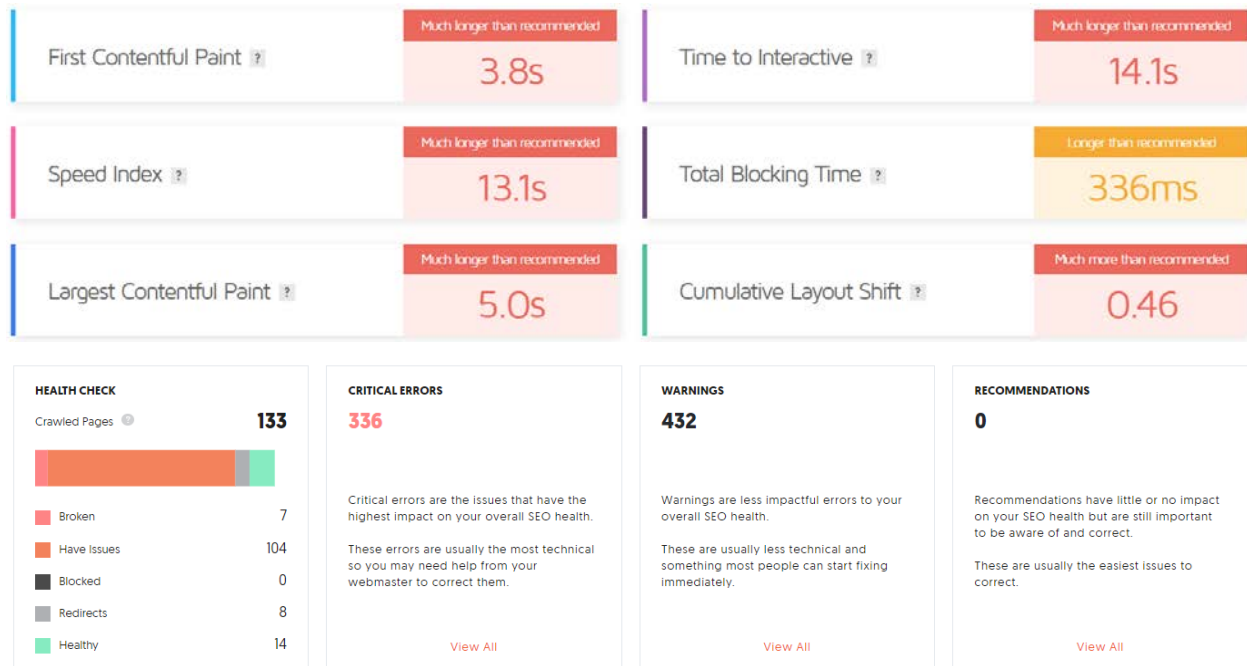


Image 11.1: Website performance report of Rupayan Group

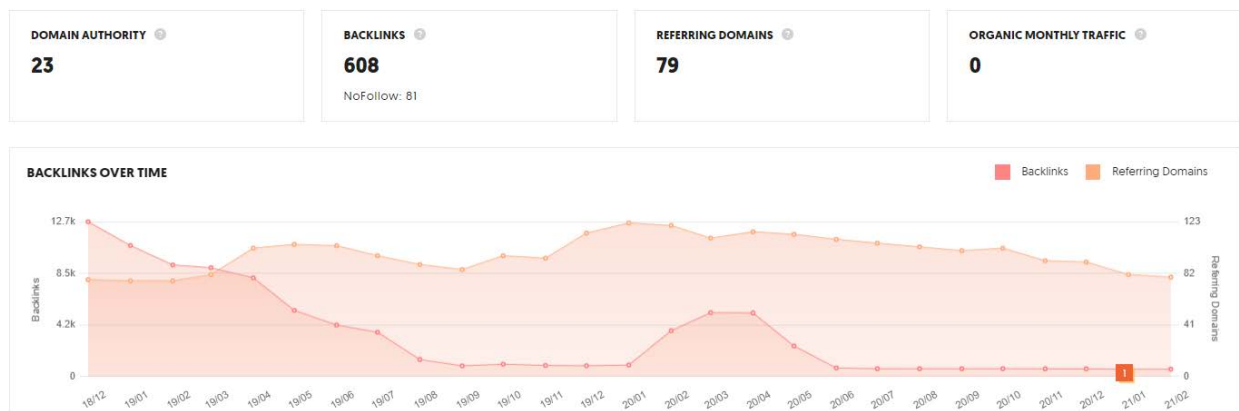


Image 11.2: Website performance report of Rupayan Group

It took me almost 15 days to complete the research and report procedure for the 4 brands. After that, Rupayan Group was continuously working with BrainyZat limited to improve their digital presence. I was in the loop as well. During the initial plans, we also provided campaign ideas for Rupayan groups of 4 brands we were working on. Rupayan group confirmed we to start working on the video campaigns according to our proposal as well. I was then assigned to prepare demo scripts for the Rupayan group's ready projects under different brands of Rupayan and create a content posting plan for social media accounts.

I prepared the demo script for the Rupayan group. But then, my advisor instructed me to prepare a slide for the presentation as well. Once everything was ready, we arranged a meeting with Rupayan Group and presented the scripts and content calendars. We were approved to proceed with the materials. The project was then handed over to the content creation team for execution.

Intro of Video

- Animated Logo of [Rupayan](#)
- Short Clips of Projects by [Rupayan](#)
- Animated title of Project Name

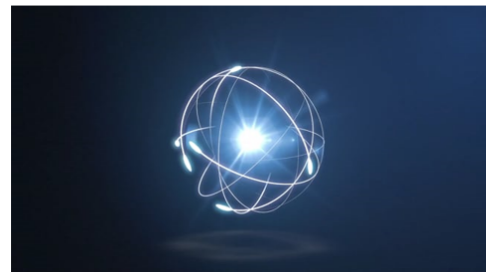


Image 11.3: Preview of the script presentation slide

2021	April					
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
29	30	31	01	02 Land Wanted Posts focusing on new land joint venture	03 Lead Generation Campaign for Land on Facebook and LinkedIn	04 Project Posts [focusing on details of Project (Facilities, Safety, Location and amenities.)]
05 Lead Generation Campaign for Prospect Apartment Buyers	06 Project Posts [focusing on details of Project (Facilities, Safety, Location and amenities.)]	07 Google Search Ads on Google.com	08 Project Posts [focusing on details of Project (Facilities, Safety, Location and amenities.)]	09	10 Project Posts [focusing on details of Project (Facilities, Safety, Location and amenities.)]	11
12 Project Posts [focusing on details of Project (Facilities, Safety, Location and amenities.)]	13	14 Bangla Noboborsho Celebration Post.	15	16 Land Owner/ Flat Owner Testimonial	17	18 About Rupayan (Strength, USP, etc) / Architect Interview

Image 11.4: Preview of content posting calendar for Rupayan Groups

Challenges Faced: I was a little challenged while working on the project which was:

- Working with different brands of the same group at the same time.
- Designing complex plans for representing all brands of a group.

Mistakes Made: I didn't do any mistakes while working on this project as it was my regular office activity.

Learning Outcomes:

- Designing complex campaigns and strategies for working with multiple brands of the same group
- Working with a group's multiple brands and adapt to the complexity of their unique organizational structure

INTERNSHIP OUTCOME

While joining this internship, I was looking forward to learning about the industry as well as gather first-hand experience from the market. Having a student background in Public Relations has proved to be very useful during my internship. I could understand the work procedures, terms, and techniques easily because I was already taught those things in my university.

Realization: While completing the internship, I realized how helpful my university classes and activities had been for me. As a student, I often used to think are all these assignments and course works necessary? Though I completed all of them properly and on time. I usually took the lead while doing coursework and group assignments and distributed the works. I also kept checking up on my teammates to see if they are doing it properly or facing any issues. My academic activities also included projects like video art production, scriptwriting for media, pr campaigns, development campaigns, etc. These course works have groomed my abilities and knowledge of these works as well.

While working on the projects of the internship, I felt very confident and comfortable because of those things. It made my work easier than I expected. My university also encourages co-curricular activities. I have been part of numerous co-curricular activities during my studentship at ULAB. The knowledge and experience of those activities also came in handy.

I have always been multitasking. Even as a student, I had the habit of being involved or work on several projects at the same time. Many told me to become more organized and complete my works one by one. When I started working in an agency, I realized how helpful it was for me to have the habit of multitasking.

Achievements from BrainyZat Digital:

While working on the internship project, my observation skills improved. As a strategist, one needs to observe and learn from everything. You can never know, what might become useful for designing complicated strategies. From reading people's mindsets and lifestyles to understanding society, everything is important.

My skills of working with documents improved due to the regular office activities. My seniors also guided me to improve my skills with MS Word, MS Powerpoint, Excel, pitching, presentations, meeting etiquettes, etc.

I can proudly say that the internship has forged me into a better version of myself.

WORKPLACE LOG

#builtwith.com
#wpthemedetector.com
#Pingdom.com / Pagespeed insights
#Gtmatrix
#Rocketinternet
#Neilpatel.com
Ex:- Lighthouse, Google tag manager.
gs.statcounter / Wearemoat

OBJECTIVE

- Reach
- Brand Awareness
- Traffic
- Lead (contact forms)
- App
- Engagement
- Video View

PPT

- i) Brainy2at RE profile ✓
- ii) Strategic plan and findings of ✓
- iii) Sample Creative Statia ✓
video - ✓
- iv) ~~Proposed content Cal~~
for 6 month - ✓

Sales Lead

~~Tentative~~ Sale Forecast
For 1 month

Particul	Num.	P. App	Total
① bear on fuel	200	100	
② — linked —	100	300	

Zmartbuild

- # Association with IAB
- # Referral Video
- # Ad suite ^{over} ~~the~~ Car
- # Video/Digital Billboard
- # RDC/TVC/OVC/Broadcast budget, } 1 Time
5 10 10

New Ad → 1st page, half page → 5

Traditional billboard

Client list → Bata, Knank, vikings, ATCH
Volvo, Eichen

Suzuki content, event

Ad manager

How we work / Services

App → Obhai

Keyword →

Data → Source

PSE → 10/15

Flight / SEO / Increase Traffic as well as sales.

Segment → ob smart

Zmardbuid → Analysis

Website issue:-

- # Fb login u/a
- # Not user friendly
- # Not mobile friendly
- # Fastfold not okay.
- # Browser compatibility not okay.

Web issues:-

- crazyegg → Heat maps
- Wordpress - WooCommerce
- Widget and plugin details to ppt
- Payment Gateway - Required ✓
- Membership Subscription.
- Online Expo

Socil Media

Website performer

Google position - Keyword - Top Real Estate company in Bangalore

Company Name	Position No
Rep -	
Sum	1
bti	2
Asu	3
Sam	

Business Google Review

Company	Num.	Rev.
Re	✓	42
Sun	✓	✓
	✓	✓
	✓	✓

PPT

- i) Brainy 2at RE profile ✓
- ii) Strategic plan and findings of ✓

iii) Sample Creative Statista videos - ✓

iv) ~~proposed content~~ ✓
for 6 month -

Sales Lead

~~Tentative~~ ~~Sale~~ Forecast
For 1 month

Particular	Num.	P. AP	Total
① bear on fuel	200	100	
② — linked —	100	300	

↳ Finding, observation and Suggestion
on Four wings.

- Rupaya Group
- Rupayan Town
- Rupayan Housing Estate
- Rupayan Lake Castle

↳ Strategy make on only
one wing as sample/demo.

- Rupayan Lake Castle.

Online Plans For Nashi-Khushi

Thank you/
Greetings/Intro/

Research on Given obj.

Intro, engaging.

Purpose slide

16 → Daily 2000

creative - Zmart

GB holds right to modify, without notice.

Every week 1, loyal customer, BZ will shoot, info by GB, Agree to consignment → Minimal → 10K, Boost 100\$ each. expected → 1M

Or 500 Taka sell, Dine in or Take away

2 post → 50\$ each

Expected → 500K

SELF-ASSESSMENT FORM

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

Name of Intern: Mahmdul Al Faisal

University ID: 163012040

Name of the Institute/Organization:	BrainyZat Limited		
Corporate Office Address:	Ja- 80/2, Comilla Para Road, Gulshan Badda Link Road, Dhaka		
Email:	info@brainyzat.com	Web:	www.brainyzat.com

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

48+

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

3,000 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:

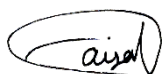
1= Not at all 2 = Slightly 3 = Moderately 4 = Quite a bit 5 = A great deal

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.	5
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.	5
6	I can recognize my personal weaknesses.	5
7	I have a sense of personal achievement.	4
8	I have the ability to persevere in difficult tasks	5

NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	4
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	5
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	4
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?	4.75

5. General Comments

It has my first time working in the industry. The internship has helped me to widen my horizon.
I believe this internship has shaped me to become a better version of myself.



Signature of Intern

PROFESSIONAL COMPETENCIES

Professional competencies mean achieving the capability of performing as a professional with the necessary set of skills, knowledge, and attitude that can be helpful to work in a specialized field. I was able to gain such competencies which will be very helpful for me in the long run.

Skills:

- Microsoft Word/PowerPoint
- Google Drive - Docs, Slides, Sheets
- Brainstorming meeting and moderation
- Digital Content Planning
- Content Calendar Development
- Content Writing – Scripts and layout
- Copywriting
- Idea Pitching and presentation
- Multitasking
- Website Analysis
- Social Media Analysis
- Digital market research

Attitude:

- Value of time management
- Team Work
- Handling Professional ups and downs

Knowledge:

- Client Handling
- Strategy Design
- Developing a formal proposal for Terms of Reference
- Developing documents for presentation
- Coordinate with teams from different working locations and fields

CONCLUDING REMARKS

BrainyZat Limited is my first workplace in this industry. The work culture here is very energetic and friendly. I had a little knowledge about agency work. After joining here, I got to understand the agency work culture by being involved in it.

All my seniors and team members have been very helpful and accommodating towards me. They helped me a lot to improve the outputs of the works assigned to me. This experience has also made me more confident and open to the work industry. I am grateful to everyone for this opportunity and for helping me out.

Thank you for all the support and love.