



ULAB

UNIVERSITY OF LIBERAL ARTS
BANGLADESH

MEDIA STUDIES AND JOURNALISM DEPARTMENT

INTERNSHIP REPORT

Roohama An Naba

212012028

SPRING 2025

MSJ4298: Internship

HOST ORGANIZATION

magnito  **DIGITAL**

SUBMISSION DATE: 28.04.25

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Student Details

Name	Roohama An Naba
ID	212012028
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	English
Career Objectives	<p>I aim to build a dynamic career in Public Relations, strategic communication, and media advocacy, with a focus on social development.</p> <p>My current goal is to gain experience in the field, lead campaigns that drive positive change, empower communities, and enhance brand reputation. I seek roles that challenge my creativity and leadership.</p> <p>Lastly, I aspire to work with mission-driven organizations where I can contribute meaningfully to development, equity, and sustainable progress.</p>

Internship Details

Host Organization	Magnito Digital Ltd. 6th & 7th Floor House-7 Road-137 Gulshan-1 Dhaka Bangladesh
My Working Session	PR and Communications
Supervisor	Nafis Farhan, Operations Manager
Designation	Intern
Start Date	February 2, 2025
End Date	Continuing
Hours Per Week	Around 45 hrs
Total Working Period	13 Weeks

Acknowledgement

The beginning of my professional career has seen meaningful curves within this short span of time, and without the people mentioned below, my journey would not have been complete. Their support created a consistent and healthy learning environment—my heartfelt gratitude to all.

First and foremost, I am deeply thankful to Magnito Digital for their warm welcome and for creating a positive and enriching learning environment. The opportunities they provided helped me grow immensely, both personally and professionally.

A special note of appreciation goes to my internship supervisor at Magnito, Nafis Farhan, whose mentorship and encouragement allowed me to navigate tasks with confidence and learn through real-world experience. I am also immensely grateful to Moinuddin Hyder, one of the directors of the agency, for his constant motivation and insightful guidance that pushed me to do better every day.

I sincerely thank the entire Strategy, Content and Design team, who always had my back and made this journey smoother and more creative.

Lastly, my heartfelt appreciation goes to Andalib Rubayat Sir of ULAB for his consistent support, prompt responses, and understanding nature—without which this internship experience would have been much harder to get through.

Not to mention, thanks to my friends for always pushing me toward betterment, especially during times when I lacked motivation.

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: Roohama An Naba

ULAB ID: 212012028

Signature Roohama AN

INTERNSHIP REPORT APPROVAL FORMStudent Name Roohama An Naba ID No. 212012028Major: Public Relations Year: 2025Local Phone: 01742087825 Email: roohamaaa@gmail.com

INTERNSHIP/PROJECT INFORMATIONInternship Organization/Project: Magnito Digital Ltd.Internship /Project Report Topic: Internship ReportSemester (Tick one): ☐ Spring 2025 ☐ Summer 2025 ☐ Fall 2025

Advisor APPROVAL

(Please place a Tick)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write Remarks (If Not Approved/Pretrial/Full Rewrite):

Signature: _____ Date: 28/04/25Name: Andalib Rubayat Title: Senior LecturerE-mail: andalib.rubayat@ulab.edu.bd Phone: +880 1918939190

Introduction

During my internship, I had the valuable opportunity to work at Magnito Digital, one of the leading marketing agencies in Bangladesh, known for its dynamic and diverse portfolio of work. The agency operates across various verticals including creative content, digital strategy, performance marketing, and more. What made my internship particularly special was the chance to contribute to a significant milestone for the organization—I was given the responsibility to officially launch their PR service, thereby extending Magnito’s line of work through active client engagement.

This role gave me first hand exposure to how Public Relations functions in a professional setting, especially in terms of experiential campaigns, client outreach, and strategic communication. I participated in brainstorming sessions, campaign planning, and presentations tailored for real clients—an experience that allowed me to bridge the gap between classroom knowledge and industry practice. My theoretical learning found a new dimension through practical applications, offering insights that textbooks alone could never provide.

One of the most eye-opening aspects of my internship was understanding the ongoing global shift in the PR industry, especially with the increasing integration of AI tools in content creation, trend analysis, and audience engagement. I learned how to make effective use of these tools for optimizing campaign performance, saving time, and ensuring relevance in a fast-paced digital environment.

Magnito Digital’s collaborative work culture significantly enriched my experience. The agency fosters an open and inclusive environment where interns are encouraged to participate actively, ask questions, and learn through real-time feedback. With supportive mentors and an approachable team, I felt empowered to challenge myself and grow professionally every single day. This internship did not just shape my understanding of PR; it redefined how I see the potential of communication in a changing world.

Expectations/Objectives

The primary goal of my internship at Magnito Digital was to gain practical experience and apply my academic learning in a real-world environment. Throughout the internship period, I aimed to apply my academic knowledge in a real-world agency setting while gaining professional experience in public relations and strategic communication. I expected to develop a deeper understanding of agency operations, enhance my creative and strategic thinking, and learn how to contribute meaningfully to campaign planning and execution. I was also eager to explore how AI and data-driven tools are shaping modern PR practices, while strengthening my communication and teamwork skills in a collaborative, fast-paced environment.

- Understand the agency's work structure, campaign development process, and internal communication flow.
- Learn to create effective PR campaigns as well as materials and contribute to real client projects, especially focused on CSR and outreach programs.
- Gain insight into experiential PR campaigns, client presentations, and outreach strategies.
- Explore the new age solution-driven methods in PR and digital approach to it.
- Develop strategic thinking, decision making, teamwork, and communication skills through hands-on experience with dynamic teams.

Host Organization

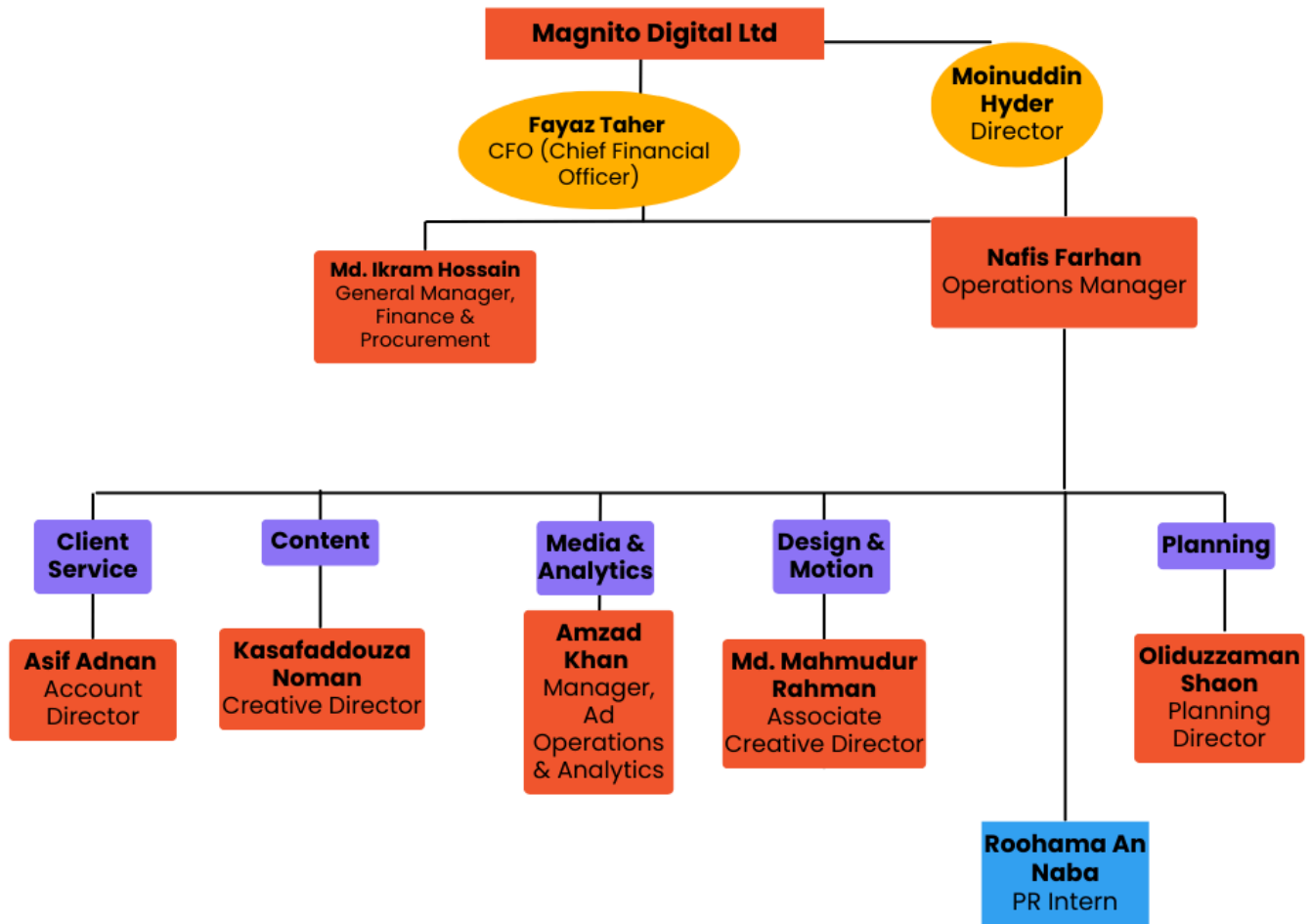
Magnito Digital, one of Bangladesh's leading digital marketing agencies known for its dynamic approach and innovative strategies. Magnito stands out for its ability to go beyond conventional marketing tactics by combining data-driven insights with creative storytelling. With a mission to transform a brand's aspirations into powerful narratives, the agency effectively bridges digital and traditional communication channels.

Magnito Digital has a strong track record of working with some of the most prominent clients such as USAID, Bkash, Polar, Uber etc. helping build and elevate leading brands across various sectors. What sets Magnito apart is its strategic blend of content, creativity, data, and technology—allowing the agency to deliver tailored, impactful solutions on a large scale. Their team is composed of highly skilled professionals who are not only confident and knowledgeable but also supportive and approachable.

As one of the most decorated digital agencies in Bangladesh, Magnito Digital has earned the title of 'Campaign Asia-Pacific: Digital Agency of the Year' in the 'Rest of South Asia' category five times (2015, 2016, 2017, 2019, and 2020), along with numerous local accolades such as the prestigious Commwards and Digital Marketing Award. Their commitment to excellence, coupled with an innovative and solution-driven mindset, firmly establishes their position in a competitive landscape.

The company's collaborative and inclusive work culture creates an ideal environment for learning and growth. Interns are treated as active contributors and are encouraged to engage in real projects from day one. This dynamic atmosphere, paired with the agency's problem-solving ethos, provided me with invaluable exposure to the fast-evolving world of marketing and public relations.

Organisation's Organogram



Key Tasks During the Internship

I have been working at Magnito Digital since February 2, 2024, as an intern in the PR and Communications team. My responsibilities entailed:

Task 1: Understand Agency Operations and Internal Communication

- Learn the agency's work management system and campaign planning processes.
- Build rapport with internal teams and maintain effective communication.
- Observe how interdepartmental collaboration drives campaign execution.

Task 2: Develop Strategic PR Materials

- Collect initial documents, including past reports, project summaries, and data insights.
- Compile necessary resources such as photos, video footage, and case documentation.
- Create compelling PR materials—photo stories, video content, case studies, and presentations—highlighting the agency's development work with USAID, PR initiatives, and grassroots efforts.

Collaborate with the content, design, and strategy teams to align messaging and visuals.

Task 3: Implement a Solution-Oriented Marketing Strategy

- Develop a B2B PR strategy focused on LinkedIn engagement.
- Research and gather feedback on industry trends and audience needs.
- Craft persuasive sales pitches and strategic content for outreach to MNCs and mission directors.
- Utilize AI tools, interactive content, and storytelling to position the agency as a thought leader in development and strategic communications.

Project Details

No. of projects completed: 15

No. of project published: 08

Project 1

Project Name: Magnito Website Content: Our Public Relations Expertise

Start Date: 17.2.25

End Date: 20.2.25

Published Date: 20.2.25

Project Overview:

This project involved creating website content for the "Public Relations" service section of Magnito Digital's official website. The goal was to encapsulate the firm's comprehensive PR offerings in a tone that aligned with Magnito's brand voice—modern, credible, strategic, and engaging. The content was intended to convey expertise in various PR verticals such as media relations, event activations, crisis management, CSR campaigns, and more. The challenge was to present all services in a clear, compelling, and professional manner that appeals to both corporate clients and strategic partners.

My Tasks and Responsibilities:

I was solely responsible for writing the first draft of the "Our Public Relations Expertise" content. This included conducting internal brand voice research, reviewing competitor websites, and describing Magnito's diverse PR capabilities into crisp, audience-friendly, and SEO-aware web copy. I structured each service with a subheading, a brief descriptor, and a clear emphasis on outcomes, aligning them with the brand's experiential and strategic approach to PR services.

My first submission of the website content:

Our Public Relations Expertise: Where Innovation Meets Impact

Roundtables: Game-Changing Conversations

We disrupt the traditional talk format by organizing synergy-driven roundtables where industry giants, media moguls, and stakeholders hash out the issues that matter. It's more than just talk—it's about creating real movement in real time.

Webinars: Disrupting Distance

No matter where your audience is, our webinars are designed to create engagement at scale. We take care of everything—from ideation to execution—so you can focus on delivering disruptive value in a digital-first world.

Talk Shows: Synergizing Storytelling

We turn impactful ideas into conversations that spark change. Our talk shows put a face to your brand, transforming narratives into emotional journeys that drive loyalty and connect with hearts and minds. Because stories move people—and we know how to tell them.

Immersive PR Events & Activations: Experience-First Engagements

Forget the ordinary. We create bold, disruptive experiences through our activations, boot camps, and high-energy galas. Each event is designed to leave attendees talking—and tweeting—long after it ends.

Press Conferences & Releases: High-Impact Messaging

Your message deserves the spotlight. We engineer press materials that cut through the noise and maximize coverage. From crisis updates to product launches, we ensure your voice is front and center.

PR Kits: Strategic Brand Touchpoints

We don't believe in one-size-fits-all. Our PR kits are game-changing tools customized to embody your brand essence. With strategically crafted content and thoughtful design, they are more than information—they are experiences.

Screenings: Entertainment with Impact

Our film and campaign screenings aren't just events—they're advocacy in action. We generate buzz, influence opinions, and start conversations that matter. Because when you spark emotion,

you spark change.

Media Relations: Relationships, Not Just Reach

We don't just pitch to media—we build long-term alliances. With insider access and strategic timing, we get your brand placed where it matters. Because the right mention at the right time can change everything.

Tours & Field Trips: Synergizing Experience & Impact

There's nothing more powerful than experiencing a brand's impact firsthand. We curate immersive site visits that align with your goals and generate influencer buzz and media traction. Seeing, in this case, is truly believing.

Digital Content Creation: Disruption Through Design

From short-form social videos to long-form documentaries, our content cuts through the clutter. Every asset is designed for maximum shareability and strategic alignment with your brand's PR goals.

CSR Campaigns: Cause Meets Credibility

We help brands create synergy with the causes they care about. Our CSR campaigns are designed to be bold, visual, and purposeful—combining real-world impact with brand positioning that resonates.

Networking Events: Building Connections That Convert

We don't just host events—we orchestrate environments for collaboration. These aren't your typical meet-and-greets. Our mixers and mixers are strategically crafted for maximum value exchange.

Training Sessions: Upskilling for the Future

Empower your team to be brand evangelists. Our workshops cover everything from media training to message alignment, making sure your people are prepared to represent your brand with confidence.

Crisis Management: Disruption-Proofing Your Reputation

In times of uncertainty, we bring clarity. Our crisis response solutions are tailored, timely, and tactical. We help you control the narrative, regain trust, and come out stronger.

My final submission of the website content:

1st Overview:

Public Relations

Our new age PR isn't just about press—it's about perception. Through compelling storytelling, media engagement, and experiential PR, we shape reputations, build credibility, and create moments that connect brands with the right audiences and spark real conversations.



Needs to be 1024X410

Figure: 1st Overview picture for the website

Clicked on page content:

Our Public Relations expertise:

Roundtables: Conversations That Matter

We bring together industry leaders, media representatives, and key stakeholders for insightful discussions that drive real change. Our media roundtables, editor meets, and stakeholder engagements ensure that the right voices are heard and amplified.

Webinars: Engaging Audiences, Anywhere

From knowledge-sharing to industry insights, our interactive webinars connect experts and audiences in real time. We handle end-to-end execution, allowing our clients to focus on delivering value.

Talk Shows: Turning Stories into Impact

Storytelling is at the heart of what we do. Our talk shows humanize brands, making their missions relatable and memorable, making engagement into transforming debates. From concept to production, we create compelling narratives that resonate with audiences.

Immersive PR Events & Activations: PR You Can Feel

PR isn't just about words, it's about experiences. We craft unforgettable on-ground activations, boot camps, and high-profile galas that engage audiences and leave lasting impressions.

Press Conferences & Press Releases: Making Every Announcement Count

We craft press materials that cut through the noise, ensuring our client's key messages reach the right audience. Whether it's a high-stakes press conference or a critical media release, we ensure seamless execution and maximum coverage.

PR Kits: Tailored for Maximum Impact

No two brands are the same, and neither are our PR solutions. Our customized PR kits combine strategy, personalized thought, and execution for seamless brand souvenirs and positioning.

Screenings: Stories That Move People

We curate screenings that go beyond entertainment, they create conversations and spark action. Whether for advocacy, brand storytelling, or awareness, we ensure an impactful experience. Our expertly organized screenings attract media attention, influencers, and key stakeholders, making your message more powerful and far-reaching.

Media Relations: Building Bridges with the Press

We don't just connect with the media, we cultivate lasting relationships. Our strategic media engagement ensures that your story is told with integrity and influence. We work closely with journalists, editors, and influencers to secure coverage in top-tier publications, ensuring that your brand remains visible and relevant in an evolving media landscape.

Tours & Field Trips: Bringing Stories to Life

Some stories need to be experienced to be believed. Our immersive tours give stakeholders and influencers firsthand experiences, leading to authentic and powerful memories, that speak to the brand's objectives. Whether it's exploring a social impact initiative or a corporate innovation hub, we design exclusive tours that generate compelling narratives and meaningful media exposure.

Digital Content Creation: PR-Driven Brand Storytelling

From audiovisuals and documentaries to social campaigns and brand mnemonics, we create engaging content that strengthens brand presence and resonates with target audiences. Our team of content strategists, videographers, and designers—ensures that every piece of content aligns with your PR goals, optimizing it for social sharing, media visibility, and audience engagement.

Social Awareness & CSR Campaigns: PR for a Purpose

We design purpose-driven campaigns that align brands with causes that matter to them, driving both social change and brand credibility. By crafting compelling narratives and leveraging strategic media outreach, we maximize impact, ensuring that your CSR efforts are seen, heard, and truly make a difference. Our campaigns not only build positive brand perception but also inspire communities and stakeholders to take action.

Networking Events: Meaningful Connections, Lasting Influence

From exclusive industry mixers to high-profile corporate gatherings, we create networking opportunities that drive relationships and results. Our carefully curated events bring together decision-makers, influencers, and media professionals, fostering connections that translate into collaborations, partnerships, and long-term business growth.

Training Sessions: Empowering Voices, Strengthening Media

We organize customized training sessions that align with the brand's vision, ensuring clarity on PR initiatives and strategic communication goals. Our tailored workshops empower teams with the skills needed for effective messaging, media interactions, and brand storytelling.

Crisis Management: Protecting Reputation, Restoring Trust

When the stakes are high, we step in with systematic crisis communication plans that mitigate risks and reshape public perception. From rapid response strategies to long-term reputation rebuilding, our team provides expert guidance in navigating media scrutiny and public sentiment, ensuring that your brand emerges stronger and more resilient.

My published content:

<https://magnitodigital.com/public-relations/>

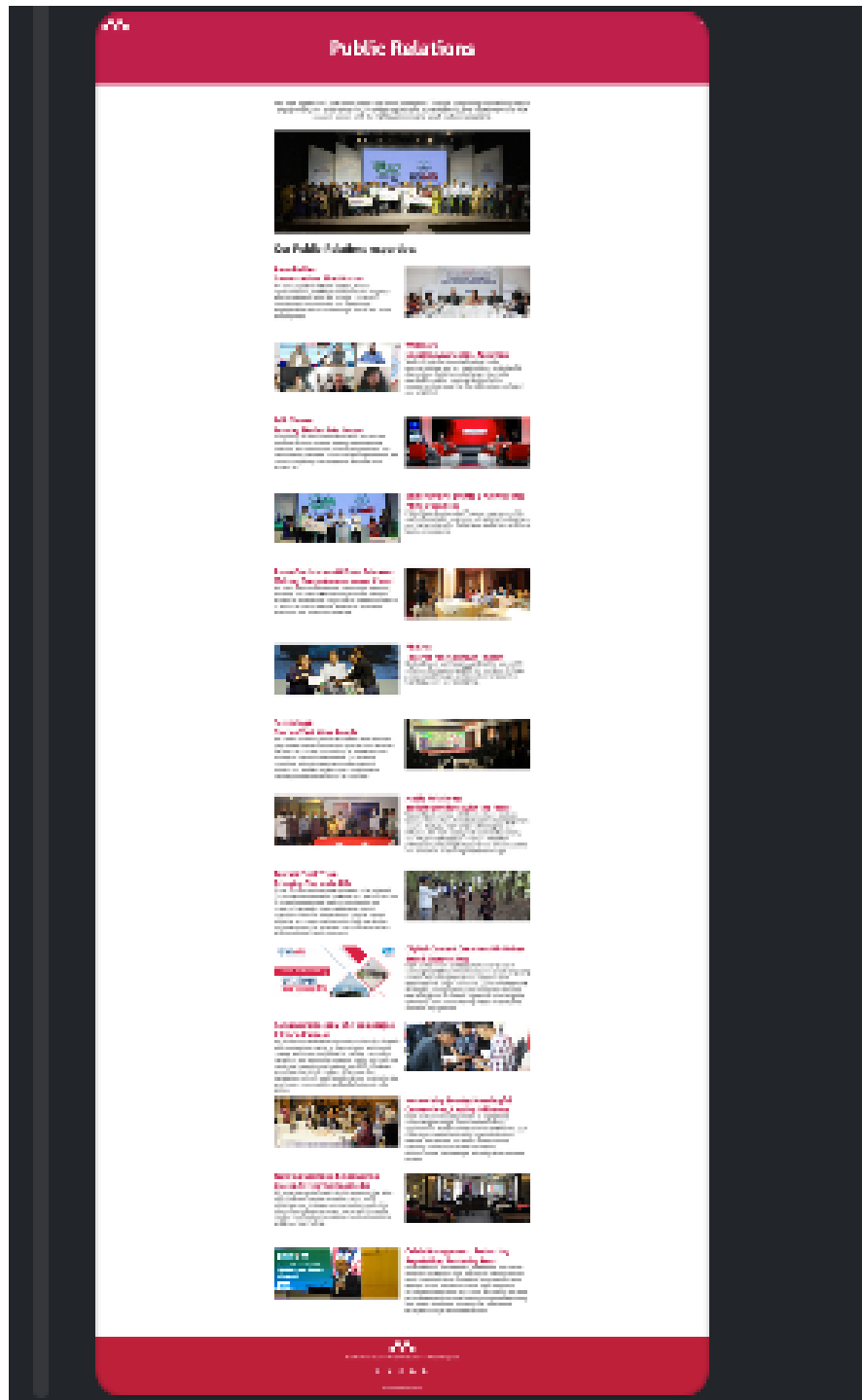


Figure 1.1: the final published content of project 1

My Mistakes:

- In my first draft, I relied heavily on marketing jargon like “game-changing,” “disruption,” and “synergy,” which made the content sound inflated and less authentic. It lacked the grounded, credible tone that defines strong PR writing.
- The tone was not uniformly professional, some sections leaned too casual while others were overly formal, disrupting the website’s overall brand identity and tone.
- I failed to clearly distinguish how Magnito’s PR services were different from competitors. I had picked up on the similar service launching write up which I had read during my background research of other agency webpages, and for my write-up any service descriptions sounded generic and could have belonged to any agency.
- I used overly long sentences in some parts that made the content hard to read, especially for online readers skimming the site. This affected readability and flow.
- I did not communicate ROI or real-world impact.

My Learnings:

- I learned to strike the right tone in writing, based on my agency's other content tone, their tone of words such as, “purpose-driven campaigns” and “ brand storytelling”, instead of calling it a “PR strategy or tactics”. They have a tone for sentence structure as well, instead of saying, “ strategic crisis communication is crucial to mitigate risks and craft a public perception” , they prefer “When the stakes are high, we step in with systematic crisis communication plans that mitigate risks and reshape public perception.”.
- I learned that in public relations, it's more effective to communicate messages that are clear, concise, and focused on the actual benefits to the audience, like “ Our carefully curated events bring together decision-makers, influencers, and media professionals, fostering connections that translate into collaborations, partnerships, and long-term business growth”, rather than using flowery or overly complex language that sounds good but lacks real value, like, “ These aren’t your typical meet-and-greets. Our mixers and mixers are strategically crafted for maximum value exchange”. This helped me shift my writing and messaging style to prioritize useful, action-oriented information instead of just making things sound impressive.

- I learned how to differentiate services by emphasizing unique approaches in sentences and the fact that one needs to write the real-world outcomes rather than listing generic deliverables.
- I gained awareness of digital readability, using shorter sentences, scannable formats, and structured flow for better web experience.

Project 2

Project Name:

Concept Note & Proposal: The New Age of Personal PR – Leaders Become the Representatives

Start Date: 23.2.25

End Date: 2.3.25

Project Overview:

This project involved developing both a concept note and a strategic proposal for a new initiative within Magnito Digital: executive-led personal PR on LinkedIn. The objective was to convince stakeholders of the need for a dedicated PR strategy where company leaders would actively shape public perception through personal branding on professional platforms. This strategy aimed to build corporate credibility through individual leadership voices, particularly in a landscape where audiences increasingly value authenticity and direct engagement from leadership. The deliverables included a compelling concept note and a detailed strategic proposal outlining goals, implementation ideas, and the rationale for why Magnito should adopt and offer this new service to clients.

My Tasks and Responsibilities:

I was responsible for drafting both the concept note and the proposal. My work involved identifying global trends in personal PR, especially on LinkedIn; collecting case studies of high-impact executive branding; designing a structure for the proposal; and writing copy that blended strategic thinking, data-informed insights, and storytelling for the proposal. I also conducted internal research on how Magnito could position itself as an early mover in this space in the Bangladeshi context.

Here's my first submission of the Concept Proposal:

In today's rapidly evolving business landscape, corporate reputation is no longer solely dependent on brand messaging. Consumers and stakeholders increasingly seek authenticity, transparency, and direct engagement from leadership. A well-crafted Executive Personal PR strategy allows C-suite executives to serve as brand ambassadors, fostering trust, credibility, and brand loyalty. This proposal outlines a structured approach to positioning executives as thought leaders, enhancing brand reputation, and driving business growth.

Background :

Traditional influencer marketing has seen a decline in effectiveness due to over-commercialization and loss of authenticity. As a result, audiences have shifted their trust towards business leaders who actively engage with the public. Companies like Tesla, Apple, and Virgin Group have leveraged executive-led PR to establish strong market positioning. Conversely, organizations lacking executive visibility struggle with credibility, brand differentiation, and customer trust.

Case Study: Elon Musk & Tesla

Elon Musk's direct engagement with audiences through social media and public appearances has positioned Tesla as an innovative and trustworthy brand. His personal PR strategy has contributed significantly to Tesla's valuation, brand loyalty, and global influence.

Why Executives Need Personal PR:

Many corporate leaders remain behind the scenes, relying solely on traditional PR and corporate communication teams. However, in an era where customers and investors value personal connection, executives must actively shape public perception. Without a structured personal PR approach, executives and their brands face:

- A disconnect from their audience – Customers relate more to people than faceless corporations.
- Missed opportunities for industry influence – Thought leadership can establish executives as key players in their industry.
- Lower credibility and trust – Authenticity in leadership fosters confidence in the brand.

Benefits of Executive Personal PR:

1. **Enhanced Credibility & Trust:** When business leaders take an active public role, they reinforce the brand's authenticity. Research from Edelman Trust Barometer shows that 64% of consumers trust brands with visible leadership.
2. **Public Image & Business Growth:** A strong executive presence creates opportunities for media engagement, partnerships, and industry influence. Figures like Richard Branson and Satya Nadella have successfully leveraged personal branding to elevate their companies.
3. **Increased Sales & Market Value:** Customers are more likely to purchase from brands whose leaders they trust. Nike's co-founder, Phil Knight, positioned himself as a key storyteller for the brand, leading to sustained brand loyalty.
4. **Stronger Employee & Investor Confidence:** An executive who publicly champions company values fosters loyalty and trust within internal and external stakeholders.

Case Study: Howard Schultz & Starbucks

Howard Schultz's proactive personal PR and leadership narrative reinforced Starbucks' commitment to ethical sourcing and employee welfare, making it a globally admired brand.

The Current Situation Without Personal PR:

Companies that do not integrate executive-led PR risk:

- **A lack of authenticity** in their corporate messaging.
- **Weaker consumer and investor trust** due to the absence of a humanized leadership voice.
- **Limited industry influence** compared to brands where leaders actively engage with the public.

Case Study: Uber's PR Challenges

Uber faced major reputational issues during its leadership crisis under Travis Kalanick. The lack of a strong executive PR approach led to regulatory scrutiny and loss of public trust. When Dara Khosrowshahi took over, he rebuilt credibility through transparency and direct engagement.

Proposed Strategy & Implementation:

To ensure a successful Executive Personal PR strategy, we recommend a three-phase approach:

1. **Executive Thought Leadership Development**
2. **Strategic Media Engagement**
3. **Digital & Social Media Positioning**

Goals & Expected Outcomes:

The overarching goal is to position executives as credible, influential, and highly trusted figures within their industries. Expected outcomes include:

- Increased executive influence and industry authority.
- Strengthened brand trust and customer loyalty.
- Higher sales conversion through executive-led brand endorsements.
- Enhanced company reputation, leading to better investor and stakeholder relations.

Conclusion

In an era where authenticity drives consumer decisions, executive personal PR is no longer optional—it is essential. By implementing a well-structured PR strategy for C-suite executives, brands can achieve sustainable credibility, competitive advantage, and long-term business success. We recommend moving forward with a customized personal PR plan tailored to key executives, ensuring a lasting impact on both personal and corporate reputation.

References:

- Edelman Trust Barometer, "The Decline of Traditional Influencers & The Rise of Business Leaders"
- Harvard Business Review, "The Importance of CEO Branding"
- LinkedIn Insights Report, "Executive Influence on Brand Perception"
- Sprout Social, "The Role of Transparency in Brand Trust"
- Case Studies from Tesla, Apple, Virgin Group, Starbucks, Uber, Microsoft, and Nike

Here's my final submission of the Concept Proposal:

Lead with Influence: Executive Personal Branding for Market Domination

Strong PR, Stronger Influence

Brief Proposal: This proposal outlines a strategic personal PR approach designed to strengthen your image as a thought leader, enhance your personal brand's credibility, and drive business growth. Your personal brand matters because, in today's competitive landscape, authenticity and meaningful relationship are essential for influence. By establishing a strong executive presence, we transform your leadership into a powerful driver of trust, relationship, and brand success, ensuring long-term market positioning and business impact.

Execution Period: TBA (Based on project scope and deliverables)

Proposed Organization: TBA

Strategic Vision: To craft an innovative, hybrid personal PR strategy that extends beyond digital platforms, integrating executive-led stakeholder management and B2B communication. This approach not only ensures your thought leadership reaches the right stakeholders but as a contextual knowledge-driven micro-influencer who builds authentic relationships and influences both online and offline. By prioritizing your persona as the brand itself, we establish credibility and persistent industry leadership.

Objective:

- Strengthen your personal brand to elevate corporate trust and brand loyalty.
- Strengthening your thought leadership in the industry to attract business opportunities.
- Develop a multi-channel personal PR approach that fosters direct stakeholder engagement and strategic networking.

Why This Matters to You:

1. **Personal Growth & Influence:** You become a trusted industry authority, opening doors to outreach engagements, partnerships, and investment opportunities.
2. **Image & Credibility:** Strong executive branding enhances your company's reputation, fostering trust among customers and stakeholders.
3. **Opportunities:** Lack of a structured personal PR strategy would lead to losing out on many opportunities customer engagement, media visibility, and brand differentiation.
4. **Direct Impact on Brand Performance:** CEOs who actively engage on LinkedIn see 10x more engagement on their company's content (Sprout Social).

Potential Clients

1. Development Sector Leaders (e.g., The Asia Foundation, BRAC): These institutions increasingly value visible, mission-driven leadership. According to Devex (2024), 68% of development organizations prefer engaging with public-facing professionals with an active online presence.
2. Banking Executives: The financial sector in Bangladesh is seeing a shift towards personal branding on platforms like LinkedIn, especially among CXOs and comms heads, to build public trust and thought leadership. A 2023 study by LightCastle Partners found that 52% of banking leaders believe personal branding enhances organizational credibility.
3. Telecommunication Leaders: With the rise of digital literacy campaigns and 5G rollout in Bangladesh, telecom leaders are focusing on personal digital storytelling to align their persona with tech-forward narratives. Grameenphone and Banglalink executives have increased their content output by 40% on professional platforms in the past year (DataBird Digital Trends Report, 2024).

Why Executive PR is a Game-Changer: The Rising Trend

In today's fast-evolving business landscape, executive PR has emerged as a transformative force, redefining how industry leaders establish influence, build trust, and drive brand success. This approach integrates a sophisticated blend of digital thought leadership, strategic stakeholder engagement, and B2B relationship-building to create lasting impact.

- **Beyond Digital Presence:** Executive PR is not just about maintaining an online persona; it is about cultivating a multi-dimensional presence that strengthens credibility in both digital and physical spaces.
- **Stakeholder-Centric Influence:** A well-executed PR strategy enhances direct engagement with key stakeholders, reinforcing leadership authority and fostering meaningful business relationships.
- **Knowledge-Driven Micro-Influencing:** Unlike traditional influencer marketing, this strategy positions executives as industry thought leaders whose insights, expertise, and strategic viewpoints drive engagement and establish long-term trust.
- **Innovative Public Relations Approach:** By prioritizing the individual as the brand, this methodology shifts PR from conventional corporate messaging to a more authentic, relatable, and persuasive narrative.
- **Comprehensive Market Positioning:** Leveraging both digital platforms and high-impact offline engagements—such as industry roundtables, networking events, and leadership forums—ensures a well-rounded influence that resonates across diverse audience segments.

The Growing Influence of Executive PR: (Market Insights)

- **90% of consumers** trust a brand when its leadership is visible and authentic (Source: Edelman Trust Barometer).
- **82% of people** are more likely to trust a company whose CEO engages in thought leadership content (Source: LinkedIn B2B Thought Leadership Study).
- **CEO branding boosts stock value** by an average of 8% (Harvard Business Review).

Case Studies: How Personal PR Works for them

- **Yasir Azman (Grameenphone CEO)** – Transformed his personal LinkedIn into a thought leadership hub, reinforcing Grameenphone’s industry authority.
- **Shehzad Munim (BAT Bangladesh)** – Created a personal brand aligned with corporate success, improving brand trust and engagement.
- **Donald Trump** – Mastered personal PR to build a globally recognized brand, leveraging his persona to influence politics, business, and media narratives. His strategic use of social media and media presence played a crucial role in his electoral success and in maintaining a strong brand identity.

What We Can Offer You:

We will develop and execute a high-impact personal PR strategy that integrates both digital and offline stakeholder engagement, ensuring maximum influence and credibility. This includes:

1. PR for Stakeholder Management

Context: Effective stakeholder engagement is critical for building trust, credibility, and long-term relationships in your industry. Without a structured approach, your influence remains fragmented.

Suggestion: A strategic stakeholder PR plan that integrates digital positioning with offline relationship-building through curated roundtables, executive networking, and industry collaborations.

2. Media Positioning on LinkedIn

Context: LinkedIn is the go-to platform for professional credibility, but simply posting content is not enough to position yourself as an industry authority.

Suggestion: A tailored media positioning strategy that leverages high-value content, strategic media mentions, and engagement tactics to elevate your visibility among key decision-makers.

3. Thought Leadership Enhancement

Context: Establishing yourself as a thought leader requires more than just expertise—it demands consistency, relevance, and strategic amplification across platforms.

Suggestion: A mix of keynote opportunities, bylined articles, expert commentary in industry publications, and strategic LinkedIn positioning to solidify your reputation as a leader in your domain.

4. High-Impact Contextual and Knowledge-Driven Content Development

Context: Generic content does not drive influence—contextual, data-backed, and insight-driven narratives create real impact and engagement.

Suggestion: A structured content strategy that includes industry trend analysis, original insights, case studies, and thought-provoking commentary tailored to your audience.

5. Opportunities for Influence Expansion & Omnipresence

Context: Visibility in your immediate circle is not enough; to maximize impact, you need a multi-platform approach that ensures presence across relevant channels.

Suggestion: A 360-degree influence expansion strategy, including cross-platform PR, speaking engagements, expert panels, and strategic partnerships to establish an omnipresent industry footprint.

Key Performance Indicators (KPIs)

Area	Indicator	Target
LinkedIn Engagement	Follower growth, average engagement per post	+1000 followers, 5% engagement rate
Thought Leadership	Blog views, shares, industry recognition	10 blog posts, 3 industry reshares
Networking Impact	Mentions, panel invitations, collab opportunities	3 speaker invites, 2 collabs initiated
Instagram Growth	Reel views, follower rise, DM queries for collab	5 high-engagement Reels, 20% growth
Website Portfolio	Visitors, contact form submissions	1000 visits, 10 inquiries
Conversion Metric	Job/interview offers, freelance/project referrals	2 internship/job offers, 3 paid projects

In today's market, executive branding is not just a PR move anymore, it's a long-term investment. By strategizing your hybrid personal PR, you future-proof your influence, unlock business growth, and position yourself as an industry leader with a powerful, multi-dimensional presence.

Let's make your leadership the story that defines your brand's success.

References:

- Edelman Trust Barometer Special Report: Brand Trust and the Coronavirus.
Forbes
- 2017 Edelman/LinkedIn Study "How Thought Leadership Impacts B2B Demand Generation."
Edelman
- B2B Marketing Underestimates Effects of Thought Leadership on Trust.
Sword and the Script
- Power and influencers: CEOs on social media.
Financial Times
- Personal Branding for Executives: Why It's Important – MindBody PR discusses how executives can use personal branding to build trust, credibility, and influence.
- How a CEO's Personal Brand Can Help Connect with Customers – Forbes explores how executive branding strengthens company reputation and customer engagement.
- Personal Branding and PR – BLND PR explains the role of PR in building executive personal brands and increasing visibility.

Link to my final submission of the Concept Proposal:

 **personal PR _ final proposal 3rd draft.pdf**

My Mistakes:

- I didn't define the target audience (TG) or buyer persona. The proposal lacked clarity on who the ideal clients were—CXOs, founders, or mid-level executives and in particular which industries like development or business or banking sector.
- No complete implementation phases. I didn't include a timeline, steps, or breakdown of the actual work Magnito would do for each executive.
- There was no storytelling or flow, it looked like an academic paper. paragraphs were dense and analytical rather than client-friendly, and strategic.
- I didn't include key measurable outcomes like, "this PR attempt will get you an award in Meril Prothom Alo awards", instead I had written, "A strong executive presence creates opportunities for media engagement, partnerships, and industry influence."
- Some parts of the concept note had vague and generalized claims. Like I mentioned "executives becoming the brand" but didn't justify it with market data or Bangladesh-specific insights.
- Again, I mentioned global leaders like Trump and Jobs without drawing relevant, context-specific comparisons, it needed South Asian relevant examples like "add GPs Yasir Azman as example".
- My referencing was inconsistent and irrelevant, and trying to present a hypothesis based on multiple data, when my team lead cross checked them.

My Learnings:

- I learned proposals must lead clients to a decision, not just inform them, thus my narration should explain the action.
- I now understand I need to include quantifiable deliverables, timelines, and KPIs in strategic proposals.
- Learned that strategic documents need to be persuasive, visual, and skimmable—not academic.
- I learned how important real-world examples are which need to be verified as well, especially from local or culturally relevant figures, to build credibility and relatability.
- Lastly, learned to cross check every single data found by the AI tool Deepseek as this

gave me a hypothetical stance like this, “ Elon Musk’s direct engagement with audiences through social media and public appearances has positioned Tesla as an innovative and trustworthy brand.”

Project 3

Project Name:

Social Media Announcement Post: Magnetic Public Relations Expertise

Start Date: 18.2.25

End Date: 25.2.25

Published Date: 26.2.25

Project Overview:

This project focused on creating a strategic social media announcement post to highlight Magnito Digital's expertise in public relations. The goal was to position the agency as a service provider in PR by showcasing its dynamic capabilities through an engaging, well-branded social media visual. The deliverables included a complete post package—concept ideation, content, creative coordination, and final upload.

My Tasks and Responsibilities:

I led the ideation process, developed the core message, and wrote the content for the post. I also communicated the design brief to the creative team, providing overall direction for the visual. After the design was completed, I finalized and uploaded the post on Magnito's official social platform with a compelling caption.

My first submission for the social media post:

LinkedIn poster copy:

♦ **Roundtables & Webinars**

Join expert-led discussions that spark collaboration, deepen industry insight, and inspire real-world impact through meaningful dialogue and shared knowledge.

♦ **Talk Shows & Screenings**

Experience compelling stories through curated talk shows and screenings that inform, engage, and emotionally connect with diverse audience groups.

♦ **Immersive PR Events**

Participate in dynamic PR events—boot camps, activations, and summits—designed to energize your brand and create lasting impressions.

♦ **Press & Media Relations**

Boost visibility through targeted media strategies that secure coverage, build trust, and position your brand as a credible voice.

♦ **Digital Content & Social Campaigns**

Craft bold digital narratives and campaigns that elevate your online presence, strengthen engagement, and align with your brand's core message.

♦ **Networking & Field Tours**

Connect meaningfully with peers and professionals through guided field tours that provide hands-on exposure to real-life branding experiences.

♦ **Training & Crisis Management**

Sharpen communication skills and prepare for emergencies with expert-led training sessions focused on media handling and crisis readiness.

Caption: Reputation isn't claimed; it's cultivated.

In today's world, where trust is currency, brands don't just need visibility—they need credibility, influence, and a compelling narrative. That's what we do at Magnetic PR.

Think about it—when was the last time you trusted a brand just because it said it was the best? You didn't. You believed in it because of the stories it told, the values it upheld, and the trust it earned over time.

Public Relations is more than press releases and media coverage. It's about shaping

perceptions, building authentic connections, and making your brand's voice resonate where it matters most. Whether it's through thought leadership, stakeholder engagement, or data-driven storytelling, we help brands not just get noticed, but remembered.

In Bangladesh's evolving PR landscape, context is everything. The right message, the right moment, and the right medium can turn a brand into an industry leader.

If you're ready to own your narrative, build influence, and drive meaningful impact, let's create something powerful together.

#PublicRelations #PRBangladesh #MagneticPR #BrandStorytelling #ReputationBuilding
#magneticPR

Poster brief: Add elements of divided sections of each PR services and name the service. Make it easy to read at one glance.

My attempt to making the poster inspiration:



What my designer created first then it was rejected by the Head of Design:

magnito^{DIGITAL}

Magnetic Public Relations Expertise

Powering the Revolution

**Roundtables & Webinars**
Engage, discuss, and create impact with industry experts.

**Talk Shows & Screenings**
Storytelling that resonates and moves audiences.

**Immersive PR Events**
Memorable activations, bootcamps, and high-profile gatherings.

**Press & Media Relations**
Amplify your brand with strategic media engagement.

**& Digital Content Social Campaigns**
PR-driven storytelling for stronger brand presence.

**Networking & Field Tours**
Meaningful connections and real-life brand experiences.

**Training & Crisis Management**
Strengthening media skills and protecting reputations.

My final submission of the brief of the poster, Content and the Poster:

The content copy and caption:

Heading: Magnetic Public Relations Expertise

Subheading: Powering the Revolution

Caption:

A great reputation isn't claimed, it's earned. Introducing you—Magnetic PR! We execute Public Relations strategies that build trust, shape perceptions, and create lasting influence. Ready to control the narrative and make an impact? Let's turn your brand into a powerhouse!

#magneticPR

- ◆ Roundtables & Webinars – Engage, discuss, and create impact with industry experts.
- ◆ Talk Shows & Screenings – Storytelling that resonates and moves audiences.
- ◆ Immersive PR Events – Memorable activations, boot camps, and high-profile gatherings.
- ◆ Press & Media Relations – Amplify your brand with strategic media engagement.
- ◆ Digital Content & Social Campaigns – PR-driven storytelling for stronger brand presence.
- ◆ Networking & Field Tours – Meaningful connections and real-life brand experiences.
- ◆ Training & Crisis Management – Strengthening media skills and protecting reputations.

Poster Design Brief

Project Title:

Magnetic Public Relations – Powering the Revolution

Design inspiration:



Design Specifications:

- Horizontal layout and vertical layout
- Resolution: 628 x 1200 pixels and 1200 x 628

Main Heading:

- **Text:** *Magnetic Public Relations*
- **Subheading:** *Powering the Revolution*
- Font should be bold and modern for the main title; the subheading should be smaller but clearly legible.

Color Palette & Style:

- Use a **gradient-based and bold color scheme**, with each section/segment in a distinct, complementary color.
- Style should feel **energetic, youthful, and professional**, with sharp angles or slanted sections to break the traditional grid.

- Blend **real-life images** with **color overlays** to create coherence across segments.
- Use a mix of warm and bold tones: reds, oranges, pinks, purples, yellows.

Visual color scheme : Magneto logo color

- Color: Reddish-orange
- Color: Golden yellow
- Color: Deep pink/magenta
- Color: Wine red or maroon

Image Guidelines:

- Use relevant photos i have shared the folder of

Layout Notes:

- Use a **diagonal split layout** to divide each content block (as seen in the original).
- Each section should be a **distinct visual block**, but flow smoothly from left to right.
- Logos or partner mentions (like USAID) can be subtly included in images if already part of the original visuals.

The final poster:



The published content:

https://www.linkedin.com/posts/magnito-digital_magneticpr-activity-7298340654156238850-Txx1?utm_source=social_share_send&utm_medium=member_desktop_web&rcm=ACoAAD-NZzgBX_lwjVmt3egVprvW9CERm14_YRI

Magnito Digital
21,538 followers
2mo • 🌐

A great reputation isn't claimed, it's earned. Introducing you—Magnetic PR! We execute Public Relations strategies that build trust, shape perceptions, and create lasting influence. Ready to control the narrative and make an impact? Let's turn your brand into a powerhouse!

#magneticPR

Magnetic Public Relations
Powering the Revolution

- Roundtables & Webinars**
Engage, discuss, and create impact with industry experts
- Press & Media Relations**
Amplify your brand with strategic media engagement
- Digital Content & Social Campaigns**
PR-driven storytelling for stronger brand presence
- Talk Shows & Screenings**
Storytelling that resonates and moves audiences
- Networking & Field Tours**
Meaningful connections and real-life brand experiences
- Immersive PR Events**
Memorable activations, boot camps, and high-profile gatherings
- Training & Crisis Management**
Strengthening media skills and protecting reputations

👍👍👍 You and 8 others

1 repost

Figure 3.1: the published content for project 3

My Mistakes:

- I didn't write a thorough brief, it was a vague instruction in 1-2 lines, which led to confusion for the designer.
- I did not provide a poster inspiration.
- I forgot to include a layout and color scheme plan, causing back-and-forth revisions.
- The initial content write-up was too long for a poster format, each section was 30 words, that's not the way to write copy
- I missed specifying the required poster size, 628 x 1200 pixels and 1200 x 628 , which caused the problem for the LinkedIn ratio.

My Learnings:

- Clear, structured briefs are essential for effective collaboration with designers.
- Visual content demands concise, impactful writing tailored to the medium.
- Always specify technical details like dimensions and color schemes upfront.
- Thinking visually and strategically while writing for design is key in PR content creation.

Project 4

Project name: Social Media Animation Post – The Plot Behind ‘Saving Mother Nature, Saving Us’

Start Date: 24. 2.25

End Date: 11.3.25

Publish Date: 17.3.25

Project Overview:

This project was part of a broader PR social media plan aimed at promoting a strategic campaign teaser through an animated post on LinkedIn. The objective was to subtly hint at the narrative and environmental focus of the PR campaign, "Saving Mother Nature, Saving Us", while showcasing Magnito's creative PR approach and storytelling style.

My Tasks and Responsibilities:

I was responsible for brainstorming a unique concept tailored to engage a professional audience and offer a glimpse into the impactful PR campaigns executed by Magnito. I developed a creative brief, directed the animation process, and oversaw its execution from concept to final output. In addition, I wrote the content copy and social media caption, and handled the final upload of the teaser animation post on LinkedIn.

My first submission of the Animation content:

My first submission of the layout:

The Biref:

1. Create a layout showcasing Magnito Digital's PR campaign for USAID in Bangladesh, "Saving Mother Nature, Saving Us."
2. The color scheme is primarily Magnito theme color.
3. Elements to include are: Media Roundtable , Bootcamp Tour , Webinar , Grand Finale ,

Networking with Editors , and The Reality Show.

4. Show these events in a sequence like a flow chart. Highlight the narrative progression with graphic elements

Caption:

Every great movement starts with a story.

A PR campaign should craft narratives that inspire action, just like our campaign, ‘Saving Mother Nature, Saving Us’ for USAID, unfolds like a story; The plot was set with a Media Roundtable, as the challenge confronted through a Webinar, the momentum was built in a Bootcamp, and the grand finale brings the climax—where bold climate solutions take center stage. But every story needs a resolution. That’s where stakeholders amplified voices, and lastly the epilogue of the narrative, The Reality Show proves that youth-led climate action is not just an idea—it’s a movement.

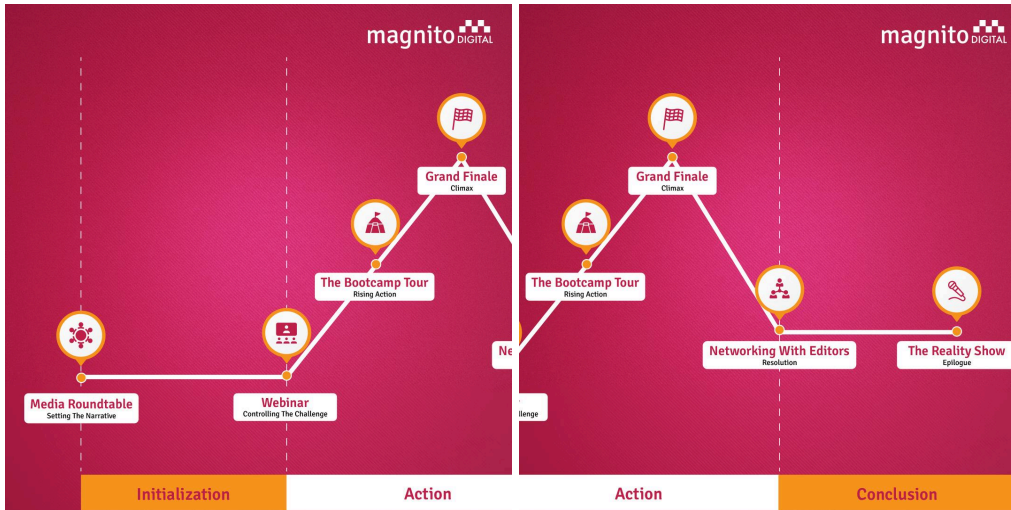
This is how we tell stories that matter. Watch the journey unfold with Magnito Public Relations.

#PublicRelations #PRBangladesh #MagneticPR #ClimateAction #SavingMotherNature
#BrandStorytelling #MagnitoDigital

The 1st layout :



The 2nd layout :

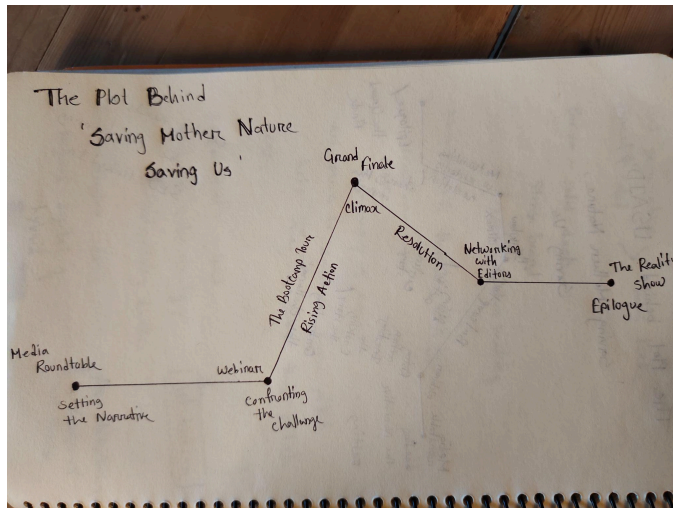


My final brief and content:

The corrected brief and content:

Concept: we're aiming to structure your storytelling campaign like a classic narrative arc, following Freytag's Pyramid. The exposition will introduce the world, characters, and the inciting incident that kicks off the adventure. The rising action will involve escalating challenges, developing conflicts, and revealing antagonists, building tension through a series of interconnected events. The climax will be the peak of the conflict, a decisive confrontation with high stakes and lasting consequences. The falling action will explore the immediate aftermath and tie up loose ends. Finally, the resolution will reveal the new status quo and the fates of the characters, providing a sense of closure (or a deliberate open ending). Remember to prioritize player agency within this structure, allowing their choices to shape the unfolding narrative and create a truly collaborative storytelling experience.

Animation Inspiration in visuals:



Heading: The Plot Behind ‘Saving Mother Nature, Saving us’

Client: USAID | Location: Bangladesh

Subheading: A PR Campaign by Magnito

Design Elements:

1. Graph as the Central Element:

Use a clean, professional graph (e.g., line graph, bar chart) to illustrate key metrics (e.g., youth engagement, training completion rates, or community impact).

The graph should be prominent, taking up the majority of the poster space, with clear, legible data points.

2. Color Scheme:

Utilize brand colors from the campaign partners (National Youth Tech Center, TikTok, Grameenphone) for a cohesive look.

Maintain a balanced use of colors to avoid visual clutter.

3. Text Elements:

A concise headline at the top (e.g., "Empowering Kurigram: Impact at a Glance").

Brief supporting text under the graph to highlight key takeaways (e.g., "250+ youth trained," "80% employment rate," "Expansion to 3 new districts").

Use a professional, easy-to-read font.

4. Branding:

Include logos of the campaign partners at the bottom, sized appropriately to maintain a clean look.

5. Overall Style:

Minimalist design with ample white space.

Content on the poster:

1. Media Roundtable
setting the plot
2. Webinar
Confronting the Challenge
3. The Bootcamp Tour
Rising Action
4. Grand finale
Climax
5. Networking with the editors

resolution

6. The Reality show

Epilogue

Caption:

A PR campaign should tell a story, not just spread information.

But does your campaign actually do that?

If it still:

- Feels like isolated events instead of a connected journey
- Engages stakeholders but doesn't move them to action
- Gets media coverage but lacks a deeper narrative
- Ends without leaving a lasting impact

Then it's time for something better.

How **story-driven PR** should work—just like in **'Saving Mother Nature, Saving Us'**:

 **Setting the Plot** – A media roundtable to spark the conversation

 **Confronting the Challenge** – A webinar that unpacks the issues

 **Rising Action** – A bootcamp where ideas turn into action

 **The Climax** – A high-stakes grand finale where real solutions emerge

 **The Resolution** – Journalists amplify the movement

 **The Epilogue** – A reality show where the best ideas take the spotlight

Because:

 PR isn't about moments—it's about momentum

 Stories inspire action more than facts alone

 The right narrative builds influence that lasts

This is how **Magnito** crafts PR campaigns—with strategy, storytelling, and impact.

Watch the journey unfold.

And Learn More on Our [Website](#) Today

#PublicRelations #PRBangladesh #MagneticPR #ClimateAction #StorytellingPR

The screenshot of the first submission of the animation video:



The screenshot of the final submission of the animation video:



The final published content:

https://www.linkedin.com/posts/magnito-digital_publicrelations-prbangladesh-magnitopr-activity-7300892467757752320-8X0?utm_source=social_share_send&utm_medium=member_desktop_web&rcm=ACoAAD-NZzgBX_lwjVmt3egVprvW9CERm14_YRI



Figure 4.1: the published content of project 4

My Mistakes:

- I made a communication error by not clearly explaining the overall campaign to the designers. They did not understand the context of the teaser or the storytelling arc it was meant to represent.
- I failed to clarify the animation's objective, which led to vague instructions and confusion during the design process. Like, my vision totally differed from the designer.
- The sound I initially chose was fast-paced and did not match the tone of the environmental theme, making the animation feel inconsistent with the campaign's message.
- I did not provide enough visual references or moodboards, which could have helped align the team's vision early on.
- I overlooked the platform-specific optimization for LinkedIn (like, ideal length, dimensions, and audience expectations), which delayed the posting and required last-minute edits.
- I also didn't plan for a review cycle, which caused unnecessary back-and-forth when revisions were needed.

My Learnings:

- The importance of briefing the creative team thoroughly with clear context, campaign background, and visual direction to avoid confusion and rework. Also clarify them the objective, and audience , especially for platform-specific content like LinkedIn posts.
- Audio selection can make or break an animation's tone, so ensuring it complements the narrative is essential.
- Pre-planning visual moodboards and including platform guidelines in the creative brief is a must.
- Most importantly, I learned how strategic thinking must be consistently communicated from ideation to execution to maintain narrative cohesion.

Project 5

Project name : Social Media Carousel: The PR Power Behind USAID's *"Saving Mother Nature, Saving Us"*

Start Date: 20.2.25

End Date: 11.3.25

Publish Date: 20.3.25

Project Overview:

Following the teaser of USAID's innovative environmental campaign, this post served as an in-depth exploration of the PR vision and strategies behind *"Saving Mother Nature, Saving Us."* It functioned as a self-promotional PR piece for Magnito Digital, showcasing their credibility, knowledge, and experience in launching strategic campaigns of such scale. The primary target audience was potential corporate and development clients who might consider hiring Magnito for similar initiatives. The carousel post was designed specifically for LinkedIn, where professional audiences engage more with case study-style content.

My Tasks and Responsibilities:

Conducted a thorough study of the USAID campaign and identified underlying PR strategies and communication theories. Then I had to interpret these findings into a PR case study framework tailored for a social media audience. Following that I proposed the format of a LinkedIn carousel, based on its effectiveness for storytelling and reach among industry professionals. Then led the ideation, content writing, and visualization process. As the final task, designed the full carousel post using Canva, ensuring visual consistency and alignment with Magnito's branding.

My first submission for the Carousel post (plan + content):

The first brief:

Slides: 6 total, minimal text, strong visuals.

Slide 1: Cover (Hook)

- **Headline:** *The Brain Behind USAID's "Saving Mother Nature, Saving Us"*
- **Subtext:** A strategic PR campaign that engaged and empowered youth for climate action.

Title: *Saving Mother Nature, Saving Us* logo

Tagline: *The Role of Youth in Leading Conservation and Climate Resilience*

Client: USAID | **Location:** Bangladesh

Goals:

- ① Amplifying Youth Voices for Climate Action
- ② Driving Climate Resilience & Conservation Awareness
- ③ Empowering Underrepresented Communities
- ④ Advancing Sustainable Ecosystem Solutions
- **Visuals:** Bold typography + campaign image (overlay branding, subtle but present).
- **Logo Placement:** Bottom-left corner.

Slide 2: Phase 1 – The Media Roundtable

- **Text:** *Bringing the right voices to the table.* We initiated a high-impact media roundtable, engaging top journalists and climate experts to spotlight youth-led conservation.
- **Visuals:** Image of the roundtable event, media presence, key figures.

Slide 3: Phase 2 – The Webinar

- **Text:** *Scaling the conversation, globally.* Our webinar connected university climate clubs, experts, and USAID partners—driving real dialogue on solutions.
- **Visuals:** Screenshot of the webinar with speakers or a dynamic engagement shot.

Slide 4: Phase 3 – The Bootcamp Tour

- **Text:** *Training the next generation of climate leaders.* In Cox's Bazar, we mentored youth to refine action plans with USAID-funded partners.
- **Visuals:** Engaging shot from the bootcamp (youth in action, collaboration, hands-on training).

Slide 5: Phase 4 & 5 – The Talk Show & Networking with Editors

- **Text:** *From conversation to connection.* Our talk show amplified youth-led solutions, while exclusive networking with editors secured high-impact media coverage.
- **Visuals:** Talk show setting + a moment of networking with editors (press coverage, panelists, engaging discussions).

Slide 6: Phase 6 – The Grand Gala Event

- **Text:** *Where vision met reality.* The campaign culminated in a high-profile gala where top university teams pitched real solutions—grants were awarded, and impact began.
- **CTA:** Want to create a PR campaign that drives real change? Let's talk. 🚀

- **Visuals:** Celebration moment (winning teams, key stakeholders, an elevated event setting).

Caption:

Is Your PR Campaign Driving Real Impact—Or Just Noise?

If it feels like:

- ✗ A series of disconnected events, not a cohesive story
- ✗ Stakeholder engagement without real action
- ✗ Media mentions that fade without deeper influence
- ✗ A campaign that ends without lasting momentum

Then it's time for a smarter approach.

Here's how USAID's 'Saving Mother Nature, Saving Us' campaign turned strategy into storytelling:

- 🔍 **Igniting the Conversation** – A media roundtable to align voices
- 🌐 **Broadening Perspectives** – A webinar connecting global ideas
- 💡 **Empowering Action** – A bootcamp where youth shaped real solutions
- 🤝 **Building Networks** – Events that fostered lasting connections
- 🏆 **Showcasing Innovation** – A grand finale where visions came to life
- 👥 **Extending the Narrative** – A reality show to sustain momentum

Because PR isn't about one-off events.

It's about creating stories that resonate, influence, and drive change.

This is how Magnito crafts campaigns—with clarity, creativity, and impact that lasts.

See how it's done.

To know more <https://lnkd.in/gD8C5izH>

#PublicRelations #PRBangladesh #MagnitoPR

Carousel visual inspiration and brainstorming:



First carousel submission:



Final carousel poster submission (content+ poster):

Final content:

Visual Layout Plan

Slides: 7 total

Slide 1: Cover (Hook)

- **Headline:** The PR Power Behind USAID's "**Saving Mother Nature, Saving Us**"
- **Subtext:** Youth for Climate Action!
- **Campaign Goals:**
 - ① Amplifying Youth Voices for Climate Action
 - ② Driving Climate Resilience & Conservation Awareness
 - ③ Empowering Underrepresented Communities
 - ④ Advancing Sustainable Ecosystem Solutions
- **Visuals:** Bold typography + campaign image (overlay branding, subtle but present).
- **Logo Placement:** Bottom-left corner.

Slide 2:

Heading: Phase 1 – The Media Roundtable

- **Text:** *Bringing the right voices to the table*
- **Visuals:** Image of the roundtable event, media presence, key figures.
- Pointed words: **Stakeholder Media Alignment, Narrative Framing**

Slide 3:

Heading: Phase 2 – The Webinar

- **Text:** *Scaling the conversation, globally*
- **Visuals:** Screenshot of the webinar with speakers or a dynamic engagement shot.
- Pointed words: **Cross-industry collaboration**

Slide 4:

Heading: Phase 3 – The Bootcamp Tour

- **Text:** *Training the next generation of climate leaders*
- **Visuals:** Engaging shots from the boot camp (youth in action, collaboration, hands-on training).
- Pointed words: **Cause-Driven Activism, Community-Centric Advocacy**

Slide 5:

Heading: Phase 4 – Networking Event

- **Text:** *Building meaningful connections*

- Pointed words: **Thought Leadership Amplification, Relationship Building**

Slide 6:

Heading: Phase 5 – The Grand Finale

- Text: *Where vision met reality, Youth presented Climate Solutions*
- Visuals: Grand finale setting, teams presenting, key stakeholders celebrating.
- Pointed words: **Experiential Storytelling, Impact-Driven Messaging**

Slide 7:

Heading: Phase 6 – The Reality TV Show

- Text: *A long lasting momentum to the campaign*
- Visuals: Reality TV show setting, team presentations, expert panel reactions.
- **360-Degree Engagement Strategy, Real-Time Influence Building**

Caption for the linkedIn Carousel post

Can a PR campaign create real impact without a strong narrative?

Here's what most assume:

“Good events and media coverage are enough!”

But here's what they miss:

- Does the campaign connect each phase into a cohesive journey?
- Does it move stakeholders from awareness to action?
- Does it leave a lasting influence beyond the final event?

Because PR isn't just about visibility—it's about:

- ✓ Building momentum through every phase
- ✓ Crafting narratives that inspire action
- ✓ Creating impact that lasts beyond the headlines

That's the difference between campaigns that fade and those that drive real change.

This is how Magnito crafts campaigns—with clarity, creativity, and impact that lasts.

See how ‘Saving Mother Nature, Saving Us’ made it happen.

#PublicRelations #PRBangladesh #MagnitoPR

Final carousel poster submission:



The published content:

https://www.linkedin.com/posts/magnito-digital_publicrelations-prbangladesh-magnitopr-activity-7305226043294982144-dT44?utm_source=social_share_send&utm_medium=member_desktop_web&rcm=ACoAAD-NZzgBX_lwjVmt3egVprvW9CERm14_YRI



Figure 5.1: The published content of project 5

My Mistakes:

- Initially designed the carousel in the wrong dimension, used Instagram square format, which distorted the layout and required a full reformatting later.
- Overused fonts and effects in Canva, layers too many combinations of format, that looked appealing in preview mode but disrupted readability on mobile on feed, had to simplify and redesign slides for better clarity.
- Didn't align the call-to-action slide with Magnito's tone, it came off more like a generic campaign CTA than a client acquisition message, so I had to revise it with guidance from my design head.
- Missed some alignment issues between slides , like, title boxes shifting slightly, which were only noticed after exporting. Learned to use Canva's alignment and ruler tools more effectively.

My Learnings:

- A deep dive into PR case writing helped me strengthen my strategic thinking and understand how to dissect campaigns through a PR lens.
- Learned that format and platform-specific design are crucial—what works for one platform doesn't always translate to another.
- Understood the importance of brand voice when crafting promotional materials, especially when the piece serves dual purposes: campaign breakdown *and* client marketing.
- Improved my Canva skills, especially in using grid layouts, brand kits (pro version), and writing font like if Poppins would look readable than Georgia on a case study poster, and magic grab and grab text tool settings for optimal quality on LinkedIn.
- Gained insight into the power of visual storytelling as a PR tool, and how to convert theoretical PR strategies into engaging, digestible content for potential clients.

Project 6

Project Name:

Case Study Article: How to Create a 360° PR Campaign for Maximum Impact

Start Date: 3.3.25

End Date: 7.4.25

Published Date: 10.4. 25

Project Overview:

As Magnito Digital launched its PR service, I was tasked with writing a LinkedIn article to share knowledge on how to create a 360° PR campaign. This article served as both an educational tool and a strategic move to raise awareness about Magnito's capabilities in PR. The piece also used a real campaign by Magnito as an illustrative example, showcasing the practical applications of the theoretical steps outlined.

My Tasks and Responsibilities:

I researched and wrote a compelling, accessible article on how to conduct a PR campaign tailored for a diverse LinkedIn audience as well as integrated an example of a PR campaign done by Magnito to illustrate the discussed strategies. Then I had assigned a designer a visually engaging thumbnail to attract clicks and shares. Following that I published the article on LinkedIn, ensuring proper formatting and accessibility.

My first submission of the article:

How to Create a 360° PR Campaign for Maximum Impact

USAID's *"Saving Mother Nature, Saving Us"*

Want to launch a PR campaign that doesn't just get attention but creates real change?

Too many campaigns make noise. Few create impact.

A **360° PR campaign** is about **orchestrating a movement** that drives conversation, engages key stakeholders, and delivers measurable results.

Let's break it down into a **6-phase roadmap**, using a **real-world case study: USAID's Climate Action Campaign**, *"Saving Mother Nature, Saving Us"*.

The 6-Phase Roadmap for a 360° PR Campaign

 **Before diving into the full strategy, here's a quick flowchart teaser of how this campaign unfolded:**

-  **Phase 1: Roundtable Discussion** – Bringing experts & youth together to set the agenda.
-  **Phase 2: Webinar** – Educating & building a community of changemakers.
-  **Phase 3: Climate Action Bootcamp** – Turning ideas into action plans.
-  **Phase 4: Grand Finale** – Showcasing & funding the best initiatives.
-  **Phase 5: Media & Networking** – Connecting changemakers with journalists & influencers.
-  **Phase 6: Reality Show** – Taking the impact to a national stage.

Each phase builds momentum, ensuring **maximum visibility and real-world action**.

Now, let's break it down step by step.

Phase 1: Roundtable – Set the Agenda

Every impactful campaign starts with **credibility**.

- Bring together **top experts, policymakers, and thought leaders** to frame the issue.
- Create a **high-value conversation** that the media and stakeholders can't ignore.
- **Position your brand** as the driving force behind the dialogue.

For USAID's climate campaign, this meant gathering **leading university climate clubs, policymakers, and conservationists** to discuss the urgency of youth-led climate action, and the possible solutions to the matter, which outline the next co.

 **Why this works:** It builds **authority, urgency, and credibility**—the foundation of any 360° campaign.

Phase 2: Webinar – Educate & Engage

Once the conversation starts, **educate and engage** your audience.

- Host a **live webinar** featuring experts and real-life changemakers.
- **Leverage storytelling**—make the issue relatable with real-world case studies.
- Give attendees a **clear next step**—in this case, preparing for a climate bootcamp.

For USAID, this phase gathered climate leaders, university clubs, and influencers to **share insights, build community, and set the stage** for hands-on action.

 **Why this works:** Webinars turn **passive listeners into active participants**.

Phase 3: Bootcamp – Turn Ideas into Action Plans

Ideas are great. **Execution is everything.**

- Host a **high-energy bootcamp** where participants refine their ideas with expert guidance.
- Provide **mentorship, hands-on training, and strategic frameworks**.
- Set a **timeframe**—give participants a deadline to present their refined ideas.

For USAID, the bootcamp in Cox’s Bazar paired **students with USAID-funded climate experts** to develop project roadmaps. They had **two months** to perfect their pitches.

 **Why this works:** A bootcamp shifts from **awareness to action**, equipping participants with the tools to succeed.

Phase 4: Grand Finale – Pitch & Fund the Best Ideas

Now, it’s time to **spotlight the best ideas and reward innovation**.

- Organize a **high-profile pitch event** where participants present to **industry leaders, government officials, and the media**.
- Recognize and **fund the top ideas**—USAID awarded grants to the **top three teams** to implement their climate solutions.
- Use this moment to **generate media coverage and social buzz**.

 **Why this works:** The **stakes are high**, which drives engagement, credibility, and excitement.

Phase 5: Media & Networking – Amplify the Impact

The best campaigns don’t just engage participants—they **turn them into recognized voices**.

- Host a **networking event with journalists, editors, and media leaders**.
- Provide **media training** so participants can confidently share their stories.

- Leverage PR to place **success stories in top media outlets**.

For USAID, this meant ensuring that youth-led climate projects **gained visibility beyond the event**—from national newspapers to digital platforms.

🔥 **Why this works: Media validation = credibility + reach.**

📺 **Phase 6: Reality Show – Keep the Momentum Going**

Most campaigns end when the event is over. **But the best ones keep the story alive.**

- **Document the journey** of winners as they implement their projects.
- Create **episodic content** (social videos, blogs, mini-documentaries).
- Make it **interactive**—engage audiences through voting, discussions, and behind-the-scenes storytelling.

For USAID, this phase turned the **top three projects into a nationwide movement** by capturing their real-world impact in a **Reality Show format**.

🔥 **Why this works:** A campaign that **lives beyond the event** has a **longer shelf life and bigger impact**.

💡 **The Takeaway: A 360° PR Campaign is About Strategy & Storytelling**

A successful **360° PR campaign** isn't just about press releases. It's about:

- ✓ **Creating momentum** across multiple touchpoints.
- ✓ **Building credibility** by engaging experts & media.
- ✓ **Turning awareness into action** with real-world impact.

When **done right**, it doesn't just engage an audience—it **shapes conversations, influences policy, and drives real change**.

🚀 **Thinking of launching your own 360° campaign?** Drop a comment or DM—let's talk strategy.

Thumbnail Brief for LinkedIn Blog

Thumbnail Photo needs to be **1920x1080 pixel**

- **Heading:**
How to Create a 360° PR Campaign for Maximum Impact

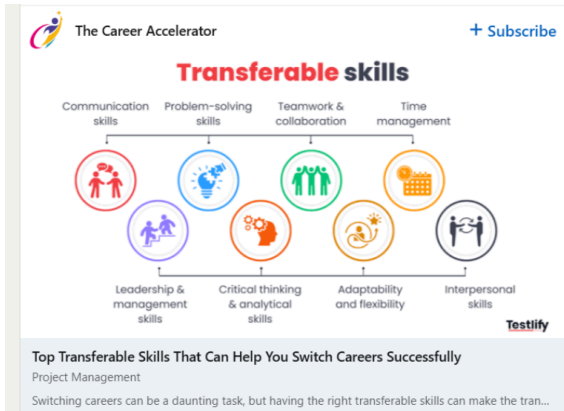
- **Visual Elements:**

A simple, clean flowchart with six key phases of a PR campaign, each represented with an icon:

- ♦ **Set the Agenda**
- ♦ **Educate & Engage**
- ♦ **Turn Ideas into Action**

- ◆ **Present & Recognize Impact**
- ◆ **Amplify the Reach**
- ◆ **Keep the Momentum Going**

Thumbnail inspiration:



My final submission:

How to Create a 360° PR Campaign for Maximum Impact

USAID's *"Saving Mother Nature, Saving Us"*

Want to launch a PR campaign that doesn't just get attention but creates real change?

Too many campaigns make noise. Few create impact.

A 360° PR campaign is about orchestrating a movement that drives conversation, engages key stakeholders, and delivers measurable results.

The *"Saving Mother Earth, Saving Us"* campaign empowered youth voices to address Bangladesh's critical climate situation. The mission was to build climate resilience and promote conservation through youth-led action. The aim was to achieve tangible results across key areas: mitigation and adaptation, natural ecosystem preservation, support for vulnerable populations, securing financial support, and empowering marginalized communities.

Let's break it down into a **6-phase roadmap**, using a **real-world case study: USAID's Climate Action Campaign, "Saving Mother Nature, Saving Us"**.

The 6-Phase Roadmap for “Saving Mother Nature, Saving Us”



Before diving into the full strategy, here’s a quick flowchart teaser of how this campaign unfolded:

📌 **Phase 1: Thought Leadership** – Bringing experts & youth together to set the agenda in a Roundtable discussion

📌 **Phase 2: Public Awareness** – Educating & building a community of changemakers through a digitally engaged Webinar

📌 **Phase 3: Outreach Idea Incubation** – Turning ideas into action plans in an insightful boot camp

📌 **Phase 4: Recognize Impact** – Presenting the climate action plans in a pitch competition which culminated in a Gala Night

📌 **Phase 5: Media & Stakeholder Engagement** – Connecting changemakers with stakeholders in a networking event

📌 **Phase 6: Public Showcase & Community Impact** – Showcasing the campaign nationally through a curated reality show spotlighting the youth-led climate actions

Each phase builds momentum, ensuring **maximum visibility and real-world action**.

Now, let’s break it down step by step.

🌍 **Phase 1: Set the Agenda – Roundtable**

Every impactful campaign starts with **credibility**

- Bring together **top experts, policymakers, and thought leaders** to frame the issue
- Create a **high-value conversation** that the media and stakeholders can’t ignore.
- **Position your brand** as the driving force behind the dialogue.

For USAID’s climate campaign, the Roundtable meant the beginning remark of the entire campaign, first gathering **leading university climate clubs, climate activists, and policymakers** to discuss the

urgency of youth-led climate action and the possible solutions to the matter, which outlined the next courses of action of the campaign.

🔥 **Why this works:** It builds **authority, urgency, and credibility**—the foundation of any 360° campaign.

Phase 2: Educate & Engage – Webinar

Once the conversation starts, **educate and engage** your audience.

- Host a **Public Awareness & Digital Engagement** featuring experts and real-life changemakers.
- **Leverage storytelling**—make the issue relatable with real-world case studies.

For USAID, this phase, The Webinar gathered climate leaders, students, and policymakers in a Webinar to **share insights, build community, and set the stage** for hands-on action. After all, the initial ideas stemmed from this discussion.

Why this works: Webinars turn **passive listeners into active participants**.

Phase 3: Turn Ideas into Action Plans – Bootcamp

Ideas are great. **Execution is everything.**

- Host a **high-energy outreach program** where participants can refine their ideas with expert guidance.
- Provide **mentorship, hands-on training, and strategic frameworks**.

For USAID, the Bootcamp in Cox’s Bazar brought together climate action enthusiasts, climate experts, journalists, and USAID climate representatives. It provided a unique space for students to learn from experts, exchange knowledge, and gain real-world insights into climate solutions. Participants were divided into groups to brainstorm and identify practical climate initiatives within their communities. This **collaborative process** helped them **conceptualize solutions, map out execution strategies, and initiate groundwork**. Over the next two months, they would refine their ideas, turning discussions into actionable projects. Ultimately, they would present their fully developed climate intervention pitches at the grand finale to policymakers and climate leaders actively working on climate resilience.

Why this works: A boot camp shifts from awareness to action, equipping participants with the tools to develop and execute real solutions, fostering engagement, credibility, and long-term impact.

Phase 4: Present & Recognize Impact– Grand Finale

Now, it's time to **spotlight the best ideas and reward innovation.**

- Organize a **high-profile interactive event** where participants present to **industry leaders, government officials, and the media.**
- Use this moment to **generate media coverage and social buzz.**

For **USAID**, following the boot camp, student groups refined their climate solutions into **actionable plans**. At the grand finale, they presented their proposals to a panel of **climate experts and decision-makers**. The top three teams received **USAID grants** to implement their projects.

Why this works: A high-stakes finale **boosts media visibility, secures stakeholder buy-in, and drives real action**. By funding top solutions, USAID cements its **leadership in climate advocacy** while inspiring **broader community participation**

Phase 5: Amplify the Impact– Media & Networking

The best campaigns don't just engage participants—they **turn them into recognized voices**.

- **Host a Strategic Networking Event**, bringing together key stakeholders relevant to the campaign's objectives into interactive, engaging activities that leverage
- **Incorporate Interactive Elements** such as discussions, story-sharing opportunities, and games for stakeholders to be actively engaged and make a fruitful session.

For **USAID**, the Media & Networking event meant ensuring that youth-led climate projects **gained visibility beyond the event**—from national newspapers to digital platforms.

Why this works: Media validation = credibility + reach.

Phase 6: Keep the Momentum Going– Reality Show

Most campaigns end when the event is over. **But the best ones keep the story alive.**

- **Document the journey** of the projects, photographs, develop videos, blogs, and mini-documentaries to maintain audience engagement
- Make it **interactive**— like engaging audiences through voting, discussions, and behind-the-scenes storytelling
- **Sustain the Conversation** by repurposing content into reports, educational modules, and stakeholder briefings to extend campaign relevance

For **USAID**, this phase turned the top three best initiatives were presented in a **Reality Show** format and telecasted on national TV.

Why this works: A campaign that **lives beyond the event** has a **longer shelf life and bigger impact**.

The Takeaway: A 360° PR Campaign is About Strategy & Storytelling

A successful **360° PR campaign** isn't just about press releases. It's about:

- ✓ **Creating momentum** across multiple touchpoints.
- ✓ **Building credibility** by engaging experts & media.
- ✓ **Turning awareness into action** with real-world impact.

When **done right**, it doesn't just engage an audience—it **shapes conversations, influences policy, and drives real change**.

 **Thinking of launching your own 360° campaign?** Drop a comment or DM us—let's talk strategy.

The final published content:

<https://www.linkedin.com/pulse/how-create-360-pr-campaign-maximum-impact-magnito-digital-mfzoc/?trackingId=lk2ekXHkWnIMhxAX0tSIbw%3D%3D>

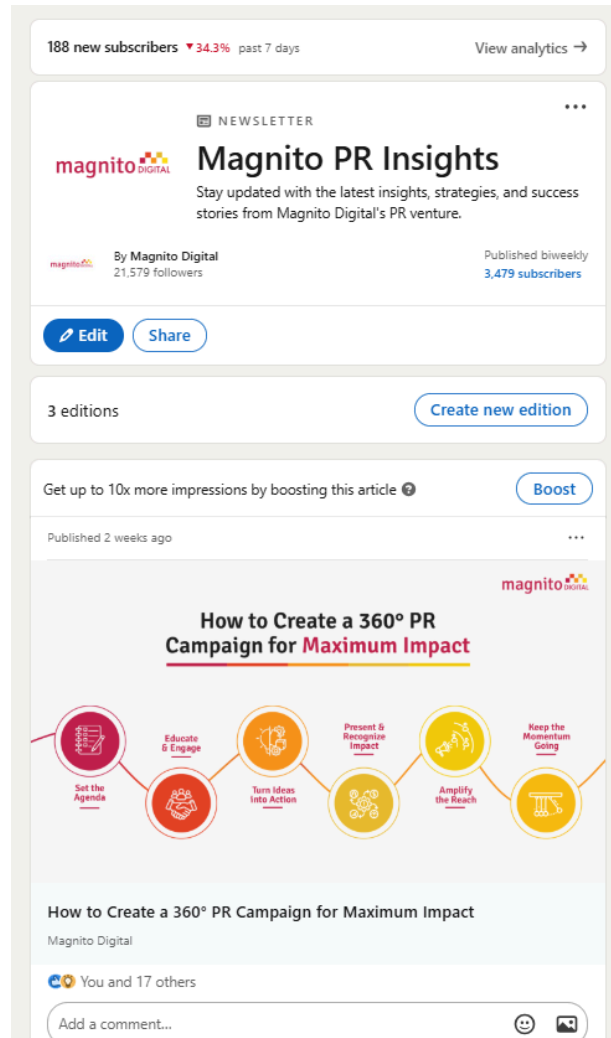


Figure 6.1: The published content of project 6

My Mistakes:

- The article became overly elaborate, it was less engaging for readers.
- The campaign example lacked context, like in there was no mention of how roundtable discussions are organised to either “address ” or “spread awareness” about the problem of a campaign, each step of the PR process didn't explain why it was necessary or how it contributed to the overall goal.
- There was no overarching purpose tying the steps together, which made the structure feel disconnected.
- Incorrectly mentioned “influencer” participation in the campaign without verified information.
- The "Grand Finale" section missed a crucial part: explaining *why the campaign worked*.
- Repetitive language when discussing media networking channels in multiple sections; lacked variety and strategic breakdown.
- Over-generalized one campaign example instead of offering a broader framework applicable to different PR needs.
- The “Document the Journey” section lacked proper structure and actionable detail.

My Learnings:

- Always tailor content to balance detail with clarity—brevity can enhance engagement.
- Contextualizing each step of a PR campaign is key to helping readers understand the purpose and logic behind it.
- Use campaign examples to illustrate, not dominate—keep them as supportive storytelling elements.
- Accuracy and fact-checking are non-negotiable, especially when referencing campaign components like influencer involvement.
- Readers look for practical insights—adding the *"why it works"* aspect strengthens credibility.
- Avoid repetition in structure and wording—each section should offer something new.
- Generalize strategically—offer flexible frameworks that work for diverse campaign types rather than focusing too narrowly on one.

- Break down complex ideas (like documenting a campaign journey) into actionable steps to maintain clarity and reader interest.

Project 7

Project Name: Pitch Deck – Lead with Influence

Start Date: 25.2.25

End Date: 16.3.25

Project Overview:

In this project, I developed a pitch deck titled “*Lead with Influence*” to present the hypothesis that personal PR—when strategically planned—can significantly contribute to both personal brand building and overall business growth. The deck was designed for potential clients of Magnito Digital who would be interested in availing personal PR services tailored for entrepreneurs, thought leaders, and executives. The objective was to position personal branding as an influential asset and a growth catalyst for business reputation, visibility, and stakeholder trust.

My Tasks and Responsibilities:

At first I Conducted extensive background research on personal branding, industry trends, and global PR practices. Then my task was to identify a compelling storytelling flow to translate the hypothesis into a persuasive visual narrative. Following that I wrote content for the entire deck, ensuring it reflected the hypothesis, insights, and service potential. Subsequently I strategized the structure of the PR service tailored for Magnito's prospective clients. Lastly, I designed the visual layout and flow of the pitch deck to align with the narrative and client appeal.

The first submission of the Pitch deck:

A few screenshots of my initial deck:

The image displays three sequential slides from a pitch deck, each shown within a Beamer presentation window. The first slide, titled 'Lead with Influence: Executive Personal Branding for Market Domination', features three portraits of men and the text 'Presented by Magnito' and 'Take a Look At Them'. The second slide, titled 'The Rising Trend', includes a pie chart titled 'The Impact of CEO Branding and Thought Leadership' and a list of statistics. The third slide, titled 'How Visionary Leaders Turn Companies into Goldmines', lists four companies with their market values: Microsoft (\$72 billion), Apple (\$94 billion), Amazon (\$30 billion), and Berkshire Hathaway (\$520,000).

Slide 1: Lead with Influence: Executive Personal Branding for Market Domination
Presented by Magnito
Take a Look At Them

Slide 7: The Rising Trend
The Impact of CEO Branding and Thought Leadership

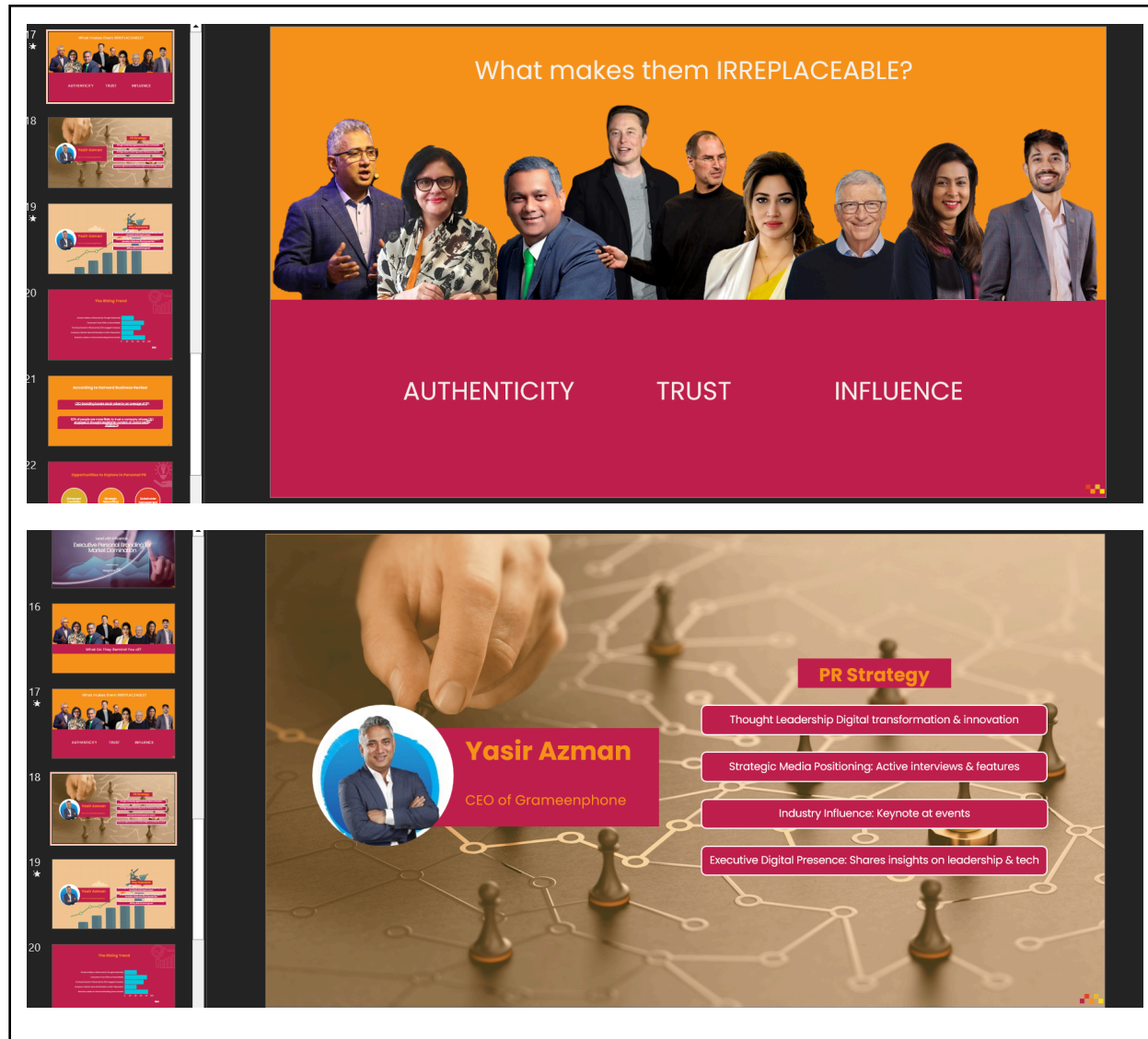
Category	Percentage
Business Leaders Observed by Thought Leadership (60%)	60%
Business Leaders on Personal Branding (50%)	50%
Consumer Brand (60%)	60%
Consumer Brand (60%)	60%

- 86% of Business Leaders Do Personal Branding Drives Business Growth
- 44% of a company's market value is attributable to the CEO's reputation
- 70% of consumers are more likely to buy from a company whose CEO is visible and actively engaged in PR efforts.
- 82% of consumers are more likely to trust a company whose CEO is active on social media
- 45% of decision-makers said thought leadership content led them to invite a company to bid on a project when they hadn't previously considered the company

Slide 10: How Visionary Leaders Turn Companies into Goldmines

Company	Value
Microsoft Under Satya Nadella	\$72 billion
Apple Under Steve Jobs & Tim Cook	\$94 billion
Amazon Under Jeff Bezos	\$30 billion
Berkshire Hathaway Under Warren Buffett	\$520,000

The final submission of the Pitch deck after the feedback:





Link to the final submission of the Pitch deck after the feedback:

[PDF Lead with Influence_ Magnito PR \(Revised\).pdf](#)

My Mistakes:

- The overall deck lacked cohesive brand identity—it appeared as a generic service announcement rather than a visionary proposal.
- The storytelling flow needed sequence adjustments for smoother transitions.
- Included Dr. Yunus’s photo, which was inappropriate without permission or relevance.
- The visual concept of *"The Rising Trend"* lacked clarity and appeal—needed to be more intuitive.
- Referenced major brands like Ford and Nike without adding their logos.
- Failed to mention a primary brand of inspiration to contextualize our approach.
- No Annex section was included for extra references, data, or breakdowns.
- Logo alignment issues throughout the deck.
- The deck was not visually engaging or revolutionary enough to stand out.
- Strategies came across as too basic and generic.
- No specific list of services was provided—actions remained vague (like, "from LinkedIn to crisis management").
- Keywords like "Trust," "Influence," and "Authenticity" were unnecessarily on a separate slide, losing their impact.
- The Yasir Azman case study was presented in a table format, which was dull and ineffective.
- The ROI slide was not inviting—needed a reframing like “Let’s look at global success stories.”
- Didn’t close with a strong statement or quote—like, *"PR is not just about business, it's a lifelong investment."*
- Lacked visual references and brand aesthetics.
- Hyperlinks to sources/data were missing.

My Learnings:

- **Cohesive branding and narrative design** are critical in establishing a service’s credibility and appeal.

- Personal PR isn't just about services; it needs a **strong narrative, emotional connection,** and **visual proof**.
- Every deck must balance **strategy and aesthetics**—engagement comes from clarity, flow, and confidence.
- **Visuals matter**—from logo placements to slide transitions, everything must serve both form and function.
- **Details like quotes, references, and hyperlinks** strengthen credibility and show professionalism.
- I learned to **critique my own work** more thoroughly and think from the **client's perspective**, not just creatively but commercially.
- Strategic communication must go beyond buzzwords and instead reflect **actionable, relevant services** that drive trust and influence.

Project 8

Project Name: Communication Strategy for Farha Naz Zaman

Client: Farha Naz Zaman, Chief Marketing Officer, Grameenphone (GP)

Start Date: 26. 3.25

End Date: 13.4.25

Project Overview:

The objective of this project was to craft a personalized executive branding and communication strategy for Farha Naz Zaman, the Chief Marketing Officer of Grameenphone. As one of the most visible female leaders in the telecom sector of Bangladesh, Farha needed a professional narrative and digital footprint that reflected her leadership, vision, and industry relevance. The primary communication platform chosen was LinkedIn, where professional thought leadership can thrive. Facebook and other digital channels served as secondary platforms for amplifying key messages and maintaining a wider reach.

My Tasks and Responsibilities:

I conducted in-depth benchmarking research on how global telecom leaders—especially CMOs and CTOs—use digital platforms for personal PR. This included analyzing content types, tone, post frequency, and engagement strategies. Then I mapped out a strategic communication framework by identifying key communication objectives, potential barriers, the tasks of communication, and platform/channel selection. I identified core content pillars as well. Then I did the ideation of thematic campaign plans for outreach as a PR move.

My initial plan for Personal PR for Farha Naz Zaman

The big idea:

Core Aura

- Visionary | Strategic | Minimalist | Grounded | Elegant Power

- She **designs** rather than reacts. She **builds systems**, not just projects.
- Every word is intentional. Every move is purpose-driven.

FARHA NAZ ZAMAN – The Future Architect

“Architecting Bangladesh’s Digital Tomorrow.”

Content taglines:

“Designed for Impact.”

“Shaping What’s Next.”

Communication Framework

Element	Description
Objective	Establish Farha Naz Zaman as a thought leader in telecom, innovation, and sustainability, while also highlighting her identity as a female CMO in a male-dominated industry.
Target Audience	Industry professionals, digital marketers, telecom stakeholders, media, aspiring female leaders, and tech-savvy youth.
Core Message	“Empowering innovation through people-first leadership and future-ready marketing in the digital age.”
Key Barriers	<ol style="list-style-type: none"> 1. Platform fatigue (oversaturation on LinkedIn) 2. Misalignment between personal voice and post tone 3. Limited executive time for consistent posting 4. Audience perception of overly corporate messaging
Communication Tasks	<ul style="list-style-type: none"> - Humanize Farha’s leadership story - Make complex telecom innovations relatable - Inspire women and youth - Amplify GP’s values through a personal lens
Preferred Channels	<ul style="list-style-type: none"> - Primary: LinkedIn (professional audience, thought leadership) - Secondary: Facebook (broader reach), Internal GP Comms (email newsletters, videos), News portals (The Daily Star, Dhaka Tribune op-eds)

Frequency 2–3 posts per month (LinkedIn), 1 post every 2–3 weeks (Facebook), occasional video bites/interviews

Tone & Style Authentic, empowering, forward-looking, crisp but relatable, value-driven

Content Pillars based on Global Reference

Pillar	Themes/Examples
1. Innovation & Tech Leadership	<ul style="list-style-type: none">- Insights on AI and 5G- Telecom future trends- Leading digital transformation at GP
2. Diversity & Women in Leadership	<ul style="list-style-type: none">- Female CMO experiences- Mentorship for women- Panel recaps from women-led events
3. Youth Empowerment & Learning	<ul style="list-style-type: none">- Supporting digital literacy- Working with students and interns- Encouraging future marketers
4. Sustainable Business & Ethics	<ul style="list-style-type: none">- ESG initiatives at GP- Earth Day messages- Responsible marketing practices
5. Behind the Scenes Leadership	<ul style="list-style-type: none">- “A week in my life” leadership diaries- Decision-making moments- Photos from internal town halls
6. Personal Reflections & Wins	<ul style="list-style-type: none">- Career learnings- Thank-you notes after events- Personal anecdotes that shaped her leadership style

Outreach Campaign Ideas

1. Campaign Name: *#FarhaOnTheFuture*

Goal: Position her as a futurist marketer in telecom.

Tactics:

- 3-part LinkedIn carousel series: “The Next Decade in Digital Telecom”
- Reels from tech conferences or keynotes
- Op-ed or blog post published on Prothom Alo English or The Daily Star Tech

2. Flagship Asset: "Signal to the Future" — A Short Film Series

Imagine a **docu-style cinematic brand film** and an **immersive AR/VR LinkedIn campaign experience** that brings Farha’s story—and the story of telecom transformation in Bangladesh—to life.

This campaign combines **real-life storytelling**, **cutting-edge tech**, and **international thought leadership platforms** to build an executive brand with global resonance.

My final Communication Strategy:

Keywords/Recurring Phrases:	Content Type:	Core Communication Pillars			
Neuroscience / Subconscious	Thought leadership articles	Pillar	Focus Area		
Priceless Experiences	Teasers to episodes or reports	Marketing Evolution	AI, neuroscience, consumer behavior, Quantum Marketing, attention economy		
Purpose-driven	Conversational tone	Digital Transformation	Tech-led disruption, 5G, post-COVID enterprise digitization, cybersecurity		
Frictionless Engagement	Conversational tone	Thought Leadership	Personal takes on strategy, trends, purpose, and customer experience		
Brand Affinity	Reflective, experience-backed insights	Human Brand Stories	Team gratitude, empowerment, DEI, storytelling of brand culture		
Quantum Marketing	Industry trends + personal POV	In dustry Collaboration	Shoutouts, event highlights, panels, co-created content		
Emotional Connection					
Marketing Evolution					
Strategic Intent Behind Their LinkedIn Usage		Content Types They Favor			
+ ≡ Brief & Deliverables ▾ Research ▾ COMMS Strategy ▾ Content Pillars ▾ Campaigns ▾ Meeting Minutes ▾ Pitch Calender ▾ Legends ▾					

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A	B	C
Campaign	Assigned	Idea
Redefining Startup Growth		As the CMO, Ms Zaman will visit all over Bangladesh to showcase the activities and achievements of 'জেলায় জেলায় স্মার্ট উদ্যোক্তা' bootcamp, interacting, interviewing and discussing with entrepreneurs and stakeholders.
"Farha Recommends" – Local Women-Led Brands Spotlight		Once a month, she spotlights a small, women-led business she admires (especially if they use GP for connectivity or digital services). Campaign tie-in: GP offers small incentives or discounts to promote the featured business. (collaboration w GP Communication team) -Supports SME economy -GP aligns with female empowerment -Builds personal connection with community
"The Idea Box" – Farha's Open Call Challenge		GP launches a digital + offline campaign where youth submit simple, low-budget marketing ideas to solve a real challenge (e.g., "how to promote safe internet use in rural areas"). Farha selects the top 3 and mentors (direct access to GP Nextern) them in developing a pilot version. Pitch events can happen online or as part of a university visit. - Minimal cost -Content-friendly and scalable

[Link to the final Communication Strategy:](#)

 PR Pitch _ Farha Naz Zaman_CMO-GP _ 2025.pdf

My Mistakes:

- Initially presented too much raw data from global research without clear synthesis or relativity with south asian audience.
- content ideas are not based on the clients personal interests or their audience.
- First list of content sounded too generic, not matching Farha's authentic, approachable tone.
- Unnecessary, unthoughtful or personalised contents.
- Campaigns are not realistic, and don't align with the company GP.
- The campaigns are highly costly.

My Learnings:

- Personal Branding Requires Precision and relatability, the person needs to be studied first, then give her PR persona a lift. Understanding the leader's authentic personality is essential when crafting content that feels real and relatable.
- Each platform serves a different purpose; LinkedIn is for credibility and thought leadership, while Facebook supports community and amplification, thus a generic content for both the platforms won't be strategic.
- Executives prefer frameworks that are visually simple yet strategically layered, not any write-ups.
- Insights from global telecom leaders were helpful but needed localization to fit the Bangladeshi market, and Bangladeshi market needs to be studied as they're extremely unique.
- Make every campaign budget friendly and try not going over the top like I planned a docu-series campaign.

Internship Outcome

My internship experience has been a transformative period of personal and professional growth, allowing me to apply theoretical knowledge in real-world settings, as well as learning, practical knowledge goes way beyond than theoretical at times, and gain practical insights into the dynamic field of Public Relations.

As a PR intern, I had the opportunity to work closely with professionals, contribute to meaningful ideation, and witness the strategic intricacies involved in managing brand communication, stakeholder engagement, and public image.

Throughout the internship, I honed my skills in research, content development, media outreach, and campaign execution. I was actively involved in crafting press releases, designing social media strategies, and creating multimedia content to enhance audience engagement.

I also gained hands-on experience with analytics tools, helping evaluate campaign performance and make data-driven decisions. These tasks not only sharpened my communication and storytelling abilities but also taught me the value of consistency, audience analysis, and message tailoring.

The internship also developed my teamwork, leadership, and problem-solving skills, I even got to learn about myself through my mentor's eyes, which helped me focus on my lackings and appreciating my strong suits.

I learned to navigate interdepartmental collaborations, handle constructive feedback, and manage time efficiently under tight deadlines. Mistakes along the way became powerful learning moments, helping me grow more confident, self-aware, and resilient.

Overall, the internship has enhanced my ability to think strategically, communicate effectively, and contribute meaningfully to any organization. It has affirmed my passion for Public Relations and equipped me with the foundational skills, practical experiences, and professional mindset needed to pursue a career in this field with competence and integrity.

Workplace log

3 Feb 2025 : Tasks assigned by Robert Blair
 Campaign team Holistic role

accounts

planning

How a marketing agency works
 understand management
 build rapport
 keep in touch with Nafis Blair

US Aid ask cabin apu
 case study on environmental campaigns

task 2:
 50-60 events, documented
 what types of work

- help us showcase the work

- * case study : PR developments
- * on ground activities road show
- * create a product around it
- * change the focus from marketing

try to be more objective

test it

market feedback test data

b2b
stakeholder Cross functional

project initiatives

bring traction to the company
 client retention redefining
 meet objective

strategy - market pitch -
 LinkedIn based product marketing

delivery of @ 3 months - goals
 objective quantifiable
 or 10 to client
 quantifiable goal over the email

every Tuesday 12-1
 recurring meeting : work review
 from last meeting

content letter, photo story

new section of magnito PR - *web site*

task 3: revolve the disi marketing narrative

solution orientated marketing

↳ target sales

2016

arpo arpo - activable market style

evolved market space

brand representative

↳ personal communication

not endorsement with credibility

linked in based company manage like marketing

product - identity, moles, stock management

mission statement

personal + company PR reach

social media

4.2.25

Followed up work to the meeting w Rehazet Na

- Prepare the USAID Campaigns PR materials
- make this a plan out of the PR materials
- collect materials
- get on the task 3

6.2.25

- collect Magnito's previous PR activities
- make a portfolio out of it

9.2.25

- start the portfolio
- write the PR services out of the PR portfolio

12.2.25

- make the case study for website
- writing case study
- used 'solving and' - opportunity

13.2

- write / prepare the video case study script
- brain storm unique short reel ideas
- start the B2B strategy writing and studying

17.2

- rewrite the case study / make edits
- edit the script as well
- turn the portfolio into website content
- write the website content:
 1. overview
 11. each service content
 111. find relevant pictures

18.2

- PR announcement social media post
 1. explain/discuss the idea
 11. write the content/copy to the post
 111. write the brief
 1111. get assist the designers

19.2

- complete start the concept note of the Executive Personal PR
- also get feedback of the concept note
- website update:
 1. the first outlook
 11. layout by shakhsan
- post the linked in posters
- story the FB posters

20.2

- follow up the website w content team
- make another poster brief
 1. for linked in
 11. collect + select the pictures too
 111. start making it

23.2

- brain storm social media plan
- learn about presentation deck
 1. angle
 11. approach
 111. type
- meeting w Rehazet blai
- write a proposal based on the pitch concept note, a prerequisite for

20.2

- brainstorm the social media
- think carefully animation
- get it started → meet art (design head) discuss → assign it to a designer (Rishabh Bhui/Siam Bhui)
- set the pitch deck flow/angle
- talk about it w Nidhi Bhui

25.2

- edit the deck again
- after the edit of the posters: make it an infographic
- animated vid by Saurabh & other designers

add ref this data stacking copy

- * need credible info
- * relevant data
- * use chatgpt/zoom

3.3

- make maghito linkedin blog page
- create maghito Medium page
- write the blogs

get feedback from this by reviewing this

4.3

- need thumbnail for the blogs → 1. write brief → 11. explain → get it made
- finish the blogs

assigned to Siam Bhui

5.3

- meeting w Rishabh Bhui
- present the deck to him/get feedback

9.3

- meeting w Shantanu Bhui
- details in meeting minute
- determine for clients
- create slack channel
- edit the blogs again

10.3

- start the direct social media client call posts
- make videos + references + copy + caption
- work on the proposal again

12.3

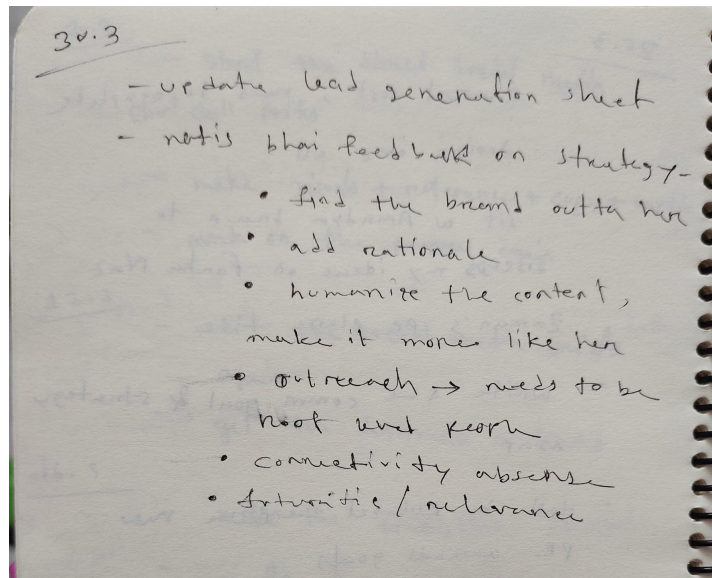
- edit the social media briefs again
- get the designers on board

16.3

- make the newsletter channel
- write the newsletter
 1. PR service announcement
 11. executive PR client calling

26.3

- carousel post; need to complete design and all
- sit w Anindya Bhowmik to discuss my ideas on Fanka Naz Zaman's PR plan
- write the comm goal & strategy asap
- talk by Rishabh: explain new PR awards goals



Feedbacks and discussion and brainstorming notes:

exhaustive.

V. Mention broader business goals

Carton needs
be performing
SEO linked in

brand manage x
PR manage ✓

Deck Brainstorming 24.2.25

Why it matters
 who else has done it
 what we can offer

In the era of 6th revolution
 what does an executive look like — the gap in the market
 (everyone is replaceable)

Feedback on deck: 25.2.25

1st heading: $\approx$ attention grabbing
 striking copy - attack at the begining

2nd: Trust > separate slide
 focus on int exam

3rd copy - visualize them
 reference

summary > what client for you

PPT Feedback by Katerina Hais 23.2.25

Trust, authenticity, - - -> should be on the same slide

Table annex - table format should be removed

those can help - service box format

Cover slide: Title slide by moments

2nd slide:
 Let's look at some global ref figs

Flow is fine

Remember to quote at the end

Let's do ...
 PR is not just growth...

14 + 15 visual ref

Hyperlink for executives

Explain the collab. add 2 slides for it

custom slide: do company research
 social media scan report
 annex - references
 supporting document
 report showing management to smartshot

summary - sales team

- Pricing package communicate
 - pin point which industries
 the clients for customization - development sector
 - blog - banking sector
 - meeting schedule - premium bar

Feedback by Katerina Hais

1. change Yunus photo
2. Rising trend - don't chart bold format
3. Ford, Nike - add logo
4. - - - - - change

JP - use new logo

annex - all data from previous

logo - alignment photo

AKIP Hais' deck

engage

about - raise transparency

Medium blog 17.3.25

Feedback:
 specify grooming
 use better wording
 impact elaborate
 not showcase - made
 Reality show - national tv
 Ugc - network
 increasing number
 number

Campaign ideas for : FARHA NAZ ZAMAN 6.4.25

career definition:
 - innovation
 - resilience
 - steadfast commitment
 to her craft

Forum
 still centered to transformative leadership

* awards: Marketers of the Year 2023

Capabilities: strategic insights from
 FMCQ
 * tech-driven approaches

Passive / international / phaser
 - national take leaders - CEO
 - LinkedIn 1 month of linked post
 - don't get ask them to find
 keywords, what topics they address,
 dubai, Japan, Singapore, india, Pak, Thailand

Campaign
 reasonably to POC

int business competition conference bus & meeting
 - case study business competition
 - uni based judging / guest &
 - post event
 - future of tech

think of A big
 Campaign suitable for
 here:
 - think of the
 Yasin Arman
 Campaign

CP recruitment
 Smart Advisor
 - visit
 - session - hands on
 nationwide groups - from them to
 Entrepreneur
 testimonial - host

Content ideas
 Case AV
 of any campaign
 or doc
 themes
 • Women Environment
 • Gr social impact
 - Gr acceleration
 - Gr academy

Content 1 - PDD
 ① small online
 business
 survey
 ② Marketing competition
 Added two
 campaigns

Q. 25
 Content pillar ✓ → roadmap → reference
 Campaign ✓
 → presentation →
 not pit.
 would include
 ref example

Unmasking Violence video note
 Video reference

Meeting w/ Noman Khan:

Do a podcast: ~~interview~~ start
 take - giving a revolutionary
 connectivity
 narrative
 - ~~interview~~ conversation for
 - future prospect

B
 podcast - platform - ~~have one~~ ^{Bona2, Bonalot}
 - topic ^{this}

BIDs - startup socf

X' Perennial Entrepreneur
 ✓ Entrepreneur

Projection - We can take you
 from this to this
 (future)

weekly problem 'statement'
 Problem solvers shoutout
 idea

linked In - document
 email address

winners - internship
 same business problem
 student will be featured

- ~~pro~~ feature here as
 'solution maker'

catalyst of solution finder
~~pro~~ solving solution driven

inspire
 solution

Establishment
 could carry on to
 generation

SELF-ASSESSMENT FORM

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

Name of Intern: ___Roohama An Naba_____

University ID: _212012028_____

Name of the Institute/Organization:	Magnito Digital Ltd.		
Corporate Office Address:	7th Floor, House 7 Rd 137, 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?

Around 45 hours

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

Yes, 6000 taka

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

☐ Not at all
 ☐ Slightly
 ☐ Moderately
 ☐ Quite a bit
 ☒ A great deal

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

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

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	5
2	I believe in my ability to make a difference.	5

3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	4
5	I can recognize my personal strengths.	4
6	I can recognize my personal weaknesses.	5
7	I have a sense of personal achievement.	5
8	I have the ability to persevere in difficult tasks	4
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	3
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	4

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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)	4
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	4
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	5
24	I narrowed my future possible career choices.	5
25	What is your average score from this test?	4.5

5. General Comments

I have had the best time, as my first step in my long career, in Magnito. Not only did it enhance the belief in my choice of career, rather it made me excited for the future. Hopefully, I get more work opportunities to live up to my own expectations.

Roshan AN

Signature of Intern

MSJ 043 (00) Pages 2 of 2

Professional Competencies

My internship at Magnito as a Public Relations Intern gave me valuable exposure to the inner workings of the PR industry and taught me how to navigate real client expectations, brand messaging, and strategic communication in the corporate world. These are the core competencies and learnings I developed:

- I gained a deeper understanding of how campaigns are structured—from client brief to execution. I learned how to break down client objectives, identify target audiences, and assist in developing tailored strategies that deliver impact while aligning with brand values.
- Through my involvement in client meetings and feedback loops, I understood the importance of listening actively, following up precisely, and maintaining a professional tone. I learned how communication within an agency can directly affect external client satisfaction and campaign success.
- Balancing multiple tasks—media tracking, content updates, campaign planning, and event coordination—taught me how to prioritize under pressure. I became more efficient and reliable in meeting deadlines, especially during campaign crunch time.
- There were moments when I overlooked minor errors. But I learned to take feedback constructively, revise quickly, and double-check my work. This experience taught me that mistakes are part of the learning process—as long as I grow from them and stay solution-driven.