



ULAB

UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Department of Media Studies & Journalism

Internship Report

Submitted by

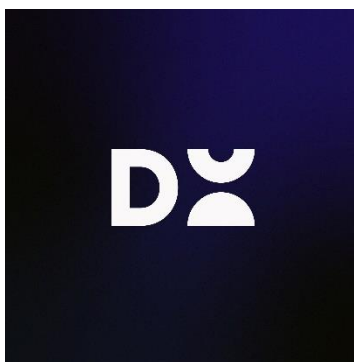
Shafin Shuvro

ID: 191012068

Semester: Fall 2024

Course Code: MSJ 11498

Host Organization: Digitomark



Date Submitted: 30/12/2024

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Student Details

Name	Shafin Shuvro
ID	191012068
Department	Media Studies & Journalism
Concentration	Public Relations
Career Goal	To get a Ph.D. degree in the field of communications and become a university professor.

Internship Details

Host Organization	Digitomark
My Role	Content Writer
My Designation	Intern
Supervisor	Arindam Saha
Supervisor's Designation	Director, Client Relations and Strategy
Start Date	November 01, 2024
End Date	February 28, 2024
Hours Per Week	45+
Total Working Period	Approximately 15 Weeks

Acknowledgement

I would like to start by thanking the almighty God for giving me the patience and strength to continue moving forward with my life and overcome any obstacles.

My most heartfelt and sincere gratitude goes out to my uncle and elder brother for their undying love and upmost support in everything that I do. They have always been there for me in my most difficult times and their endless support has been a shining light for me. Everything I am today is because of them and I will be forever grateful to them.

I am grateful to my faculty members at the University of Liberal Arts Bangladesh for their guidance and teachings. They have played a vital role in my life by encouraging me to become a better version of myself both as a person and academically.

I am also grateful to University of Liberal Arts Bangladesh for giving me such a wonderful opportunity to study in the Media Studies and Journalism Department. ULAB has given me the platform to grow and learn as a student and I feel extremely proud to be a part of this amazing institution.

I would like to thank Digitomark for giving me the opportunity to pursue an internship at their organization. Thanks to my supervisor for his mentorship and my team members for their support.

A special thanks goes out to my friends, cousins, and others who were there for me when I needed someone to talk to or needed support. I am truly grateful that they are a part of my life and will forever cherish them.

Lastly, I would like to thank all the people that have been a part of my life and helped me to come this far.

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: Shafin Shuvro
ULAB ID: 191012068

Signature _____



INTERNSHIP REPORT APPROVAL FORM

Student Name Shafin Shuvro ID No. 191012068
Major: Public Relations Year: 2024
Local Phone: 01858686910 Email: shafin.shuvro.msj@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION**Internship**

Organization/Project: Digitomark

Internship /Project Report

Topic: _____

Semester (Tick one): ☐ Spring 202 ☐ Summer 202 ☒ Fall 2024

Advisor APPROVAL

(Please place a Tick)

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

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

Signature: _____ Date: _____

Name: Md. Mahady Hasan Title: Lecturer

E-mail: mahady.hasan@ulab.edu.bd Phone: _____

Introduction

We currently live in the era of digital world where almost everyone has access to the internet, smartphones and social media. With each passing days, traditional ways are slowly being replaced by the modern digital facilities. That being said, internet now has a significant impact on media, public relations, marketing, businesses, many other sectors.

Regardless the type of industry, it has become absolutely crucial to have an online presence to stay relevant and survive in the competitive digital world. Even though the traditional media is still relevant today and isn't completely replaced, but the role of digital media is far more significant.

As a student from the Media Studies & Journalism background, I did numerous academic projects that made me transform my creative thoughts into words and action. Doing these projects not only developed my writing skills and increased my knowledge in various fields but as well as made me want to explore more as a writer and increase my knowledge in digital media. My major was Public Relations and while I was studying different major courses related to Public Relations, I developed a strong interest in digital communication and how it can shape public image.

That's why I decided to do my internship as a Content Writer as I was exposed to content creating, writing, and using digital media tools. Doing my internship at Digitomark seemed like the best option for me as they are one of the most recognized and competitive digital marketing agencies of the country. Digitomark is known for their content creation services. Content creation is currently considered as one of the most important ways to shape public image and build brand awareness, which are directly related with my major Public Relations. So, it felt like I could make use of my academic knowledge in the workplace and take my knowledge to another level.

This report consists some of the best and most notable works I did during my 2 months of internship with Digitomark. It also consists some information related to my internship. Overall, the report is a reflection of my efforts and creativity that will help me to grow both professionally and individually as a person in the future.

Expectations

My primary expectation before starting this internship was to work for an organization and gather valuable experience that would be beneficial for my future career. Academic knowledge isn't fully complete until someone gets the opportunity to put their academic expertise into practice in a real-world scenario. After gathering valuable academic knowledge in the field of media & journalism and specializing in public relations, I had the following expectations in my mind as I started my internship:

- Getting exposure to the work environment
- Working with team members and improving my teamwork skills
- Understanding all the important details about content writing
- Working with different clients and learning how to write content for them
- Learning important writing techniques and improving my writing skills
- Understanding how a creative digital agency work and deal with clients
- Dealing with pressure of work with patience
- Gathering valuable organizational and professional skills

Host Organization

Organization Type: Creative Digital Marketing Agency

Incorporation Status: Private Agency

Company Year of Establishment: 2022

Address: Road #04 Block #B, Banani, Dhaka 1213

Web Address: <https://digitomark.com/>

Digitomark is a full-service digital marketing agency located in Dhaka, Bangladesh that offer personalized digital marketing and advertising solution to any type of organization. The agency consists of many talented individuals that work hard and with passion to deliver the desired results on time. Digitomark works with transparency and efficiency ensuring the success of any clients on the digital platforms. Digitomark offers creative digital marketing and advertising services to any industries or businesses that are looking to grow their digital presence online. The main goal of Digitomark is to help the customers earn value and trust in digital media platforms. They offer customized solutions for the clients because each client has unique needs and Digitomark understands that very well.

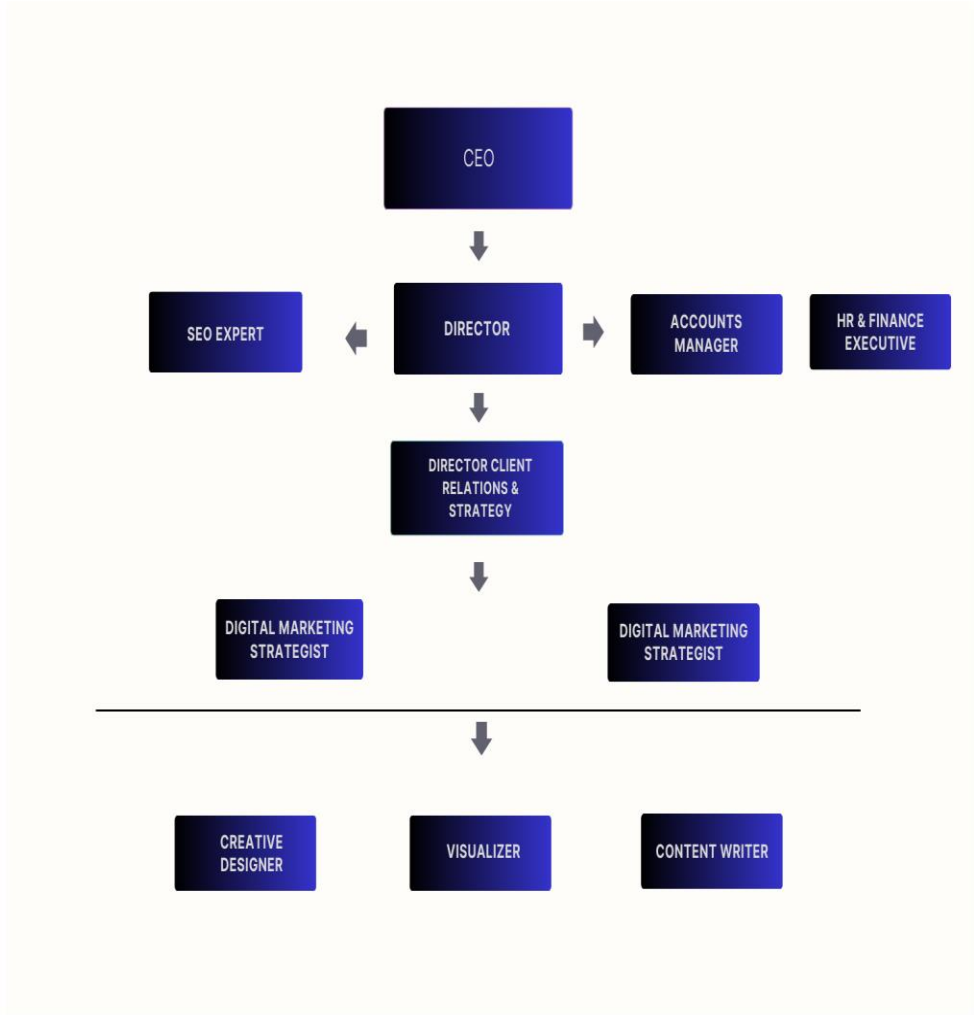
Mission: Digitomark wants to help businesses succeed by offering services that lead to the ultimate happiness to both the clients and team.

Vision: The vision of Digitomark is to become the face of the digital marketing agencies in Bangladesh. They want to be known for their creativity, innovation and friendly approach ultimately contributing to the digital marketing sector of the country.

Services: Organic marketing, paid marketing, social media marketing, creative design, web design, copywriting, visual arts, and others.

Notable Clients: Eco-Ceramics, Anwar Landmark, Tropical Homes BD, IZ Café, Green Delta Insurance, Ventura Properties, Numi Aesthetics, Rupayan City, Cubic, and many other.

Company's Organogram



Tasks

I have been working for Digitomark as a Content Writer intern since November 1, 2024 and these were the tasks and responsibilities assigned to me till now:

- Writing social media captions for various type of content of different clients
- Writing short advertisement copies for content
- Writing well structured and informative blogs for websites
- Proofreading to find any writing or grammatical mistakes
- Generating and sharing creative caption and ad copy ideas.
- Helping the team members with any kind of writing tasks

Projects

Project 1

Project Name: Blog – “10 Keys to Budgeting Your Next Home Improvement Project”

Project Type: Blog Writing

Client: Tropical Homes BD

Status: Published on December 11, 2024

Project Details: This was a blog writing task and I was assigned by my supervisor to write an engaging and informative blog about the topic – “10 Keys to Budgeting Your Next Home Improvement Project” for the official website of Tropical Homes. Tropical Homes is a prominent real estate developer in Bangladesh working for almost 29 years. They are highly known for their innovative qualities and integrity. Digitomark has been their content creation and strategy partner for some time and since they have a dedicated blog website on their webpage, they requested for some blogs.

My Tasks and Responsibilities: First, I had to do research about the client by looking at the blogs that were already published on their website. I had to carefully observe their tone, their writing structure and the ways the information were provided. Then, I searched for the same topic on Google and read multiple blogs of the same topic to gather ideas about it. After completing the research part and understanding the topic very well, I wrote the blog with the authentic information I gathered following the similar tone of Tropical Homes. I also did some internal linking to some of their other blogs on my writing that seemed connected so that the readers can stay on their website for longer and read other content as well.

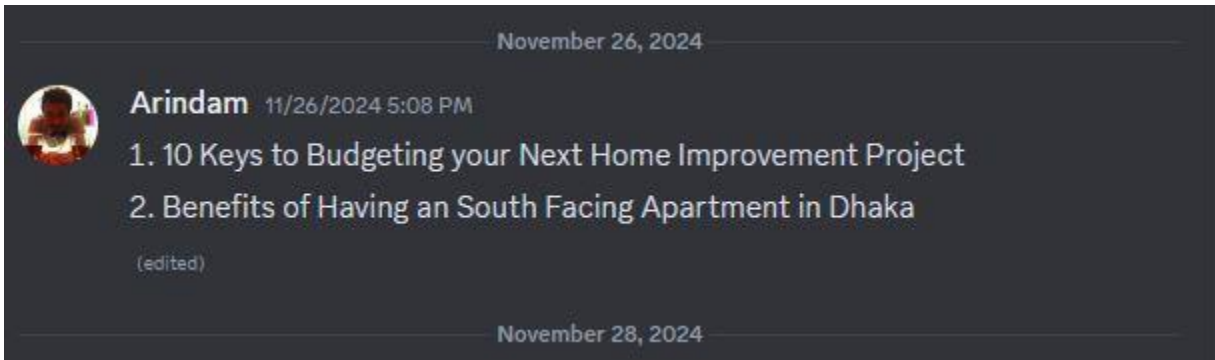


Image 1 – The task was assigned

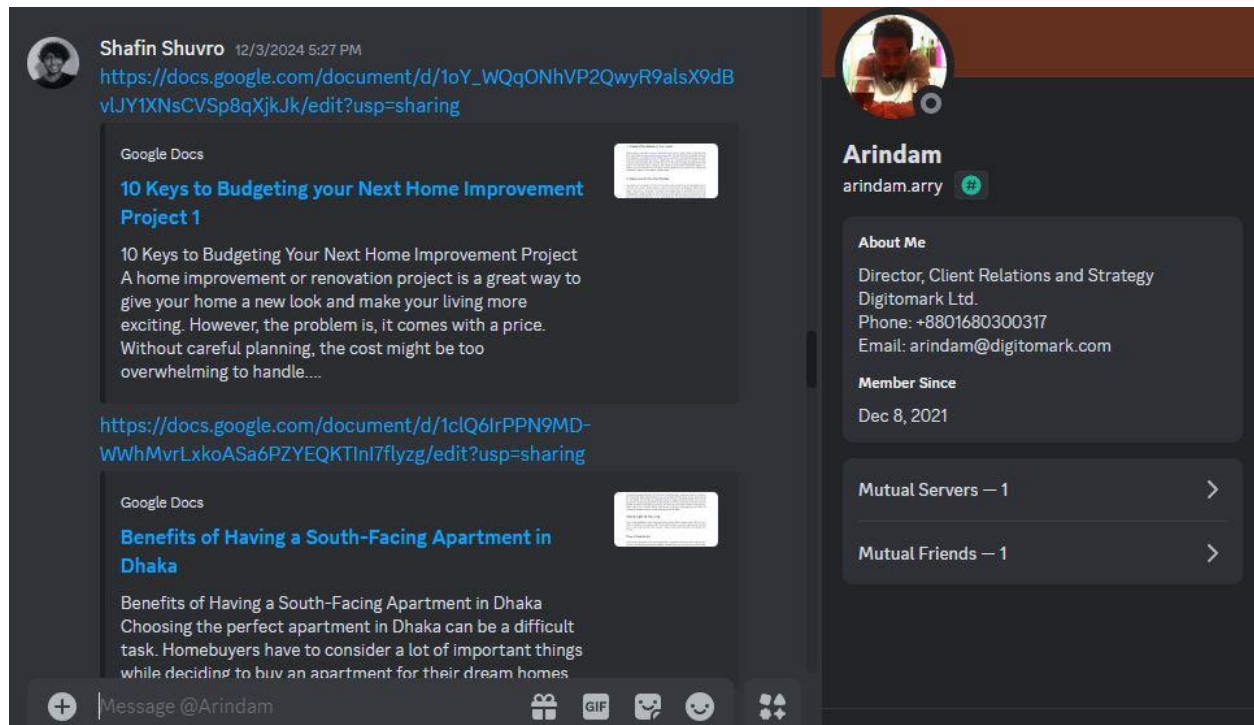


Image 2 – The Work Was Completed and Being Handed Over

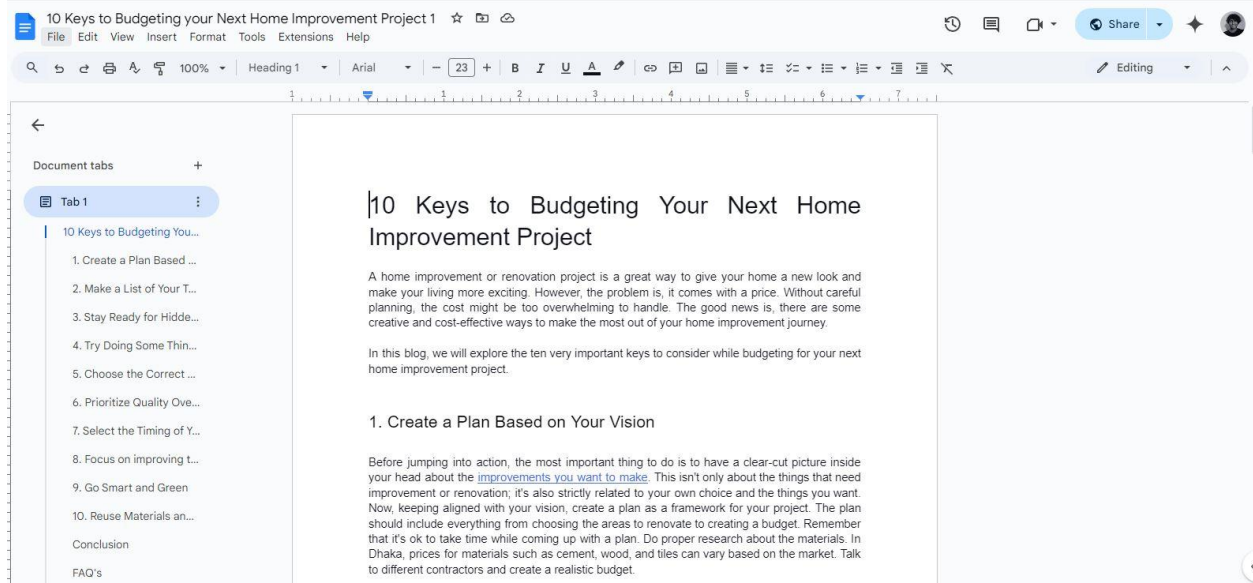


Image 3 - My Draft on Google Docs

Link to the Doc File -

https://docs.google.com/document/d/1oY_WQqONhVP2QwyR9alsX9dBvlJY1XNsCVSp8qXjkJk/edit?usp=sharing

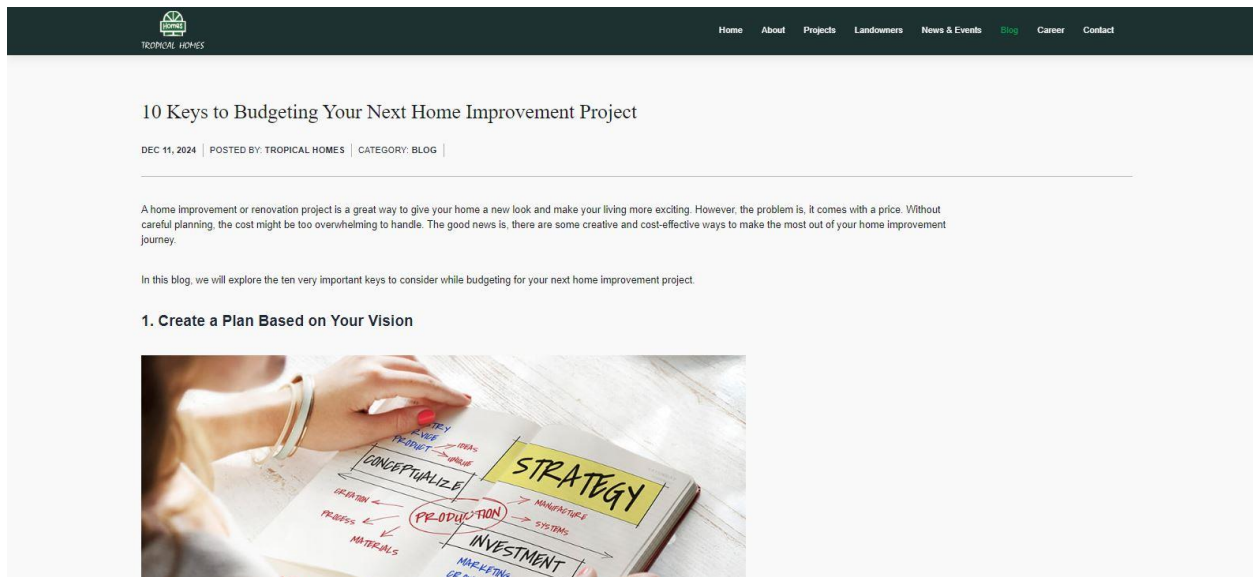


Image 4 – The Published Version on Tropical Home’s Website

Blog Link: <https://blog.tropicalhomesltd.com/10-keys-to-budgeting-your-next-home-improvement-project/>

Challenges:

- Many blogs were written based on the same topic on different websites but the problem was, all of them were written in an international context. Since, Tropical Homes is a Bangladeshi Real Estate Developer company, they mostly write blogs for the Bangladeshi people. So, I had to localize the blog keeping the national audience in mind. I also had to make use of some of my own practical knowledge in this case.
- This was the first blog assigned to me for a client, so I had to stay extra careful and tried my best to not make any mistakes.
- I had to read all the blogs of Tropical Homes to understand their tone and to find the correct blogs for internal linking in my writing.

My Mistakes:

- I only did one mistake in this project. The first draft I wrote didn't have sufficient local context. It felt like the blog was written in an international context. The client gave feedback to make it a bit more localized. So, I had to make some slight changes.

My Learnings:

- I learned how to write an informative and engaging blog for a client
- Learned to do proper research for a blog topic
- Observed the particular writing tone of a client and followed it on my writing.
- Studied the blogs of the client to find the suitable blogs for internal linking that can be used on my writing.

Project 2

Project Name: Blog – “Benefits of Having a South Facing Apartment in Dhaka”

Project Type: Blog Writing

Client: Tropical Homes BD

Status: Published on December 11, 2024

Project Details: I was assigned by my supervisor to write another engaging and informative blog for the official website of Tropical Homes. This time it was a different topic which was – “Benefits of Having a South facing Apartment in Dhaka” Both of the blogs for Tropical Homes were assigned on the same day but I had to follow an order. This was the second blog I wrote for the same client.

My Tasks and Responsibilities: I had to follow the same patterns as I did in Project 1 but since this was a different topic, I had to do research once again and gather authentic relevant information. To write the blog faster and to ensure I don’t lose my direction, this time I wrote a blog outline consisting of all the information I’m going to cover in my blog.

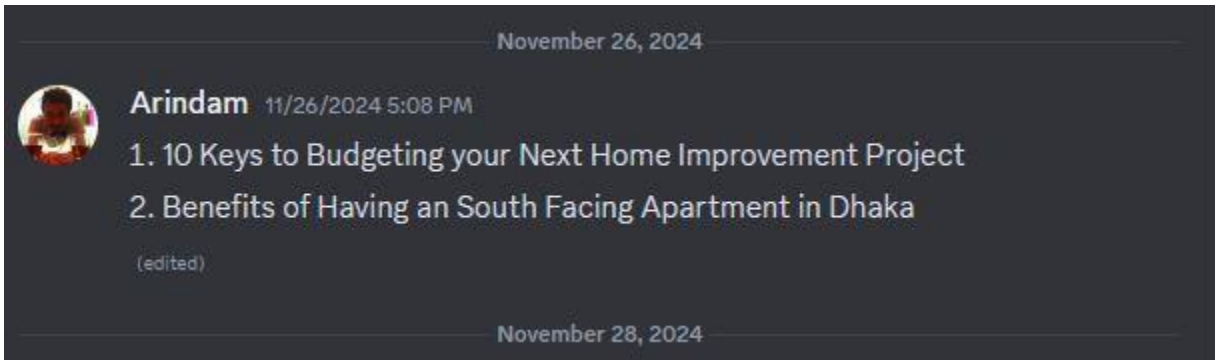


Image 1 – Task was Assigned

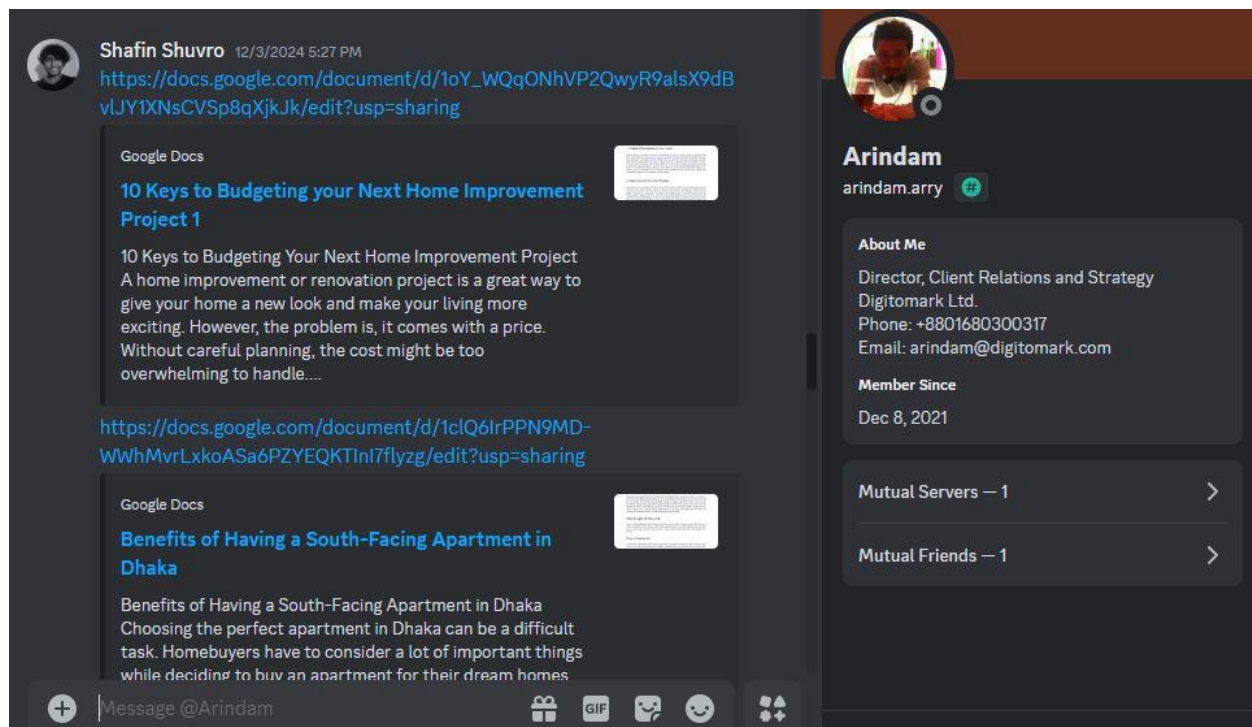


Image 2 – Work was Completed and Being Handed Over



Image 3 – My Draft

Link to the Doc File - <https://docs.google.com/document/d/1clQ6lrPPN9MD-WWhMvrLxkoASa6PZYEQKTInI7flyzg/edit?usp=sharing>

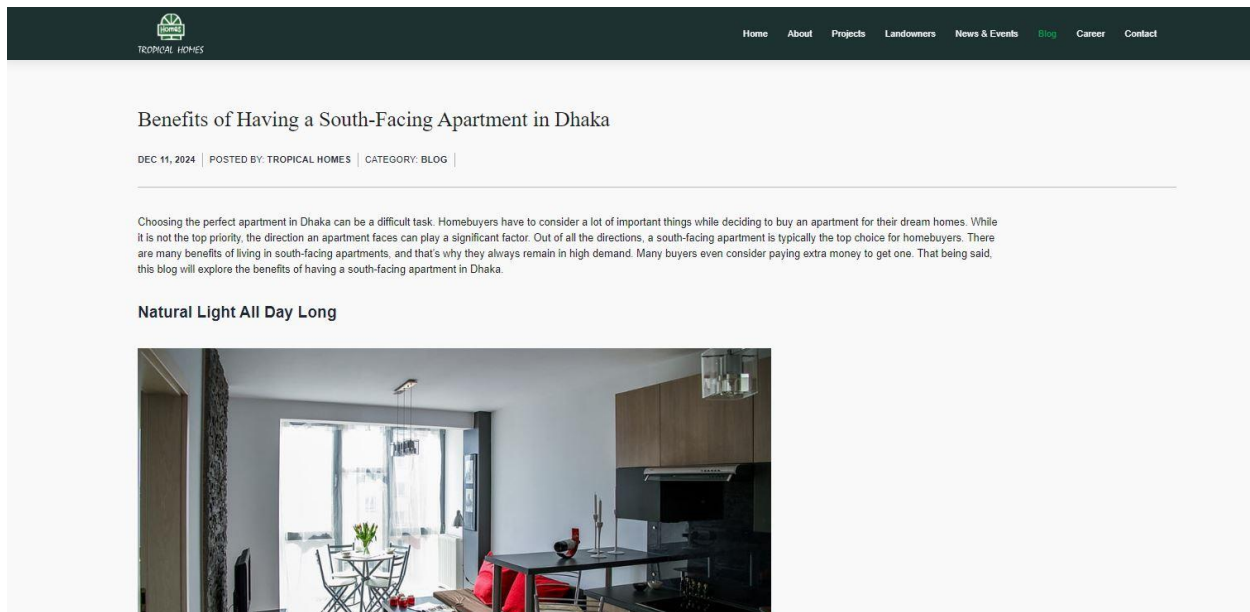


Image 4 – Published Version

Blog Link - <https://blog.tropicalhomesltd.com/benefits-of-having-a-south-facing-apartment-in-dhaka/>

Challenges:

- I did not face any significant challenges while writing this blog as I already got used to the writing style of Tropical Homes but there was a problem related to finding adequate information about the topic on the internet. This was a pretty unique topic and specifically centered around Dhaka, Bangladesh. So, I had to make use of some of my practical knowledge in my writing. I grew up in Dhaka and I had lived in some of the south facing apartments here, so luckily, I had a bit of knowledge about the topic.

My Mistakes:

- I did not make any mistakes in this project as I had already written a blog for the same client and improved my writing according to their feedback from the previous blog.

My Learnings:

- This blog helped me to make use of my practical knowledge in my writing
- I could successfully improve my writing according to client's feedback
- I learned some interesting things while doing my research about the topic such as the cultural significance of south facing apartments.
- Learned how to write blogs faster by following an outline

Project 3

Project Name: Social Media Captions for Eco Ceramics

Project Type: Bangla Caption Writing

Client: Eco Ceramics

Status: Uploaded on Facebook

Project Details: For this project, I had to write Facebook captions for the contents of Eco Ceramics. Captions are written to give more context or share something catchy about a particular content. This can increase the reach of the content and ultimately increase brand awareness. Eco Ceramics is a bricks manufacturing company in Bangladesh particularly known for their environment friendly approaches in their product.

My Tasks and Responsibilities: I was assigned to write captions in Bangla for Eco Ceramics since all of their posts are made in Bangla and for the Bangladeshi audience. I had to go through all of their previous contents to get an idea about the type of company they are and what they do. The captions had to maintain similarity with the content, so I had to write the captions in a way that gave more relevant context about the content. I also had to put relevant and appropriate hashtags with the captions.

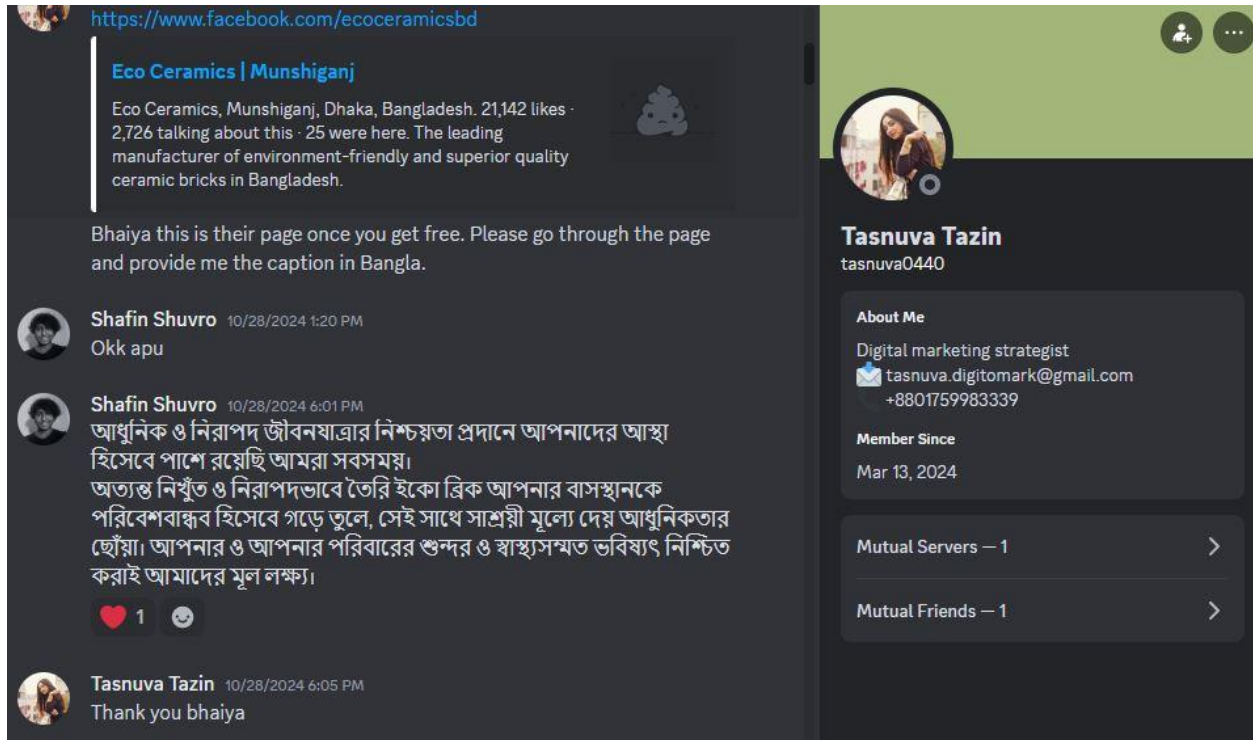


Image 1 – Providing Caption 1



Image 2 – Caption 1

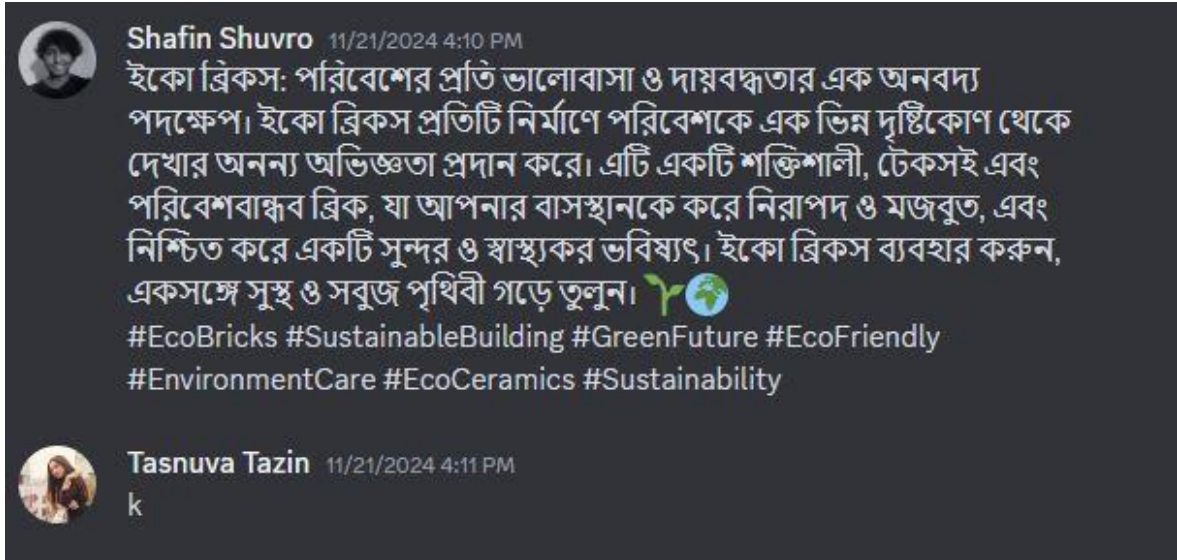


Image 3 – Providing Caption 2



Image 4 – Caption 2



Image 5 – Providing Caption 3

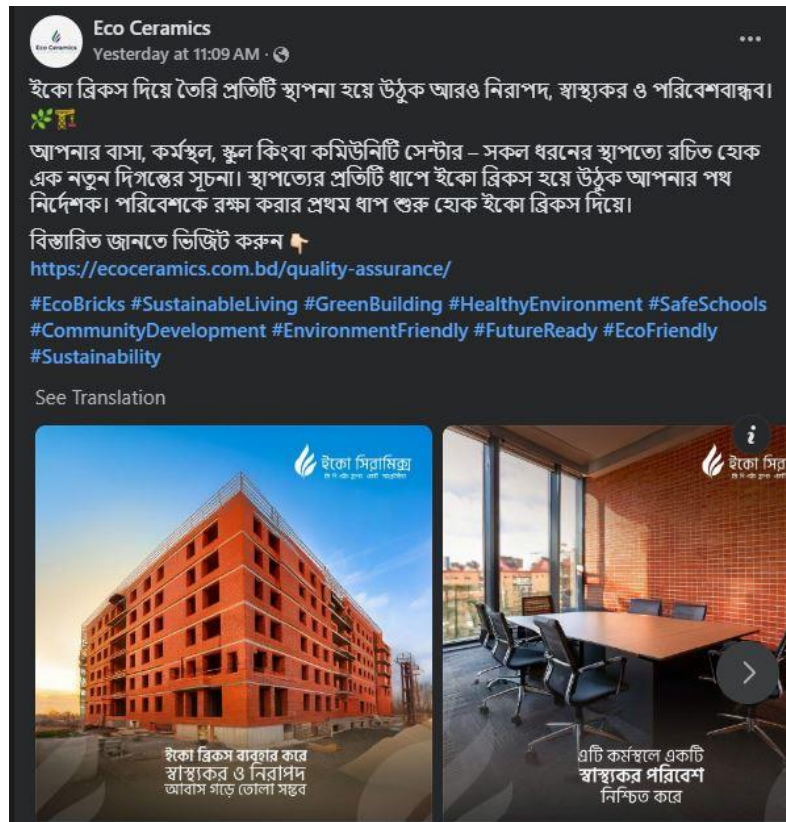


Image 6 – Caption 3



Image 7 – Providing Caption 4



Image 8 – Caption 4

Challenges:

- I didn't have much experience in creative Bangla writing, so it was a bit difficult for me to write captions in Bangla. I did a course called – “Bangla for Media” and the learnings of that course have helped me a lot to write these captions.
- I had to make sure that the grammar of my writing and the spellings were accurate
- Coming up with different creative captions for kind of similar content for the same client was very challenging. It was a true test of my creativity and I struggled with finding the correct words sometimes.

My Mistakes:

- I did a slight spelling mistake while I was writing the first caption. I wrote “শুন্দর” instead of “সুন্দর”. Other than that, I didn't make any mistakes.

My Learnings:

- Writing Bangla captions have helped me a lot to improve my Bangla writing skills
- They have helped me to develop my creative writing skills
- Learned some new Bangla words
- Learned how to write a caption keeping similarity with the content

Project 4

Project Name: Social Media Caption and Ad Copies for IZ Pâtisserie and Café

Project Type: Social Media Caption and Ad Copies

Client: IZ Pâtisserie and Café

Status: Uploaded on Facebook and Instagram

Project Details: IZ Pâtisserie and Café is a restaurant located at Gulshan 2, Dhaka. The restaurant was recently opened and they hired Digitomark for content creation and social media marketing. I was assigned by my team members to write some advertisement copies and caption for some of the content for IZ. Advertisement copies are persuasive texts used in an image or video that can motivate the audience to take a particular action.

My Tasks and Responsibilities: My tasks were to come up with creative and engaging short advertisement copies related to the image of the content. It was sort of like a form of visual communication. The images of were sent to me first, then I provided the ad copies. I also had to write an email that invited some influencers for a party held by IZ Café.

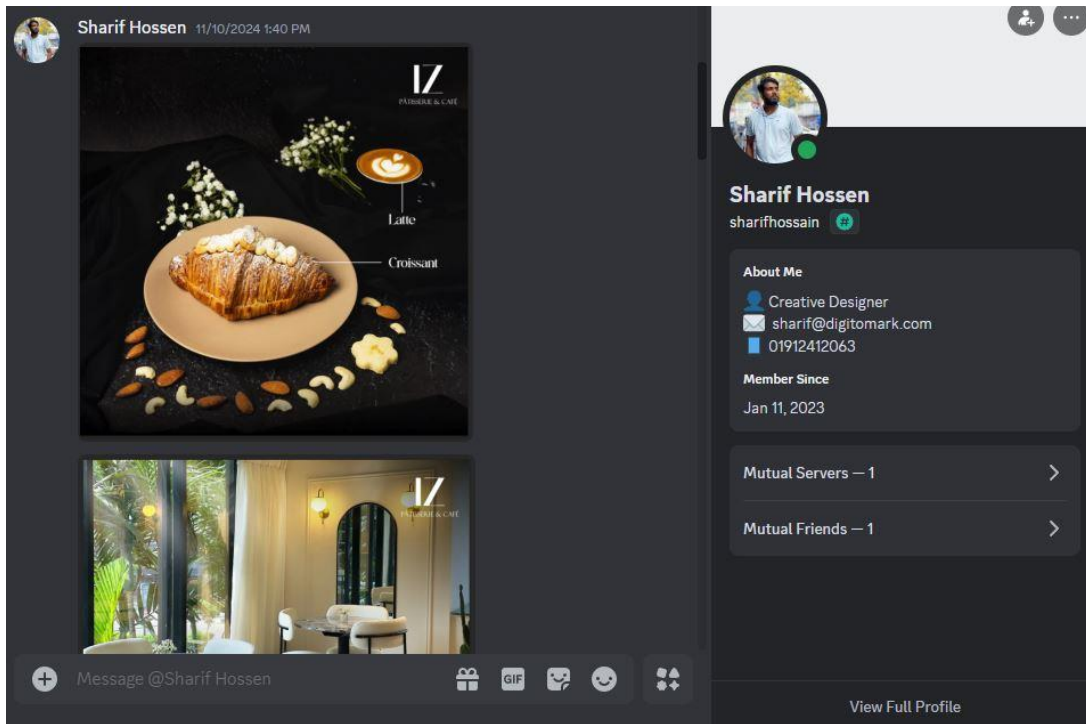


Image 1 – Images for the Ad Copies

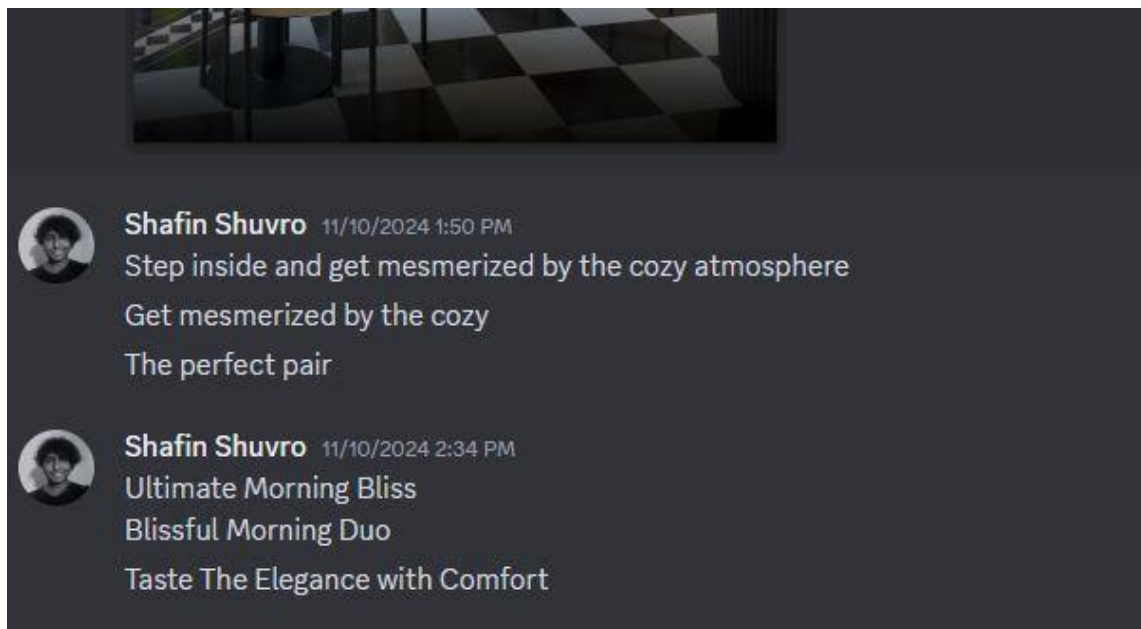


Image 2 – Providing the Ad Copies



Image 3 – Ad Copy 1



Image 4 – Ad Copy 2



Image 5 – Context for an Upcoming Party

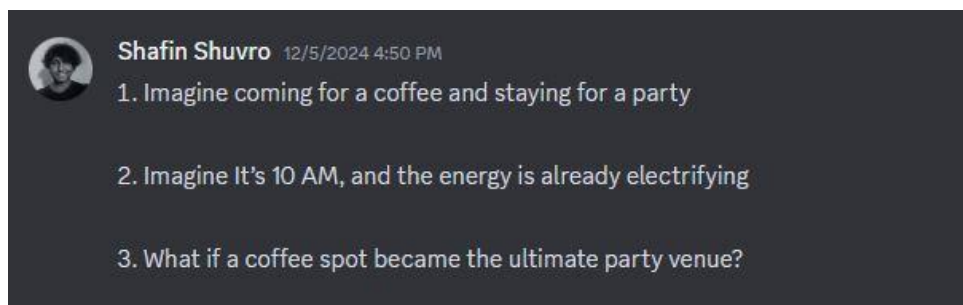


Image 6 – Providing with Possible Ad Copies

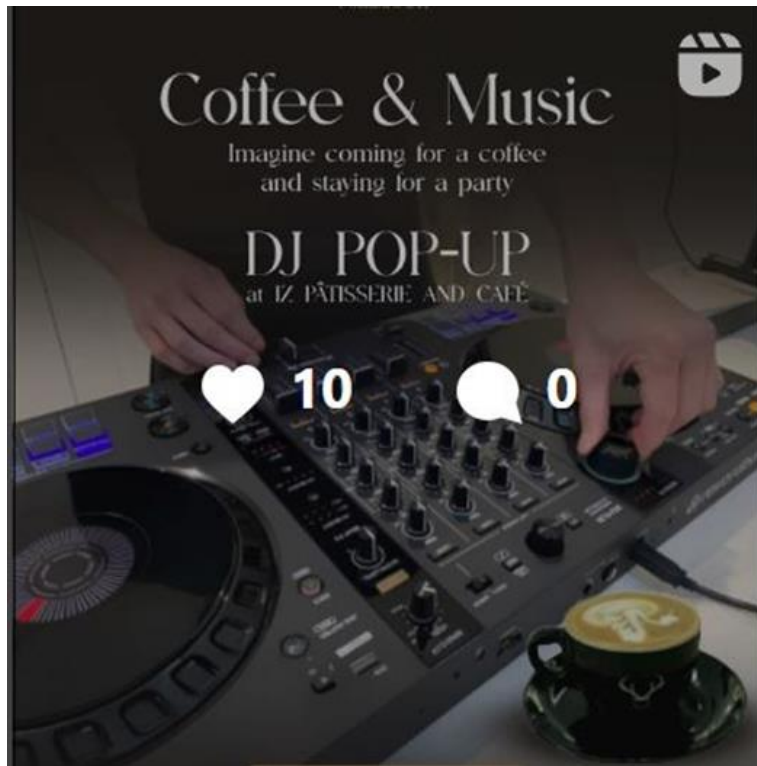


Image 7 – Ad Copy for the Party

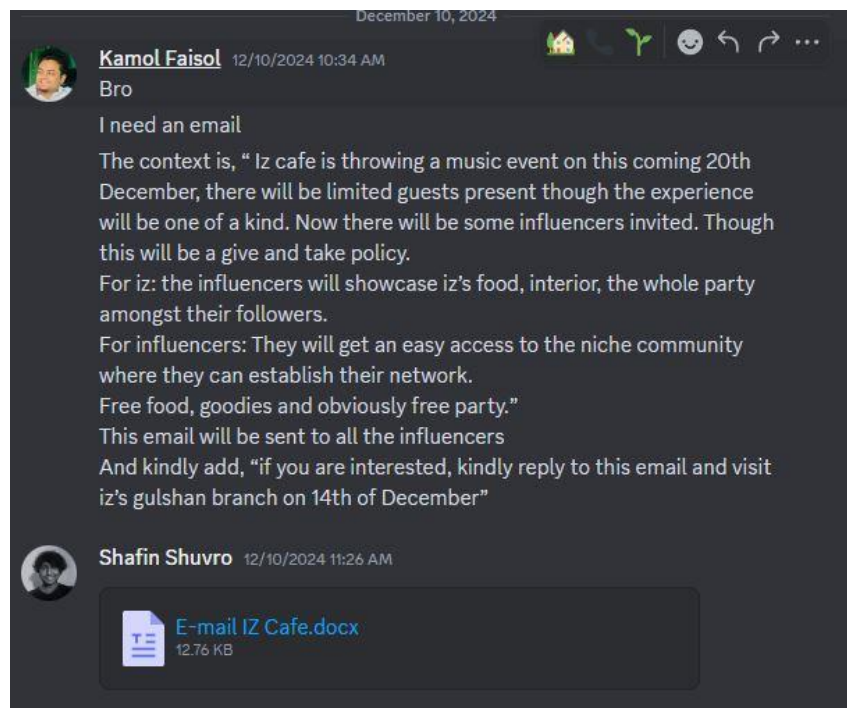


Image 8 – Email Context

Subject: Exclusive Invitation to IZ Cafe's Music Event on 20th December

Dear [Influencer's Name],

We are excited to invite you to a special music event at IZ Cafe on the 20th of December! This will be an exclusive, one-of-a-kind experience with a limited number of guests.

As an influencer, you will have the chance to showcase IZ Cafe's amazing food, beautiful interior, and the entire party atmosphere to your followers. In return, we offer you easy access to a unique community where you can build your network and spread your influence.

There will also be free food, goodies, and, of course, a fun party!

If you are interested, kindly reply to this email and visit IZ Cafe's Gulshan branch on the 14th of December for a quick meeting.

Looking forward to hearing from you!

Best regards,
The IZ Cafe Team

Image 9 – Email for the Party

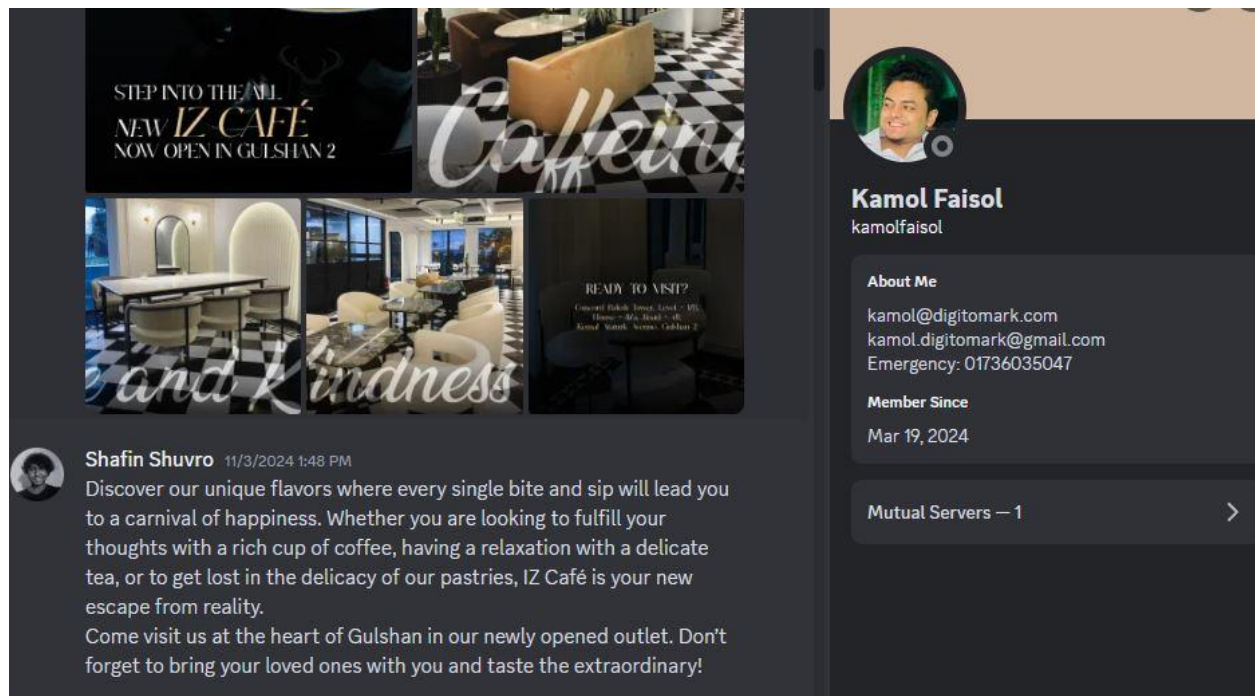


Image 10 – Providing caption for a content



Image 11 – Caption

Challenges:

- The ad copies for IZ Café required to be “very short” but at the same time “catchy”. Now, writing short random ad copies can be very easy but I had to match it with the particular content I was provided. For Example: The first image showed the beautiful interior of the café. I had to find out what the image was communicating or showing and then write the ad copy accordingly that go well with the image.
- Another challenging thing was to come up with very short ad copies that can motivate the audience to come to the restaurant.
- IZ Pâtisserie and Café is a very exquisite and posh restaurant so the ad copies had to be a bit fancy. I had to think about some fancy words.

Mistakes:

- I made some slight grammatical mistake in the caption of the content.
- At first, I was writing longer captions that weren't suitable for the content. I had to change those.

My Learnings:

- Writing the ad copies and the caption made me learn some fancy words and enriched my vocabulary
- I learned how to connect the words with the visuals. It increased my knowledge in visual communication
- I learned how to write short but compelling ad copies that sounds catchy

Project 5

Project Name: Blog Writing for Meghna Executive Holdings (MEH)

Project Type: Blog Writing

Client: Meghna Executive Holdings (MEH)

Status: Yet to be Published

Project Details: Meghna Executive Holdings (MEH) is one of the largest business conglomerates of Bangladesh. Digtomark's parent company Dcastalia has been the website and Ux/UI developer for MEH. Since they recently developed a new engaging website for MEH, the website needed some blogs to be added to the website. So, I was assigned to write some blogs related to some of the brands of MEH.

My Tasks and Responsibilities: I was given a file that consisted of the details related to the blogs that were needed for the website. My task was to make use of those details and write the blogs. There was no guideline related to how the blogs should be written or which tone should be followed. So, I wrote the blogs in my own style and tone.

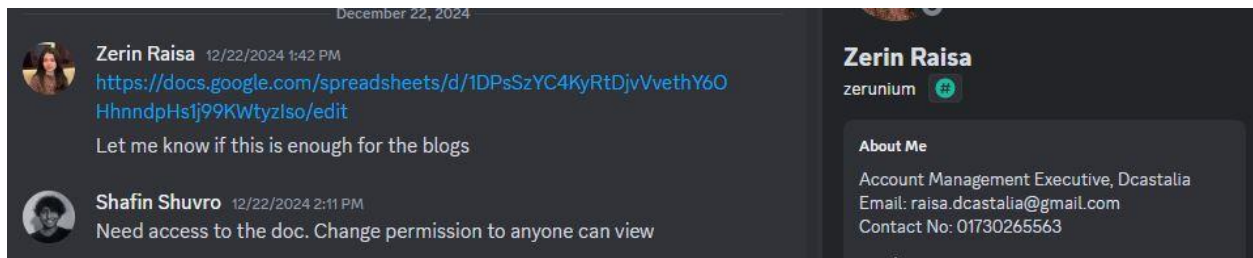


Image 1 – The Doc File was Shared

Topic	Title (You can write)	Overview
BMW Showroom	BMW Retail.Next Showroom: an unmatched retail experience	https://www.bmw.com.bd/models/the-new-i7/ https://www.thedailystar.net/tech-startup/news/bmw-i7-launched-bangladesh-3481056 https://www.tbsnews.net/economy/corporates/executive-motors-limited-announces-historic-arrival-first-ever-brand-new-bmw-i7 BMW i7 launched in Bangladesh The Daily Star
Penthouse	Penthouse Livings: Driving the luxury furniture trend in Bangladesh	https://www.tbsnews.net/supplement/penthouse-livings-driving-luxury-furniture-trend-bangladesh-744906 https://penthouselivings.com/about/ https://www.showcase.com.bd/showcase-insights/a-global-appeal-penthouse-livings/ When you think of a home that truly reflects elegance and sophistication, Penthouse Living is the name that comes to mind. As Bangladesh's premier destination for luxury furniture and home decor, Penthouse Living stands out. Why Penthouse Living Stands Out At Penthouse Living, every piece of furniture and decor tells a story of exceptional craftsmanship and timeless design. Here's why they're a step above the rest: World-Class Brands: Penthouse Living curates some of the finest international brands for the Bangladeshi market. From the innovative German-engineered Nobilia Kitchens to the iconic Judo, they offer a wide range of options to suit every taste. Tailored Solutions: Whether you're redesigning your living room, bedroom, or kitchen, Penthouse Living provides personalized solutions to match your style and lifestyle. Their team works hand-in-glove with you to create a space that is both functional and beautiful. Uncompromising Quality: Every product in their collection is a testament to superior quality. From premium materials to intricate craftsmanship, Penthouse Living ensures nothing but the best for their clients.

Image 2 – File consisting of the Blog Details

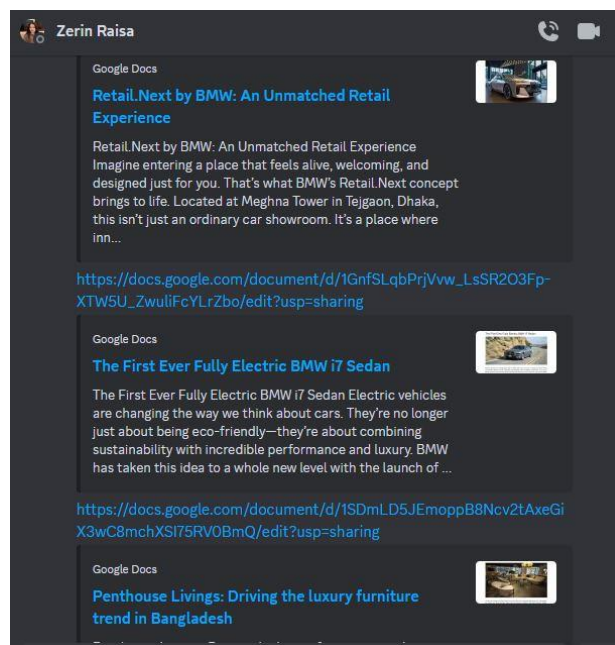


Image 3 – Task was Completed

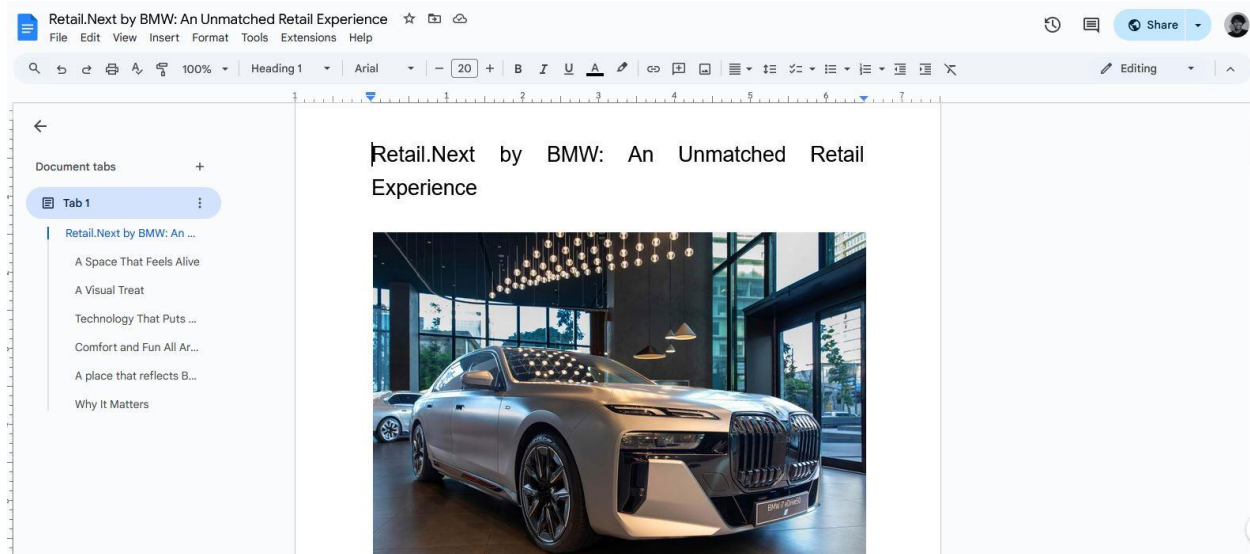


Image 4 – Blog 1

Doc Link -

https://docs.google.com/document/d/1X1ivDFj9RNmEpCrusGIhr_RcNo8mYBUVqnOgkclMlpg/edit?usp=sharing

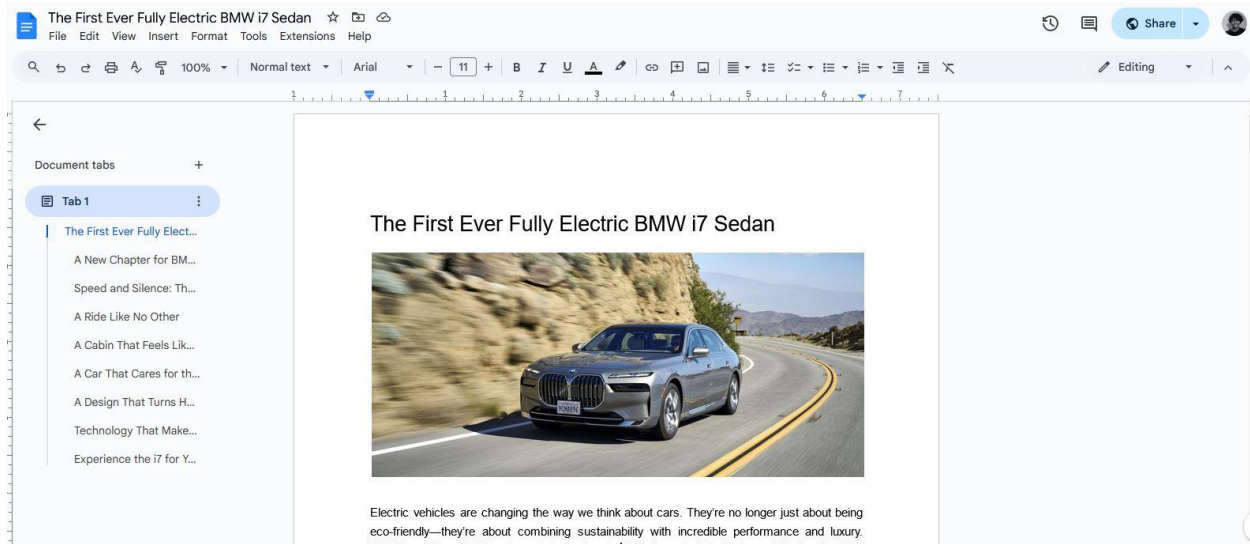


Image 5 – Blog 2

Doc Link - https://docs.google.com/document/d/1-DQV-4szBTbsVaKu8w8wEMPMsEhftYi_MLNpt1eC4Lw/edit?usp=sharing

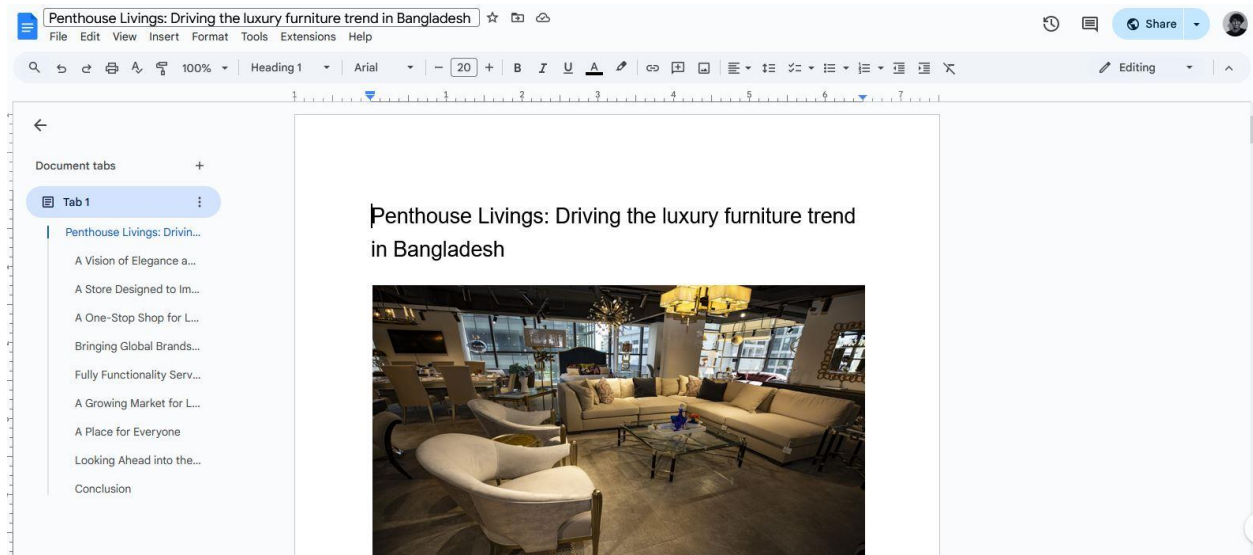


Image 6 – Blog 3

Doc Link -

<https://docs.google.com/document/d/1u8MWI9XewBSsEAXJxG8AtBCDAo2IVuWWCMjR6D5WL4/edit?usp=sharing>

Challenges:

- These weren't very ordinary blogs that one can find easily on any websites. Each of the blogs were very unique and related with the company. So, I had to study the details over and over again to make sure I wasn't missing out anything while I was writing.
- The deadline was very tight. I had to write 3 of these blogs in just 2 days. I had to deal with a lot of pressure ensuring that I met the deadline.

My Mistakes:

- I did not make any mistake in this project

My Learnings:

- My biggest learnings of this project were handling pressure and meeting the deadline.
- I learned not to lose my calmness under pressure
- Learned some interesting and informative things related to the blogs
- Learned how to make use of available details to write blogs

Project 6

Project Name: News writing for CFMOTO Bangladesh

Project Type: News/Events Writings

Client: CFMOTO Bangladesh

Status: Yet to be Published

Project Details: CFMOTO is a global motorcycle manufacturing company known for providing top-class motorcycles. Digtomark's parent company Dcastalia is developing the website for CFMOTO Bangladesh. Recently, they opened their first flagship showroom located at Mirpur and they also showcased some of their iconic bikes at International Convention City Basundhara. Both of these events were already shared on their official Facebook Page but they also wanted to share the news on their website for a section called – Insight.

My Tasks and Responsibilities: I was given a file that consisted some information related to their events. I was also told to look at their official Facebook page for information related to the events. The details weren't much but I had to write 2 news with all the information I could find about these.

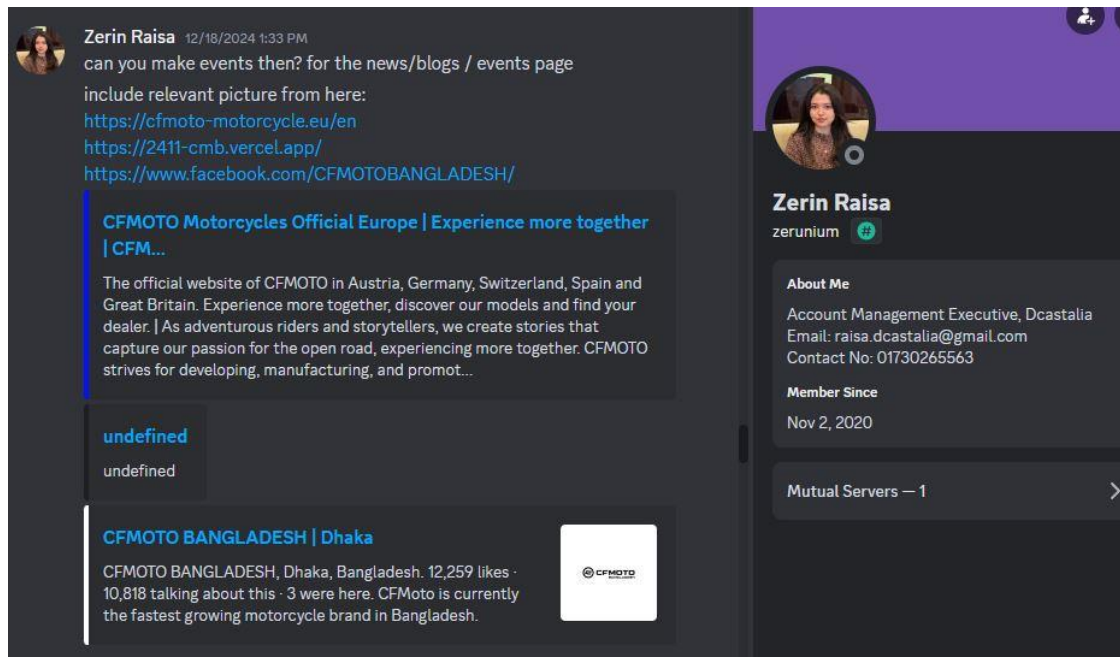


Image 1 - Task was Assigned

Blog 1 : CFMOTO Bangladesh: The Countdown to Our Grand Launch Begins!

Exciting news for all motorcycling enthusiasts—CFMOTO Bangladesh is about to hit the road in a big way! We are thrilled to announce the **grand launch** of our latest motorcycle model, set to take place on **December 19th at the International Convention City Bashundhara (ICCB)**. This event marks a significant milestone as we bring our world-class innovation and cutting-edge motorcycles to the vibrant streets of Bangladesh.

What to Expect on Launch Day

Get ready for an electrifying experience! At the launch, we'll be unveiling our latest motorcycle model that combines **style, performance, and innovation**—built to provide an exceptional riding experience. Known in over 100 countries for producing reliable and high-performance motorcycles, CFMOTO is now ready to introduce Bangladeshi riders to a new era of motorcycling.

From advanced technology to striking designs, our motorcycles are created to inspire riders and deliver **unmatched performance**. Whether you're an experienced rider or new to the biking community, CFMOTO's latest model is sure to excite with its **powerful features and affordable luxury**.

Stay Tuned for the Big Reveal!

As we gear up for the big day, make sure you follow **CFMOTO Bangladesh** on Facebook for all the latest updates! We'll be sharing **sneak peeks**, exclusive content, and behind-the-scenes action leading up to the launch on December 19th. This is your chance to get a closer look at what makes CFMOTO stand out and be part of our incredible journey.

Join Us for the Grand Celebration

We can't wait to share this exciting moment with you. The launch of our newest model isn't just about unveiling a motorcycle—it's about **building a community** of passionate riders who share a love for adventure and the open road. CFMOTO Bangladesh is here to **redefine riding** with our blend of innovation, reliability, and thrilling experiences.

Stay Connected

To ensure you don't miss out on any of the action, be sure to follow us on Facebook for real-time updates, sneak peeks, and all the exciting details as we count down to the big day.

Let's ride into the future together—**Experience More Together** with CFMOTO Bangladesh!

Hashtags:

#CFMOTOBangladesh #GrandLaunch #ExperienceMoreTogether #RideWithCFMOTO #AdventureAwaits

Blog 2 : CFMOTO Bangladesh 1st Flagship Showroom Launch

CFMOTO Bangladesh is thrilled to announce the grand opening of its first flagship showroom at **Plot 10, Road 3, Block A, Sec 11, Mirpur, Dhaka**. The launch will feature an exciting lineup of motorcycles, including the **300SR, 250SR, 250NK**, along with the **150SC scooter, 250CLC cruiser**, and the rugged **230DUAL off-road motorcycle**. This is your chance to experience cutting-edge designs, high performance, and innovation firsthand. Join us for this exciting event and discover the future of motorcycling in Bangladesh!

Image 2 – Some Details About the Events

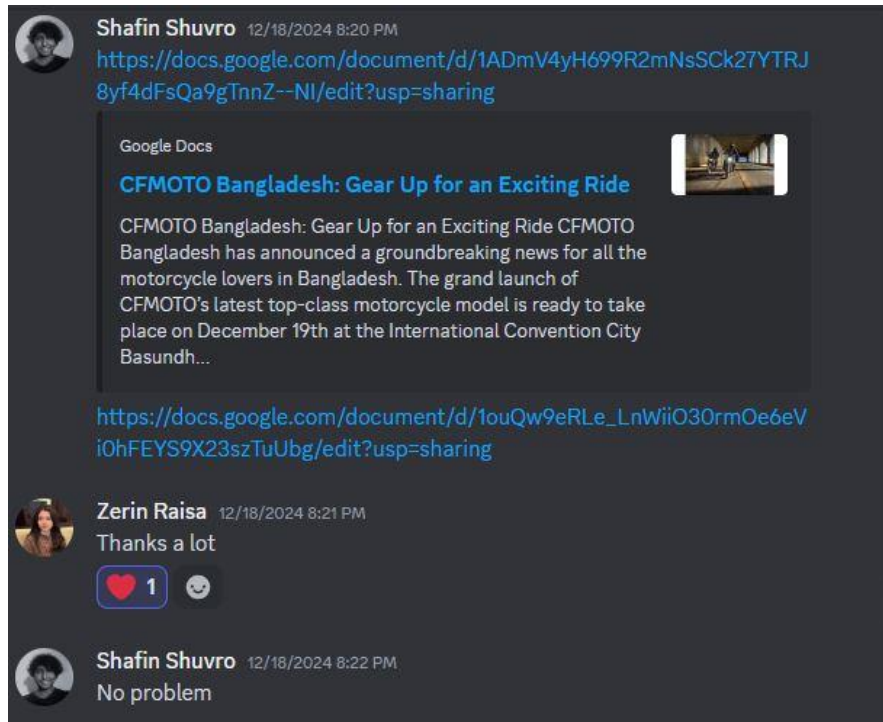


Image 3 – Work was Completed and Shared

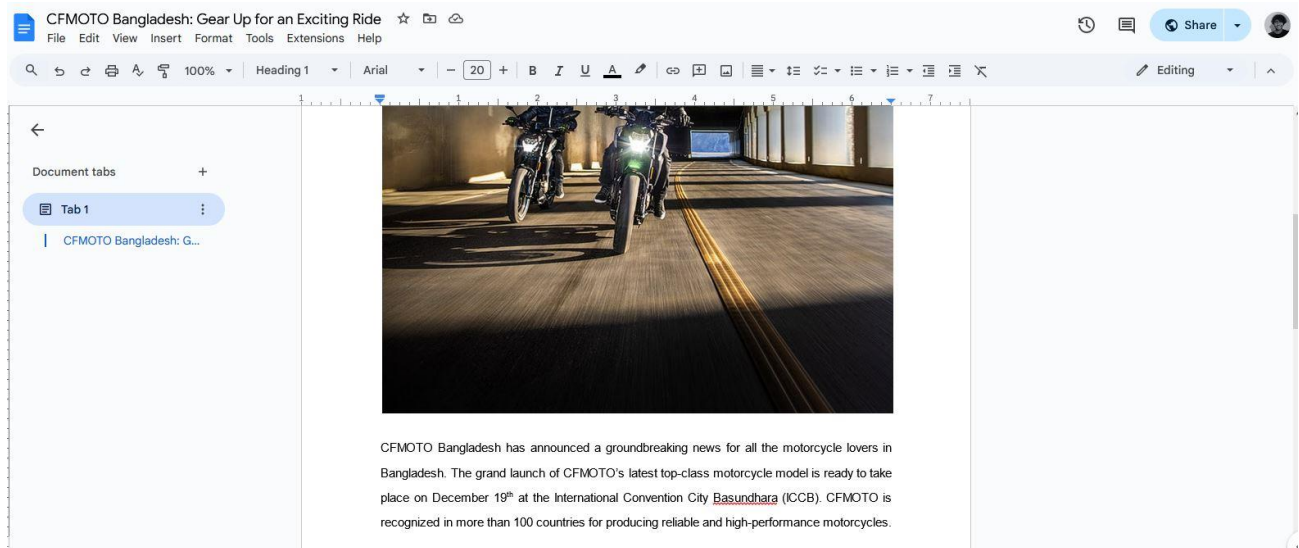


Image 4 – News Writing 1

Doc Link - https://docs.google.com/document/d/1c0WajTd_J7pDNIE-ONGX0Fsyr81Hvl3fHCWdvi6L5s/edit?usp=sharing

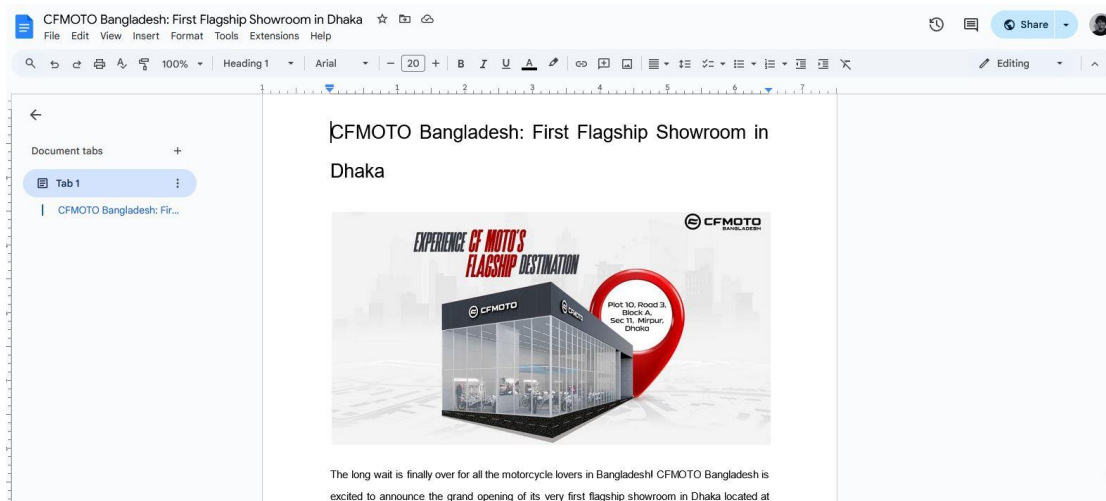


Image 5 – News Writing 2

Doc Link -

https://docs.google.com/document/d/1Na9L9XSVb9kNP9CA7jZnbjXf_WDWvQydkT88SGEcPQo/edit?usp=sharing

Challenges:

- This project didn't possess any significant challenges for me since I was a student from the Media Studies and Journalism background and I knew all the basics about news writing. I could easily gather and organize all the necessary information to write the news for the events.
- One thing that seemed just a minor challenge was the fact that I was writing news for an actual client. I never wrote news for any company or clients before. So, I had to stay extra careful in my writing. On the other hand, this news was a bit different than typical news that get published on the newspaper. It was news for a website and it didn't follow any common news writing pattern. Still, I tried to follow some rules while I was writing the news such as putting the most important information at first. Overall, both of these were semi news.

My Mistakes:

- I did not make any mistakes in this project

My Learnings:

- I learned to write news for the events of a company
- Learned to do research outside of given data and on my own
- Became a lot more confident in writing for big clients
- Learned about the “insight” section of a webpage and the type of information it provides.

Project 7

Project Name: Company Background for Ovi Developers Ltd. (ODL)

Project Type: Company Background Writing

Client: Ovi Developers Ltd. (ODL)

Status: Accepted

Project Details: My supervisor told me to write a company background for a real estate developer company called Ovi Developers Ltd. (ODL). ODL was founded in 2018 and they are slowly making their names in the real estate sector of Bangladesh. I was told to write company's about, vision, mission and values.

My Tasks and Responsibilities: My tasks were to write the company's about, vision, mission and values. For writing these things, I was advised to look at some of the well-known real estate developer companies' websites and gather idea about how to write creatively. My supervisor also gave me a file containing some information about ODL and told me to use those details in my writing.

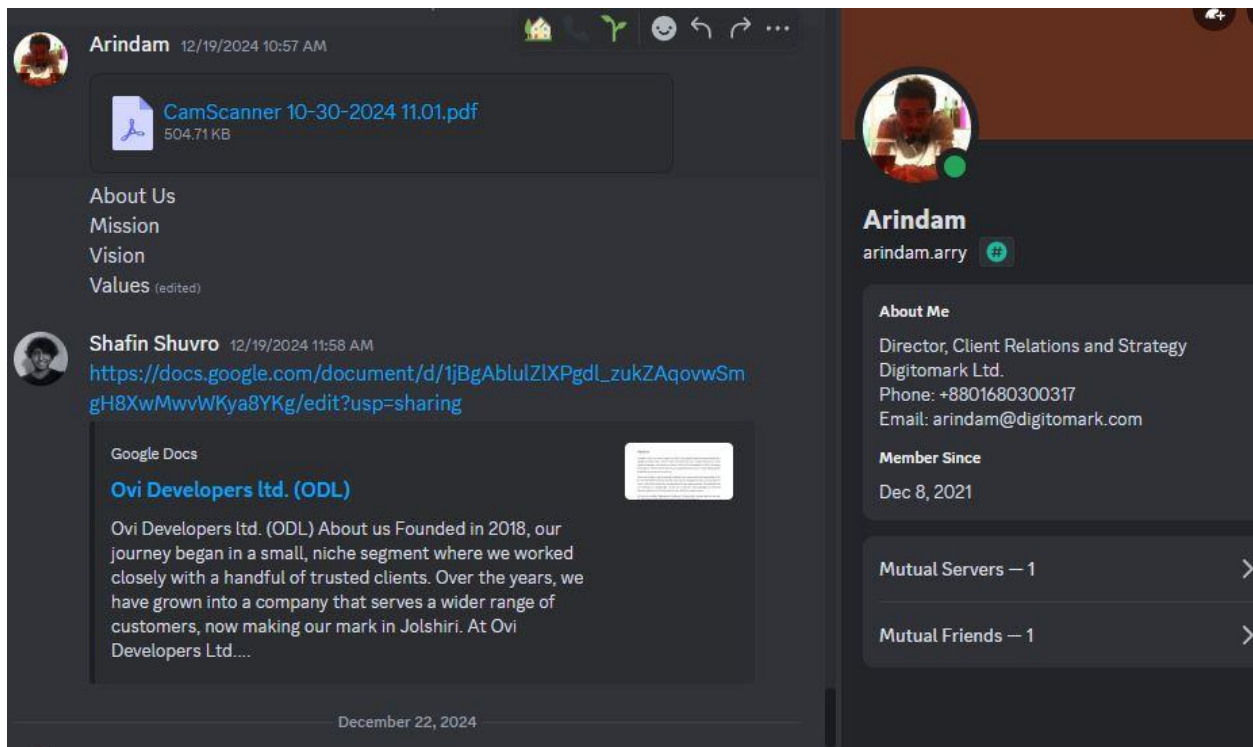


Image 1 – Task Assignment and Submission



Please answer the following questions:

Note: Keep the answer field empty if not applicable

1. What is the name of your organization?

A: Ovi Developers Ltd.

2. What was the idea behind your organization's name?

A: Ovi is the name of the founder's son.

3. Please summarize your business in one (or a few) sentence(s).

A: Real-estate business. Presently focusing most in Jolshiri.

4. Why do you want a new logo?

A: Due to our paradigm shift from known clients to an open client base while our previous logo doesn't represent us fully.

5. Who are your main competitors?

A: FDL, SET, Edison, TCX, Navana, ^{Ranga, Rancon,} Sheltech, Suvastu, Anwar Landmark etc.

6. What distinguishes you from other companies in this field?

A: 1) Honesty, 2) Commitment, 3) Quality of work, 4) Best possible design, 5) Eco-friendly features.

7. Who is your target audience and who is your ideal customer?

A: 32-65 years. Businessmen, doctors, engineers, high salaried employees of multi-national companies and private sectors, expatriates, university teachers etc.

8. What would be the text/writing in your logo?

A: ODL.

9. Do you have a tagline? If so, would you like it stated alongside your logo?

Image 2 – Company Details

A: Experience the difference.

10. Do you have any specific imagery in mind for your logo?

A: No.

11. Do you have any color preferences or existing brand colors?

A: Dark bottle green, dark olive green, black, charcoal grey, ash grey, maroon, brown — you may use ^{any of} these ~~color~~ colours ~~font~~.

12. Do you have any colors you do not wish to use?

A: No.

14. How do you prefer your logo to be worded or written out?

A: ODL.

15. Do you have any specific kind of typography/style of fonts in mind?

(Example: script, bold, light, hand drawn)

A: No.

16. What logos appeal to you and why?

A: Shanta Holdings Ltd., Macro Design & Consultant,
The Palace Luxury Resort

Any other information you want to add:

The company has been formed in 2018. Till then, it operated in a very niche segment and the client base was mostly known to the founder. No digital presence was required. It was debriefing comparatively low-end product then. The logo was prepared just ~~since last~~ a symbol only, it had no connection with the company's mission and vision too. Since last year, the company has started to operate mostly in Jolshiri where ~~the~~ it is making high-end products and the customers are mostly sensitive, sophisticated, and unknown too. It is to be noted that, the competitors here are all leading companies of the real estate sector.

Image 3 – Company Details

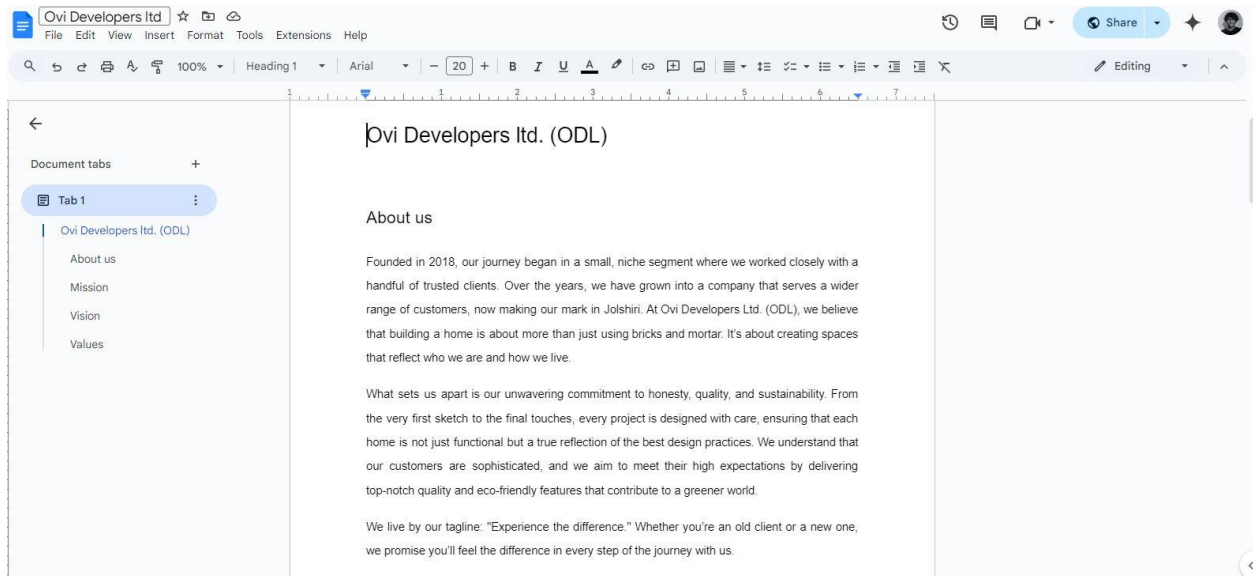


Image 4 – My Writings

Doc Link -

<https://docs.google.com/document/d/1ebilHdTKAl687RAE1L3AlQRtrwkouJ4dZh4pz8YBFqw/edit?usp=sharing>

Challenges:

- I did not face any challenges while writing the company's background. In some of my university projects, I had to write the vision, mission and values for PR agencies and some other businesses. So, I had some academic experience for this project that came in handy.

My Mistakes:

- I made a small mistake of not adding one of the values of the company called quality of work. The client told to add that in company's value section and so I did.

My Learnings:

- I learned to write a company's background using all the details provided to me.
- Learned to write about a company's details in depth giving more information and making the details more interesting in a creative way.
- Learned some information about real estate developers such as their possible mission, vision and goals.

Project 8

Project Name: Ad copies and captions for various clients and for in-house

Project Type: Social media ad copy and caption writing

Client: Digitomark, Dcastalia, Tropical Homes, Purbachal East Wood City

Status: Uploaded on Facebook

Project Details: This is a mixture of some of the ad copies and captions I wrote for multiple organizations. Different team members told me to write for different clients or for our own organization and I did it accordingly.

My Tasks and Responsibilities: My tasks were very simple. I had to write creative ad copies and captions for whatever content that was shared with me. One thing that was important was keeping the context in mind and the type of organization I was writing for.

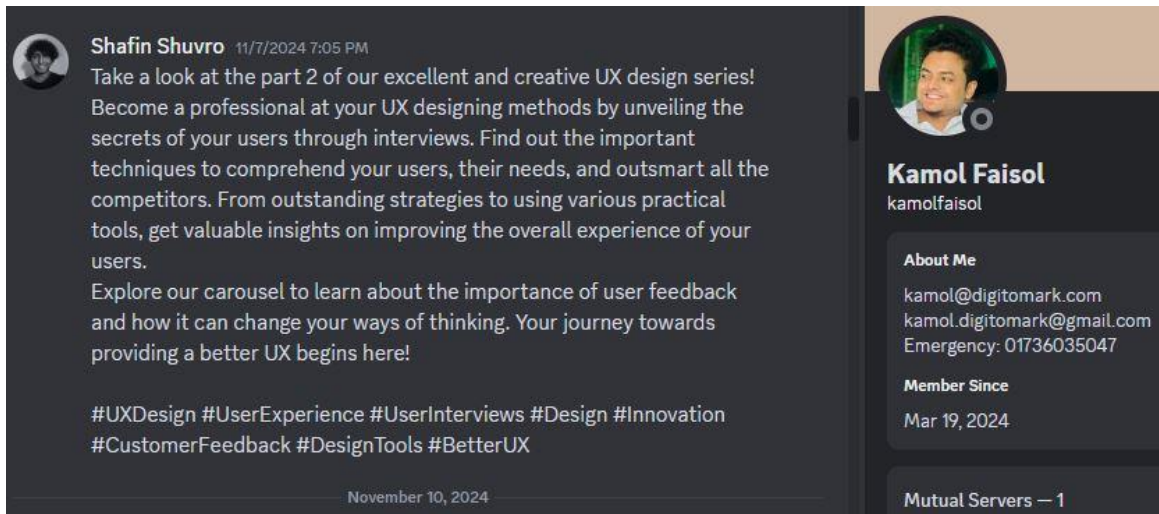


Image 1 – Providing Caption for Dcastalia

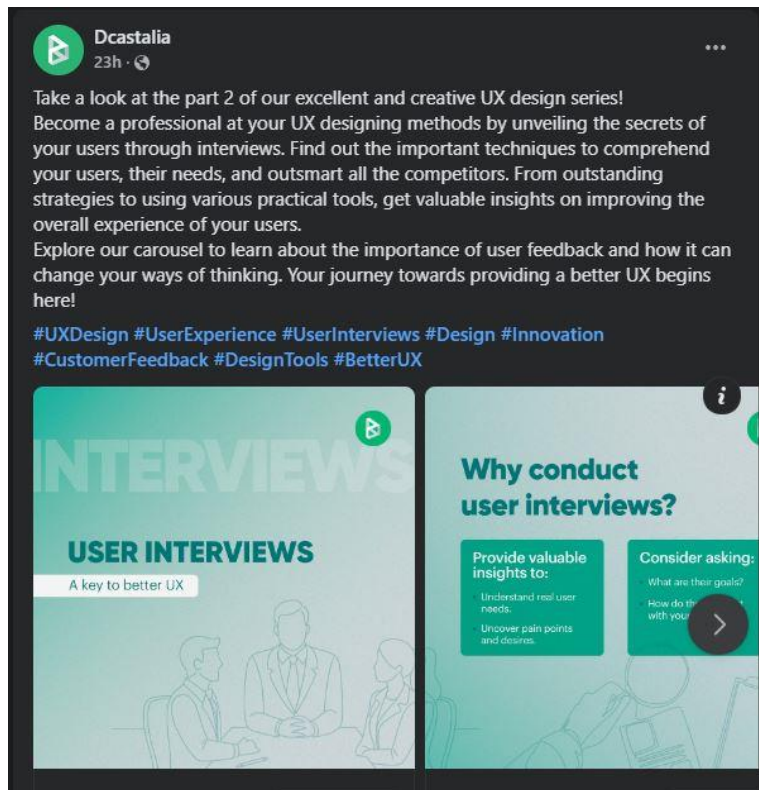


Image 2 – Dcastalia's post

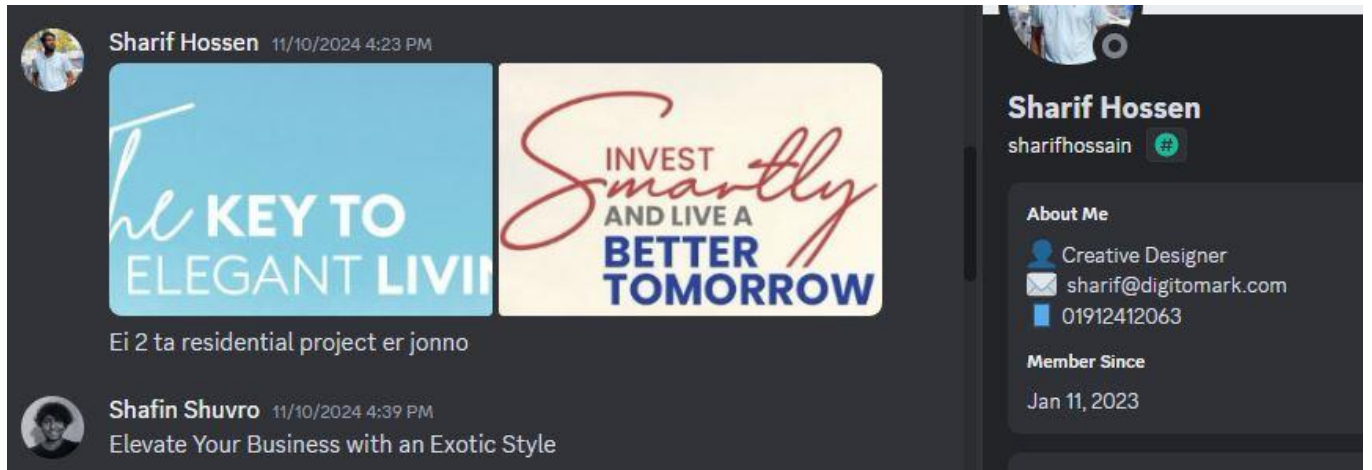


Image 3 – Providing caption for Tropical Homes



Image 4 – Content of Tropical Homes



Image 5 – Providing ad copy for Christmas content of Digitomark

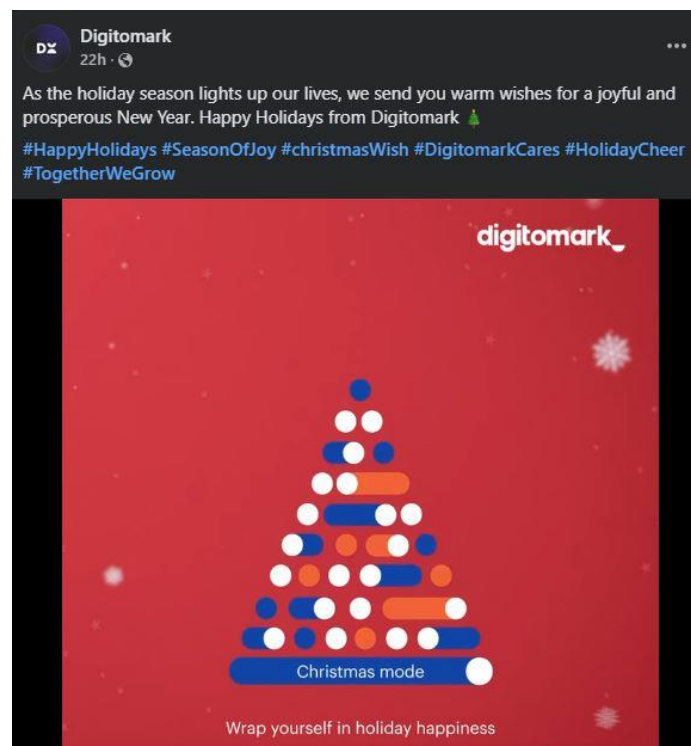


Image 6 – Christmas post of Digitomark

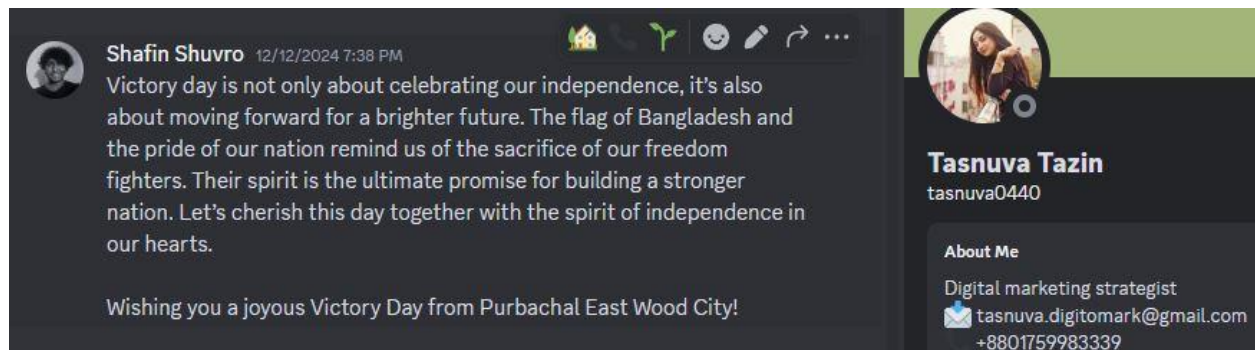


Image 7 – Providing caption for victory day content of Purbachal East Wood City

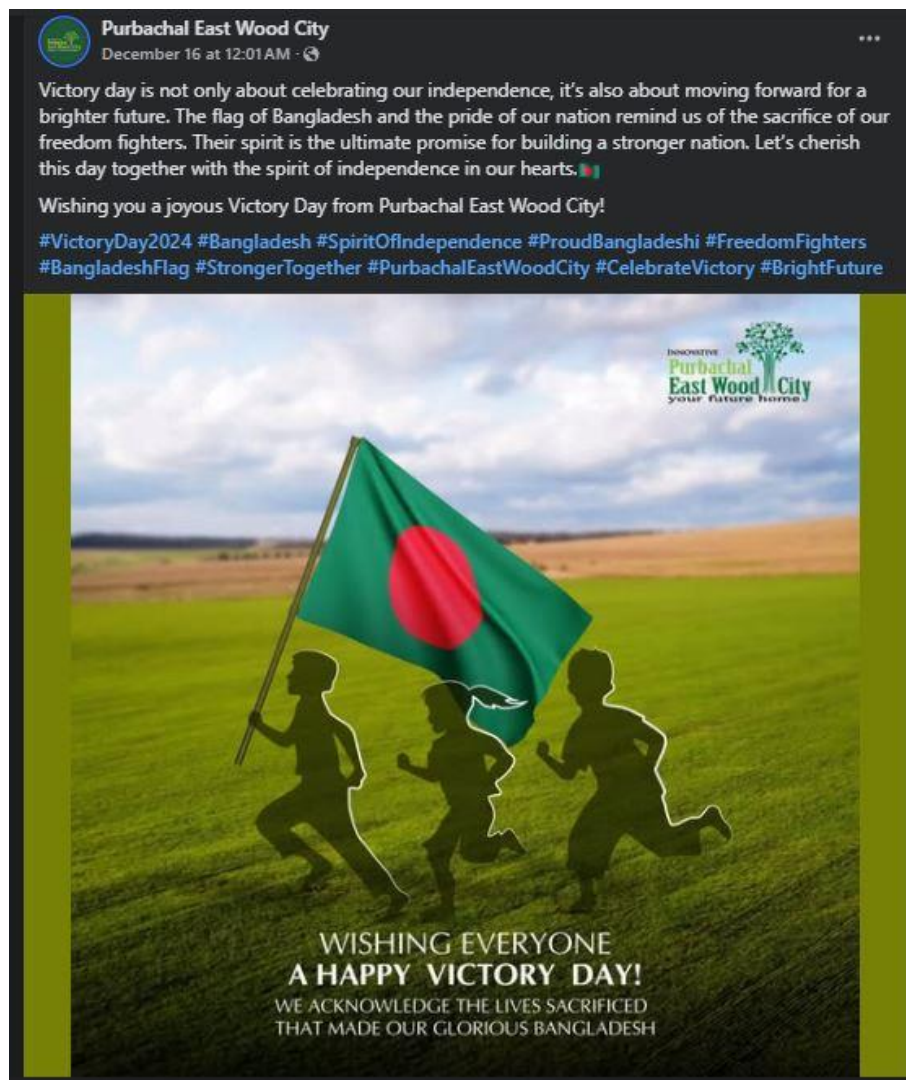


Image 8 – Victory Day content of Purbachal East Wood City

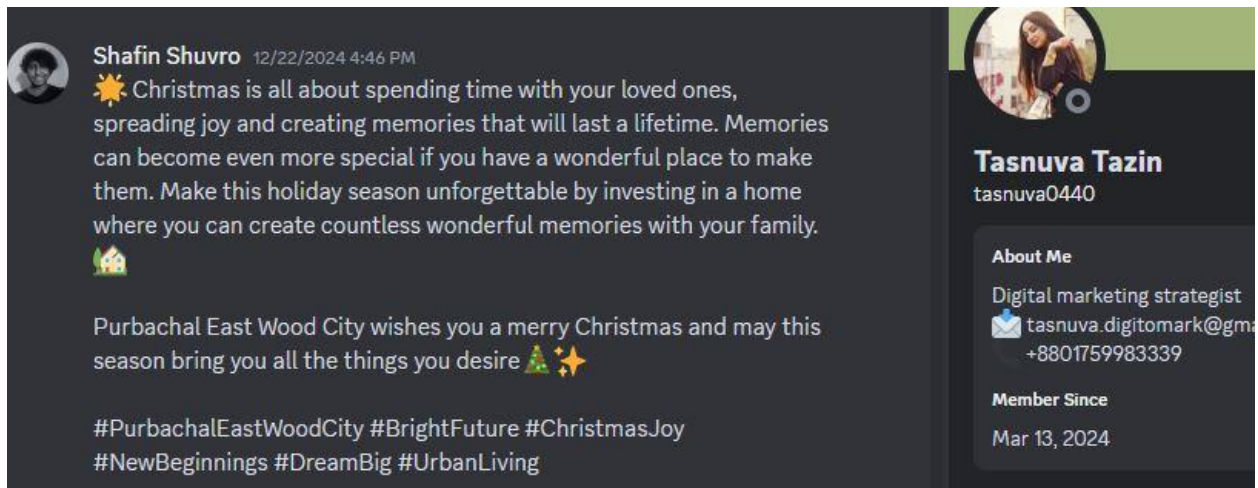


Image 9 – Providing caption for Christmas content of Purbachal East Wood City



Image 10 – Christmas content of Purbachal East Wood City

Challenges:

- Different organization have different identities and also work different from each other. I had to keep this thing in mind to write the captions or ad copies for the content.
- Coming up with creative captions or ad copies can be difficult at times specially when I was facing writer's block
- Sometimes, these writings had to be done very quickly due to deadlines or many reasons. Coming up with something creative fast can be difficult.

My Mistakes:

- I did not make any mistakes in any of these creative writings.

My Learnings:

- I got a better understanding of different kinds of organizations and their identity.
- Developed my creative writing skills
- Learned and still learning to write better captions and ad copies for various content.

Internship Outcome

Before joining this internship, I had no prior work experience. This was my first job ever so I was very excited to start this new journey. My main goal was to learn as much as possible and give my best at whatever work that would be assigned to me. Most importantly, I wanted make use of my academic expertise in a real-world scenario.

Realizations

In most of my academic projects, I worked with different classmates in a group as team members. In almost all of these projects, I used to end up being the one with the most contribution. I also had to play the role of the leader unintentionally and assign works to other team members. It used to demotivate me to work with others because I thought I could do all the work alone. After joining Digitomark, I found out the true importance of working in a team setting as I saw every single member of my team working with full efficiency and with harmony.

I wasn't very good at managing time as I suffered from procrastination and left work for the last hour during most of my academic life. The workplace made me realize how important it is to finish the work on time. In an academic setting, missing deadlines or submitting late usually don't end up as a big penalty because most of the faculty members accept the work or extend the time. But the deadline in a workplace is completely different because you are working with clients and missing any deadline can make you lose a client.

When I was doing multiple academic courses, I used to finish the assignments or projects one by one focusing on only one assignment or project at a time. After joining the workplace, I was being assigned multiple tasks at the same time with a tight deadline. It gave me so much stress at first and I thought I could not do it but I slowly got used to it.

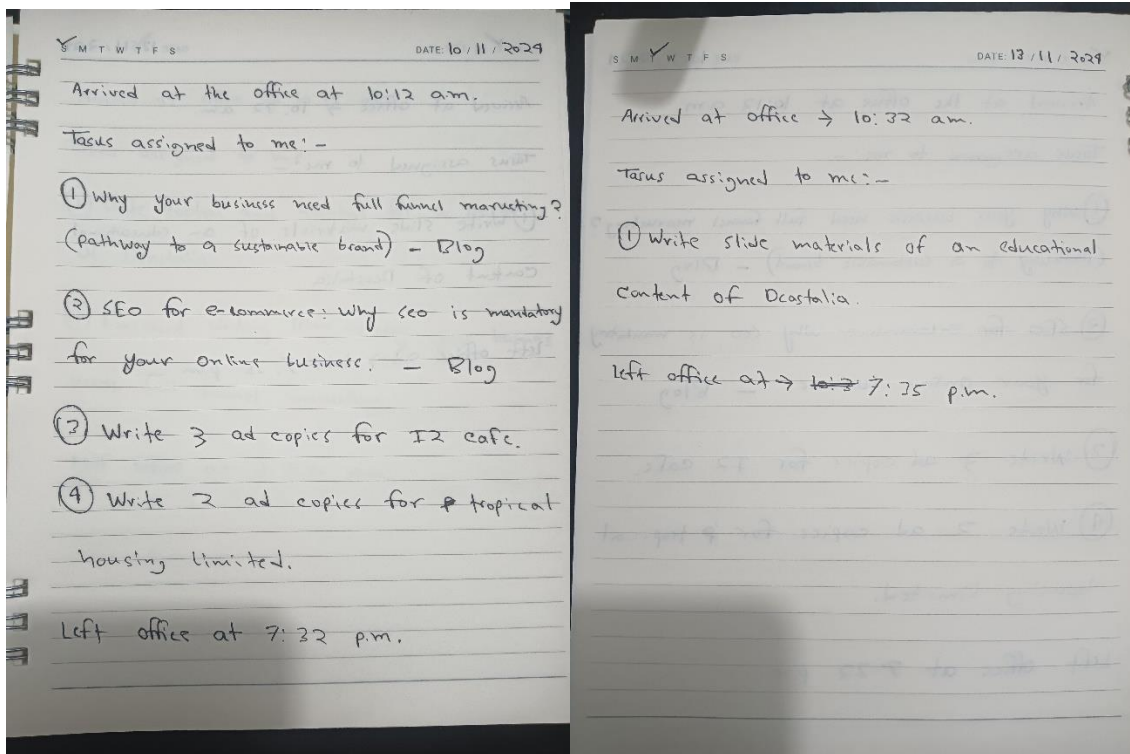
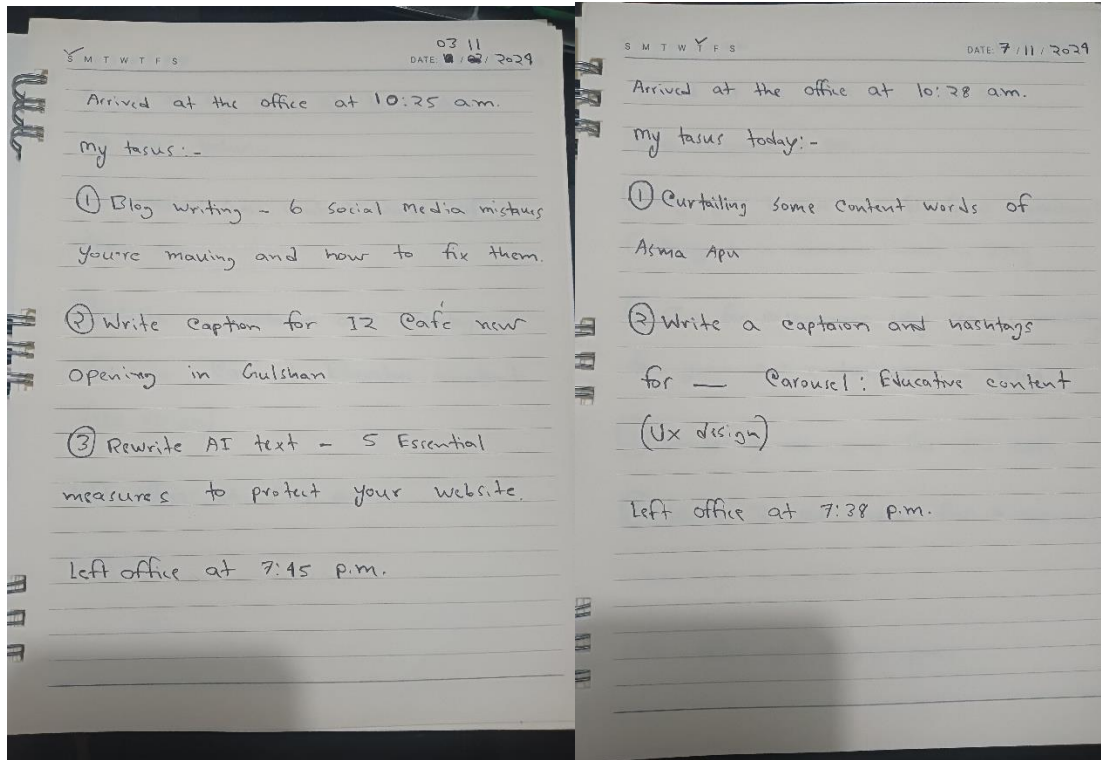
My Achievements from Digitomark:

My internship journey at Digitomark was full of learning, growth and self-exploration. I have gained and learned more than just technical and professional skills, I was able to realize my creative potentials, I became more confident and adaptable through my practical experience.

There are few insights that I would like to add:

- My writing skill and style were strongly improved due to working with various clients as I was able to recognize and match client's needs with my content writing. Moreover, my ability to think creatively was enhanced significantly and I became more efficient in handling deadlines.
- I realized one important thing that is understanding client's needs and developing relationship with them is the first step to developing effective and creative content. This helped me become more versatile and confident in my writing. I also learned the importance of maintaining a consistent tone and voice to align with the brand's identity.
- I had the opportunity to work with several experienced team members and gained valuable insights from them, enhancing my teamwork skills. Furthermore, I had a supporting supervisor who assisted me whenever possible.
- During my internship period, I had faced many challenges and successfully completed time-sensitive projects. I also improved my work according to client's feedback.
- No matter what type of writing task was assigned to me, I never said no to anything. Whether I could meet the expectations or not, I tried my best to work. I genuinely take pride in this.

Workplace Log



S M T W T F S DATE: 15/11/2024

Arrived at office → 10:15 a.m.

Tasks assigned to me:-

- ① Write caption and hashtags for a post of Deastalia.
- ② Finished writing Blog → Why your business needs full funnel marketing.

Left office at → 7:30 p.m.

S M T W T F S DATE: 17/11/2024

Arrived at office at → 10:29 a.m.

My status:-

- ① Wrote Bangla caption for eco ceramics
- ② Improvised video caption for ASD Properties
- ③ Wrote caption of case study for Rupayan city ux/ui design.

Left office at → 7:25 p.m.

S M T W T F S DATE: 21/11/2024

Arrived at office at → 10:02 a.m.

My tasks:-

- ① Wrote Bangla caption for Eco ceramics
- ② Joined pitch meeting for → Jamuna tires
- ③ Ad copy ideas for Jamuna tires
- ④ Proofreading for → Rentx

Left office at → 8:02 p.m.

S M T W T F S DATE: 29/11/2024

Arrived office at → 10:26 a.m.

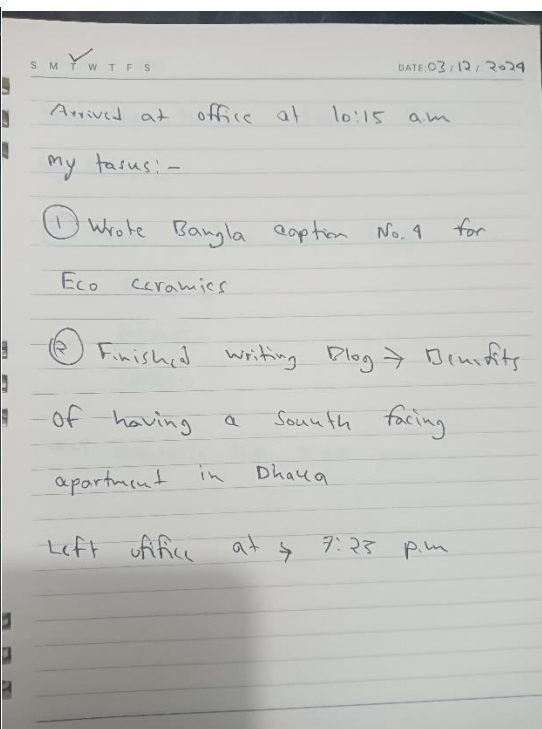
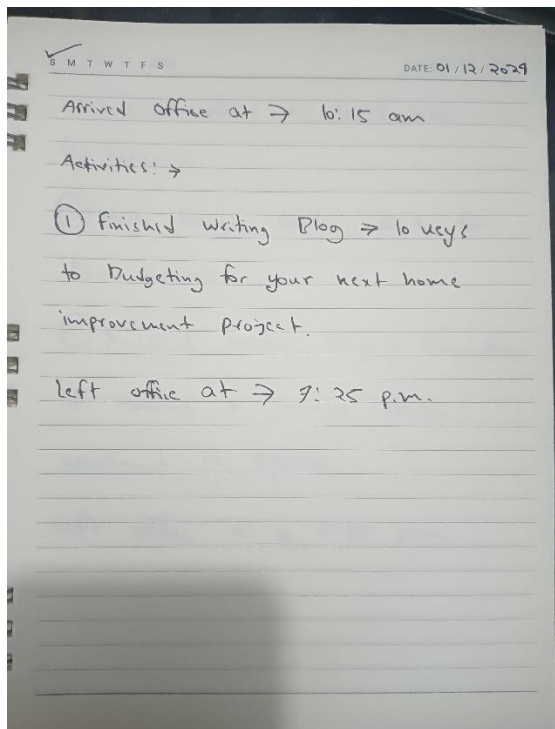
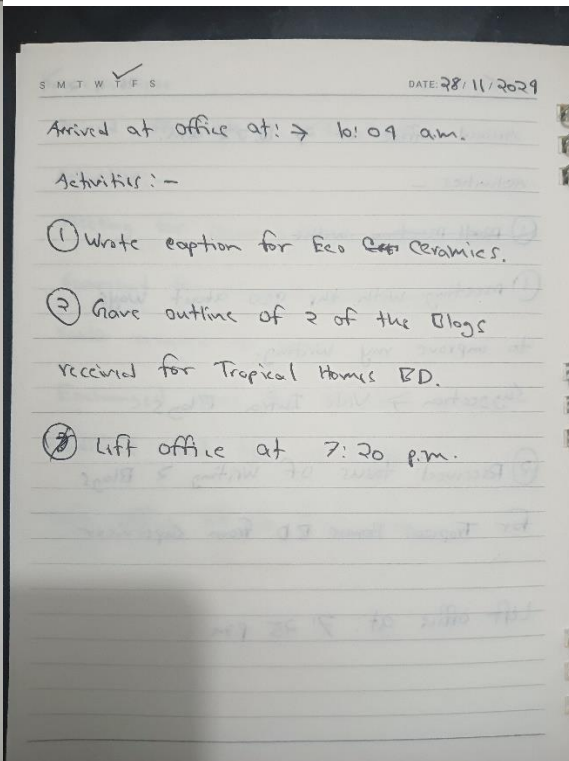
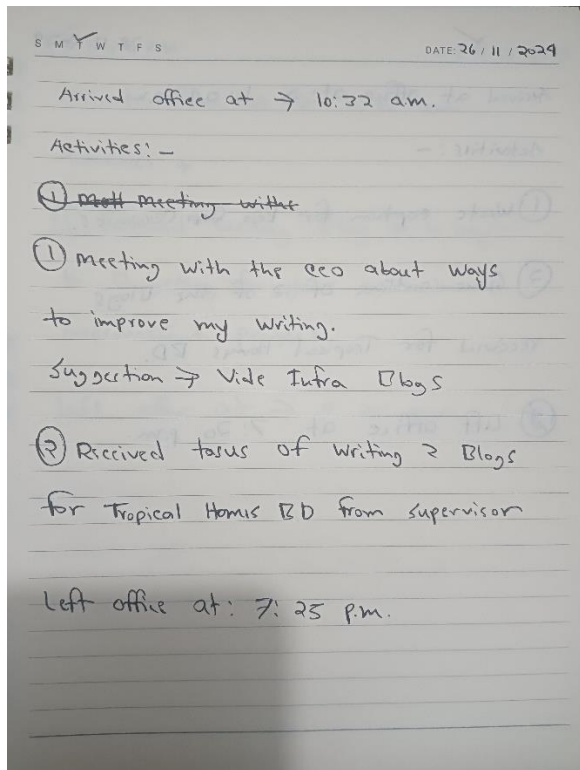
Activities:-

Meeting for Jamuna tyres → pitch 2

Searched for relevant advertisements related to tyres.

Exchanged ideas for possible target audience and type of tyres.

Left office at → 7:02 p.m.



S M T W T F S DATE: 9/12/2024

Work from home. From → 9.07 am

My task:-

- ① Wrote clutch reviews for →
Meghna
CFMoto
UNICO

Was available till 9.02 p.m

S M T W T F S DATE: 11/12/2024

Work from home! From 9:30 am

My task →

- ① Finished writing 2 blogs for
Rupayan housing.
- ② Edited and proofread both of
the blogs including adding pics.

Was available till 9:25 p.m

S M T W T F S DATE: 18/12/2024

Work from home. From → 9.02 am

My task →

- ① Received 2 news writing for events
of CFMoto RJ.
- ② Finished writing 2 of the news
for CFMOTO

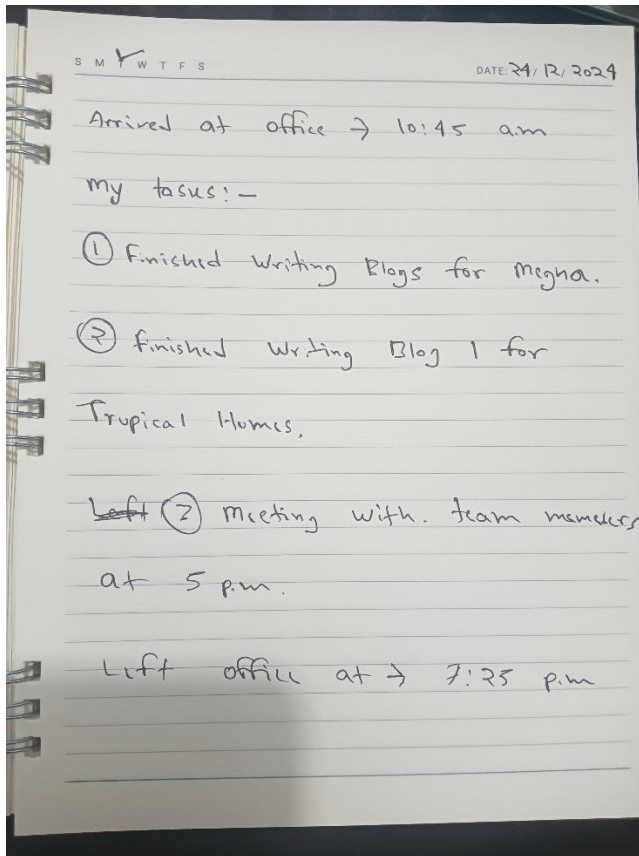
Was available till 9.45 p.m

S M T W T F S DATE: 22/12/2024

Arrived at office at → 11:01 am

My task:-

- ① Ad copy for Purbasha
- ② Assigned 5 blogs for meghna
and 2 blogs for Tropical Housing
- ③ wrote caption for Purbasha
- ④ Wrote caption for Eco
ceramics



SELF-ASSESSMENT FORM

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

Name of Intern: Shafin Shuvro

University ID: 191012068

Name of the Institute/Organization:	Digitomark
Corporate Office Address:	Road #04 Block #B, Banani, Dhaka 1213
Email:	Web: https://digitomark.com/

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

45+

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

10,000

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

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

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

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

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

13	I have increased my ability to be a leader	4
14	I feel more connected to my community	4
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	4
16	I have broadened my critical thinking skills (reasoning, problem solving)	5
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	5
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialised technical skills for a specific job function	5
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	5
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	5
25	What is your average score from this test?	4.68

5. General Comments

After completing this internship, I feel more confident in myself and in my skills. The knowledge and experience I have gained in my internship will definitely help me in my future career.



Signature of Intern

Professional Competencies

During my time at Digitomark, I acquired some valuable skills and gained knowledge that would help me in my future career. I am very fortunate enough to develop the following professional competencies by working for Digitomark:

Skills Acquired

- Developed the ability to write engaging and creative content for various platforms such as social media and different websites.
- Gained knowledge about SEO and got experience in writing content that can boost visibility on search engines. Learned to do keyword research, internal linking, external linking and other things in my writing.
- Highly improved my attention to details by doing proofreading tasks to ensure the content has no errors.
- Learned to use Google docs correctly to write blogs. This included using appropriate headings such as h1,h2,h3 and formatting the entire blog.
- Acquired copywriting and caption writing skills by writing ad copies and captions for various clients.
- Gained multitasking ability by working on different tasks simultaneously.
- One of the most important skills I learned was meeting deadline and finishing the work on time.

Attitude Developed

- Adaptability: Quickly adjusted my writing style and approach based on feedback and the changing needs of different projects.

- Collaboration: Developed effective teamwork skills by communicating clearly with colleagues, sharing ideas, and respecting different opinions.
- Acceptance of Feedback: Embraced constructive criticism in my works and used it to improve my work and grow professionally.
- Positive Work Ethic: Always tried to maintain a positive attitude while facing challenges or difficulties in the workplace. Maintained my patience under stress.
- Discipline: Always arrived at the workplace on time and left only when the office hours were over.

Knowledge Gained

- Content Strategies
- Content Planning
- SEO Best Practices
- Audience Targeting
- Copywriting
- Content Writing – blogs
- Social Media Marketing

Thank you