



ULAB

UNIVERSITY OF LIBERAL ARTS
BANGLADESH

MEDIA STUDIES AND JOURNALISM DEPARTMENT

INTERNSHIP REPORT

NAME: FATEMA TUZ JOHRA

ID: 202012012

TERM: SUMMER 2025

COURSE CODE: MSJ11498

HOST ORGANIZATION:



SUBMISSION DATE: 27.08.2025

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Student Details

Name	Fatema Tuz Johra
ID	202012012
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	Sustainable Development Studies
Career Objectives	My objective is to have an advanced understanding of public relations in Bangladesh and expand my knowledge to satisfy global requirements. I'm determined to put in a lot of effort, have a significant influence, and help Bangladesh take center stage in the global media and public relations scene.

Internship Details

Host Organization	Dhaka, Bangladesh
My Working Session	Communication and Copywriting Intern
Supervisor	MD. Zamiur Rahman
Designation	Intern
Start Date	01/07/2025
End Date	Ongoing
Hours Per Week	48+

ACKNOWLEDGMENT

With a heart full of gratitude, I wish to express my sincerest thanks to those who have made my internship journey both fulfilling and enriching. First and foremost, I am deeply honored to have had the opportunity to work under the guidance of Md. Zamiur Rahman, Assistant Manager of Macaw Communication. His trust in me and the platform he provided have been instrumental in shaping my professional growth. I remain endlessly grateful for the chance to learn and contribute under his leadership.

I owe special thanks to Opiur Rahman, Senior Copy-writer of Macaw Communication, whose mentorship has been nothing short of transformative. His patient guidance, encouragement, and willingness to teach me from the ground up have had a lasting impact on both my technical skills and confidence.

Before anything else, I must extend my heartfelt gratitude to Syeda Sadia Mehjabin, my internship advisor and someone I was fortunate to learn from both academically and personally. Her support and unwavering belief in me during moments of uncertainty were invaluable, and I will always remember her kindness.

I am also truly grateful to Muhammad Aminuzzaman, my internship Coordinator, for his insights and direction throughout my academic journey. He played key role to getting this internship and it was impossible to complete this internship without him. His mentorship has helped shape the professional I am becoming.

A warm thank you to everyone at Macaw Communication for fostering an inclusive, encouraging, and learning-focused environment—one where I felt inspired and empowered every single day.

Lastly, I thank my family members, friends, and also my faculty members of ULAB, those are supported me to achieve this.

PLAGIARISM DECLARATION

INTERNSHIP REPORT APPROVAL FORM

Student Name: Fatema Tuz Johra

ID No. 202012021

Major: Public Relations

Year: 2025

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INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: Macaw Communication

Internship /Project Report

Topic: Copy writer and client service executive

Semester (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: _____

Name: Syeda Sadia Mehjabin

Title: Senior Lecturer

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Introduction

Theoretical knowledge and practical experience in media and journalism are deeply interconnected. While academic learning provides a foundation in ethics, values, and analytical thinking, these concepts truly come to life through hands-on application. My internship served as the vital bridge between the classroom and the real world, offering a firsthand look at the dynamic challenges, responsibilities, and excitement within the media and public relations (PR) industry.

Stepping into the professional world for the first time, I was eager to observe how teams operate, how stories take shape, and how professionals manage the constant pressure of deadlines. During my internship, I developed essential PR skills such as scheduling, maintaining reports, conducting client interviews, and content creation. I wasn't just observing—I was involved in tasks like client servicing, research on brands and products, copywriting, and drafting voice-over scripts. These responsibilities significantly improved my adaptability and built my confidence in a professional environment.

A major part of my role involved content development across various media formats. I wrote scripts, selected visual elements, and created engaging content tailored for digital platforms, particularly social media. This required a keen understanding of user trends and audience preferences. The process refined my storytelling abilities, creative thinking, and visual communication skills while teaching me how to maintain brand consistency across platforms. I learned how important it is to create content that not only informs but also resonates with target audiences.

Beyond technical skills, the internship fostered my overall professional growth. I experienced the fast-paced nature of PR, where flexibility, persuasive communication, and collaboration are crucial. Working with seasoned professionals exposed me to campaign strategies, digital tools, and the global evolution of public relations. I also gained valuable mentorship that helped shape my professional attitude. This internship wasn't just a glimpse into the industry—it was a transformative experience that prepared me to enter a field that values curiosity, integrity, and commitment.

Expectations

I was exposed to a range of extremely important company processes while gaining practical expertise in the field of public relations (PR). I gained proficiency in fundamental abilities, including scheduling, results updating, customer interviews, account maintenance, copywriting, content development, and voice-over script preparation. These experiences have given me a strong basis on which to build a thorough PR project that will further develop my professional skills and enable me to put my theoretical knowledge to use in a real-world, results-oriented setting. In addition to showcasing my newly learnt abilities, this project will make a significant contribution to a real or simulated PR campaign setting.

As I prepared to join a fast-paced and evolving company like Macaw Communication, my expectations were rooted in growth, adaptability, and hands-on learning. I hoped to:

1. **Effective Application of Skills:** I expect to apply the skills I've gained during my internship—especially in content development, copywriting, and client communication—in a real-world scenario.
2. **Improved Communication Abilities:** Through client interviews and content creation, I expect to sharpen both my verbal and written communication skills.
3. **Time Management Mastery:** I aim to better manage time through efficient scheduling and project planning, meeting deadlines consistently.
4. **Creative Growth:** By working on voice-over scripts and content strategy, I anticipate expanding my creative thinking and storytelling capabilities.
5. **Team Collaboration:** I expect to work collaboratively, either directly or indirectly, with clients, mentors, or team members to strengthen my teamwork skills.
6. **Adaptability to Challenges:** I expect to encounter unexpected challenges and learn how to navigate them with professionalism and resourcefulness.

7. **Feedback and Improvement:** I expect to receive constructive feedback that will help refine my work and contribute to my growth.
8. **Professional Confidence:** By completing this project, I expect to build confidence in my ability to execute and manage PR tasks independently.

This project combines all of the essential skills and lessons I have learnt, making it the final experience of my internship. I want to close the gap between professional practice and academic understanding by arranging, carrying out, and assessing this project. The approach will push me to improve my skills, accept criticism, and be ready for a future in public relations. I'm excited to finish this project with dedication, originality, and assurance.

“

Host Organization

Macaw Communication (Dhaka)

A vibrant advertising agency

Macaw Communication has established itself as a valued partner for businesses throughout Bangladesh, with a reputation for in-depth market knowledge and active, results-driven execution. As a full-service agency, they provide a wide range of solutions, including creative advertising and campaign development for print, digital, and outdoor platforms, as well as social media management with influencer partnerships and data-driven audience engagements. Their video creation and content marketing strategies are specially customized to Bangladeshi viewers, assuring relevancy and resonance. What actually distinguishes Macaw is their adaptable creativity—delivering innovative, engaging concepts that have a big impact, even for small and medium-sized enterprises. Their client-first strategy is distinguished by flexible deadlines, open communication, and a readiness to adapt, especially in the face of imperfect digital infrastructure. Their impact is reflected in notable successes, including a viral social media launch and heartfelt testimonials from clients who praise the team's dedication, creativity, and collaborative spirit.



Company Logo

Workplace Environment

At my workplace, we use an innovative work structure that strikes the ideal mix between freedom and cooperation. We work full-time six days a week and have the option of working from home when necessary. We all meet at the workplace to develop our collaboration and personal ties.

I've been treated with tremendous gratitude and affection since day one. My opinions and ideas have been acknowledged, and I now feel empowered to participate and grow. It's more than simply work; it's about being part of a team that listens, supports, and encourages one another.

I have also been fortunate to receive exceptional guidance from my senior, who has patiently and thoroughly helped me learn the video content creating. Their mentorship has been invaluable in accelerating my growth and understanding of the industry.

Finally, I am sincerely thankful to our CEO. His politeness, humility, and courteous attitude towards all employees foster a culture in which everyone feels seen, heard, and respected. His leadership approach develops a culture of trust and motivation, and he always treats everyone with dignity, never making them feel small. Working in such a great environment has not only helped me grow professionally, but it has also made my job experience extremely rewarding.

Every day during lunch, we gather around the table to share our meals and laughter. It's not just about eating—it's about bonding, relaxing, and enjoying each other's company. These moments strengthen our teamwork, boost morale, and create lasting memories full of fun, stories, and positive energy.

Host Company's Organogram

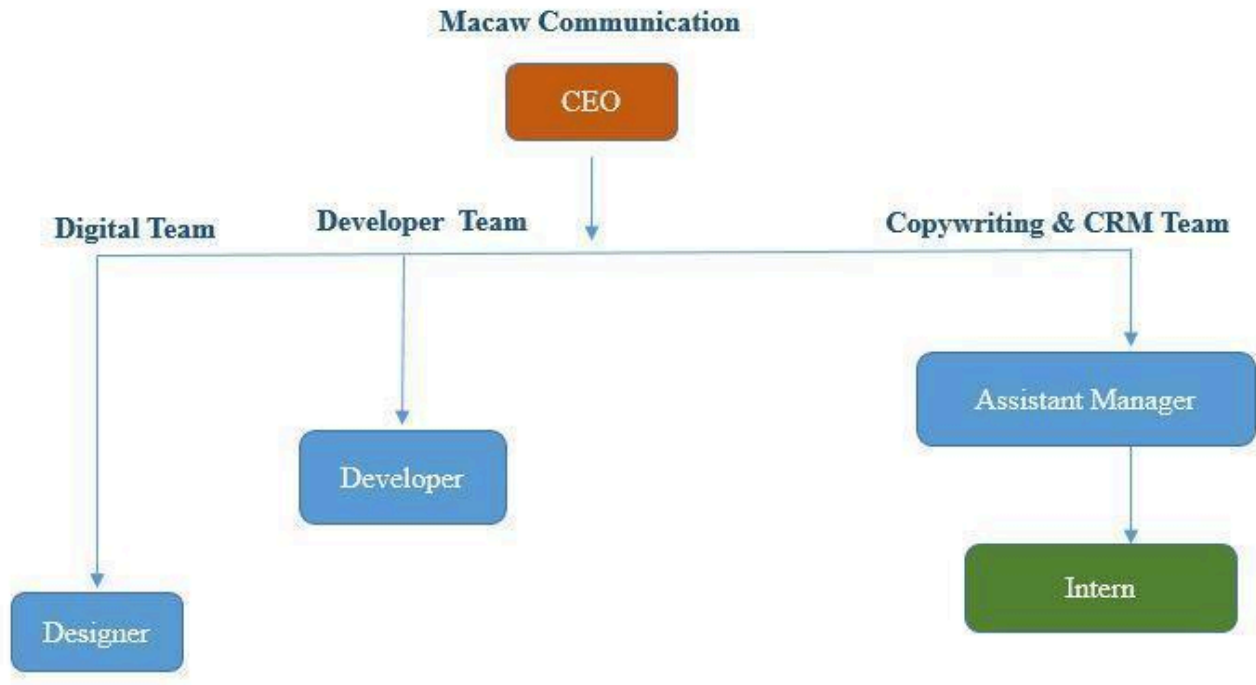


Diagram : Macaw Team Structure; Green marks my position

Tasks

Throughout the period with the organization, my major tasks were content development, digital outreach, community participation, and client assistance. I was extensively engaged in numerous writing and research-based assignments, adding considerably to the company's output.

Below is a summary of the key responsibilities and tasks I undertook:

- **Creative Copywriting** – Writing engaging, brand-aligned captions and taglines for each planned post.
- **Research & Concept Development** – To create the narrative, collect historical information, significant events, and brand values
- **Script Writing** – Write multilingual voice-over scripts in Bengali and English that strike a balance between factual accuracy and emotional appeal.
- **Visual Planning** – Assist the production team by creating thorough visual descriptions that correspond with each screenplay part.
- **Coordination with Stakeholders** – To guarantee content correctness and brand conformity, work together with the production, marketing, and human resources departments.
- **Visual Coordination** – Collaborated with the design team or helped suggest ideas for creative. Matched post visuals with the written content to increase attention and relevance.
- **Social Media Content Creation** – Composed the copy for the Facebook post, including hashtags and visual text.
- **Client Communication** – Delivered a clear, organized storyboard with both visuals and copy to help the client easily visualize the final campaign.

Project Details

Project 1

Project name: Integrated Content Planning Guide (Shezan Juice)

Start Date: 02.07.2025

End Date: 04.07.2025

Overview

In order to optimize content creation and scheduling, this project entailed creating a thorough monthly content schedule. I created content pillars that complemented the entire communication strategy, audience interests, and brand goals. In addition, I provided visual direction to ensure a consistent and appealing brand aesthetic across all platforms. Throughout the month, the final plan acted as a strategic roadmap for effectively producing interesting, consistent content.

Tasks and Responsibilities:

1. Creative Copywriting, such as writing engaging, brand-aligned captions and taglines for each planned post.
2. Designing a structured monthly schedule for posts, themes, and campaigns.
3. Defining main topics and categories to maintain brand consistency and relevance.
4. Providing guidelines for imagery, color schemes, and design style to match the brand identity.
5. Collaborating with writers, designers, and other stakeholders to ensure cohesive execution.
6. Ensuring planned content supports marketing goals and can be measured for effectiveness.

This content calendar is designed to strategically arrange and manage a month's worth of engaging social media posts for the Shezan juice brand. To maintain audience interest, it employs a well-rounded mix of static posts, reels, stories, motion loops, carousels, and animated graphics. To guarantee variation and effectiveness, each week's approach includes product-driven messaging, interactive elements, and lifestyle themes. This plan aims to maintain audience engagement throughout the month.

Sheet1

	A	B	C	D
1	Week	Day	Content Type	Topic / Idea
2	1 Mon		Static Post	Hero shot of Shezan Mango – “Taste the Golden Goodness”
3	1 Wed		Reel / Loop	Slow-mo splash of juice pouring + upbeat music
4	1 Fri		Story Poll	What’s your vibe? 🍊 Orange or 🥭 Mango?
5	2 Tue		Motion Loop	Juicy moment: Chill after gym with Shezan Pineapple
6	2 Thu		Static Post	“Real Fruit. Real Refreshment.” – Ingredient visual
7	2 Sat		Story / Quiz	Guess the fruit from the slice
8	3 Mon		AI Motion	A surreal bottle floating in space, bursting with flavor
9	3 Wed		Carousel	Your Week in Juice – 5 flavors, 5 moods
10	3 Fri		Reel	Loop of a straw diving into juice with beat-sync music
11	4 Tue		Static Post	Behind-the-scenes: Juice being bottled
12	4 Thu		Motion Loop	Family picnic with kids enjoying Shezan
13	4 Sun		AI Motion	A tree growing from bottle, petals fall, juice flows
14				

Image 1.1 A content calendar with variety content types

Engaging activities like "Identify the fruit from the slice" encourage followers to participate actively. Surveys about preferred juice flavors enable audiences to easily express their preferences. Visually captivating ideas such as slow-motion juice pouring, bring a unique and refreshing essence to the brand. Imaginative animations, like bottles drifting through space, evoke a sense of awe and surprise. Music loops synced to the beat enhance the content’s dynamism and resonate with the audience’s emotions. Behind-the-scenes videos showcasing the juice production process help weave a narrative. Relatable moments, such as a family picnic featuring Shezan, provoke emotional reactions among consumers. Timely or mood-based content, such as "Your Week in Juice - 5 Flavors, 5 Moods," ensures that posts remain fresh and engaging.

Sheet1

	E	F
	Content Pillar	Suggested Copy
1		
2	Product Focus	Taste the Golden Goodness – Shezan Mango is pure sunshine in a bottle!
3	Lifestyle & Occasion	Watch the juice flow and feel the refresh. #JuiceLoop
4	Fun & Interactive Engagement	What's your go-to flavor? Vote now!
5	Health & Wellness	Recharge right! A post-workout sip of Shezan Pineapple hits just right.
6	Product Focus	Real fruit. Real refreshment. That's the Shezan promise.
7	Fun & Interactive Engagement	Can you name the fruit from the slice? Tap to reveal!
8	Brand Personality & Innovation	Shezan from another dimension – where flavor defies gravity!
9	Lifestyle & Occasion	5 moods. 5 flavors. Pick your juice for each day of the week!
10	Fun & Interactive Engagement	Sync your sip with the beat. Feel the flow with Shezan.
11	Brand Personality	Ever wondered how your favorite juice is made? Take a peek inside.
12	Lifestyle & Occasion	Juice that brings the family together – one bottle at a time.
13	Brand Personality & Innovation	A bottle. A tree. A dream. Juice like you've never seen before.
14		

Image 1.2 Content Pillars and Suggested Copy

The design ensures that weekends feature more engaging and entertaining products to achieve higher engagement rates. Interactive quizzes and polls are scheduled for days when user participation is anticipated to increase. The visual elements are vibrant and dynamic, reflecting the lively nature of the juice flavors. The consistent use of catchy taglines reinforces the brand identity. Phrases like "Real Fruit. Real Refreshment." help convey the authenticity of the product. The tagline "Taste the Golden Goodness" highlights the freshness and quality of Shezan's mango juice. This overall strategy combines marketing creativity with strategic timing to optimize outreach. By merging fun, visuals, and brand storytelling, this approach ensures that Shezan remains memorable to its audience.

Sheet1

		G	H
1		Visual Direction	
2		Close-up of chilled Shezan Mango bottle with golden light.	
3		Juice pouring into a glass in slow motion with music overlay.	
4		Two bottles side-by-side with poll options overlayed.	
5		Cool, gym-themed background with chilled pineapple juice bottle.	
6		Flat lay of ingredients (mangoes, oranges, strawberries) with juice.	
7		Quiz style graphic with fruit silhouettes and interactive design.	
8		AI-generated bottle floating in space with glowing juice aura.	
9		Carousel layout with weekday labels and different juice flavors.	
10		Animated straw looping into juice bottle, beat sync effect.	
11		Photos from factory showing bottling process, clean minimal look.	
12		Picnic scene with happy family, juice and food laid out.	
13		AI animation of bottle transforming into a juice tree with falling petals.	
14			

Image 1.3 Visual Directions of content calendar

Fun and imaginative graphic concepts for Shezan juice are shared in this section of the content calendar. It features images of colorful fruit displays, juice pouring, and close-ups of bottles. Certain concepts make use of actual events, such as family picnics or the process of manufacturing juice. Others employ imaginative animations, such bottles that transform into trees or float in space. Shezan appears new and intriguing because to these images, which blend fantasy and reality.

To keep the process efficient and organized, I maintained a detailed master spreadsheet that tracked every outreach attempt, and pending follow-ups. This allowed me to stay on top of high-volume messaging, prioritize contents, and ensure that no potential ideas was missed throughout the project.

My Challenges

1. It was difficult to come up with new and interesting topics for a whole month's worth of postings during the project.
2. It took considerable preparation to strike a balance between interactive and lifestyle-based content and Shezan's brand marketing.
3. Creativity and efficiency were put to the test while producing motion loops, animations, and high-quality graphics with minimal resources.
4. A thorough audience research was necessary to schedule the delivery of material during periods of high interaction.

My Mistakes

1. The strategy occasionally relied too much on pieces that were product-focused, which decreased audience engagement.
2. Overdesign in certain images made them less understandable and more difficult to relate to.
3. Some taglines and captions are overused, which might lessen their effect.
4. Some content concepts weren't completely tailored to each social media network.

My Learnings & Outcomes

1. Audiences are kept interested by a well-balanced combination of lifestyle moments, product pictures, and interactive forms.
2. Clearer, simpler images frequently produce better outcomes than those that are too complicated.
3. "Real Fruit. Real Refreshment" is an example of a consistent slogan that improves brand remember.
4. Weekend postings of games, polls, and quizzes boost interaction.
5. The brand is visually unique because it combines imaginative animations with real-life photography.

Project 2

Project Name: Contents for Customer Engagement (Chartered Life Insurance)

Start Date: 03.07.2025

End Date: 06.07.2025

Overview

As part of my internship, I worked on a key digital marketing project focused on social media content planning and execution. Through an efficient content strategy, the initiative aimed to improve the company's online visibility, educate audiences, increase knowledge of life insurance, and foster connections with potential customers.

To achieve this, I developed a monthly content calendar, mapping out 31 days of posts categorized under specific content pillars like:

- Product Awareness
- Financial Literacy
- Customer Testimonials
- Lifestyle & Motivation
- CSR & Social Impact
- Special Day
- Engagement

Each day had a dedicated topic written in Bengali, with accompanying visual content ideas, ensuring the messaging aligned with the company's brand voice and values.

The assembled screenshots illustrate messages about insurance education, health days (e.g., World Hepatitis Day), customer trust, and financial security that were posted on social media sites after the calendar was authorized.

Key Tasks & Responsibilities

1. Organized content under appropriate pillars to maintain brand consistency and strategic communication flow. Identified special observance days (e.g., health days, insurance days) for relevant content.
2. Wrote Bengali post captions (quotes and messages) that were both informative and emotionally resonant.
3. Ensured each caption reflected the day's topic while maintaining clarity and tone suitable for social platforms.
4. Monitored scheduled posting to ensure timely publication. Checked live posts against the content calendar to ensure alignment with the planned schedule.
5. Tracked initial audience responses (likes, shares, comments) for content performance insights. Gathered feedback from the marketing team to improve future calendar planning.

The content calendar photo is a structured plan for Chartered Life Insurance PLC's social media posts for July 2025. Date, Topic, and Content Pillar are its three columns. The Content Pillar categorizes each post (e.g., Product Awareness, Financial Literacy, and Engagement), ensuring variety in content. The Topic column includes Bengali scripts or captions that were used in the actual social media posts. My key responsibility was to design and implement a monthly social media content calendar. I was assigned the full content calendar for July 2025, which included 31 posts across various content pillars. The company provided me with their brand voice, past post references, and core message themes like awareness, trust, and family protection.

	A	B	C
1	Content Pillar	Date	Topic
2	Product Awareness	01-07-202	লাইফ ইন্স্যুরেন্স কেন দরকার?
3	Product Awareness	03-07-202	চার্টার্ড লাইফের হসপিটাল ক্যাশ বেনিফিট
4	Product Awareness	04-07-202	টার্ম ইন্স্যুরেন্স সুবিধা
5	Product Awareness	05-07-202	চার্টার্ড লাইফের শিক্ষা সুরক্ষা প্ল্যান
6	Product Awareness	06-07-202	লাইফ ইন্স্যুরেন্সে সঞ্চয়ের সুবিধা
7	Financial Literacy	07-07-202	ইন্স্যুরেন্স কিভাবে ফাইন্যান্সিয়াল সিকিউরিটি দেয়?
8	Financial Literacy	08-07-202	জরুরি ফান্ড বনাম লাইফ ইন্স্যুরেন্স
9	Financial Literacy	09-07-202	পারিবারিক ভবিষ্যতের জন্য পরিকল্পনা
10	Financial Literacy	10-07-202	স্মার্ট বিনিয়োগ হিসেবে ইন্স্যুরেন্স
11	Financial Literacy	11-07-202	অপ্রত্যাশিত বিপদের জন্য প্রস্তুতি
12	Customer Testimonial	12-07-202	একজন সন্তুষ্ট গ্রাহকের অভিজ্ঞতা
13	Customer Testimonial	13-07-202	চার্টার্ড লাইফের দ্রুত ক্লেইম প্রসেসিং
14	Customer Testimonial	14-07-202	লাইফ ইন্স্যুরেন্সে সন্তুষ্টি
15	Lifestyle & Motivation	15-07-202	ভবিষ্যতের নিরাপত্তায় আজই প্রস্তুতি নিন
16	Lifestyle & Motivation	16-07-202	ইন্স্যুরেন্স মানে শুধু টাকা নয়, মানসিক শান্তি
17	Lifestyle & Motivation	18-07-202	পরিবারই প্রথম, নিরাপত্তা দিন চার্টার্ড লাইফের সাথে
18	Lifestyle & Motivation	19-07-202	সফল মানুষের ইন্স্যুরেন্স গল্প
19	CSR & Social Impact	20-07-202	চার্টার্ড লাইফের স্বাস্থ্য সচেতনতা কার্যক্রম
20	CSR & Social Impact	21-07-202	গরিব ও সুবিধাবঞ্চিতদের পাশে চার্টার্ড লাইফ
21	CSR & Social Impact	22-07-202	বন্যা বা প্রাকৃতিক দুর্যোগে সহায়তা কার্যক্রম
22	Special Day	23-07-202	জাতীয় বীমা দিবস উপলক্ষে বার্তা
23	Special Day	24-07-202	ঈদ পরবর্তী নিরাপত্তা বার্তা
24	Special Day	25-07-202	বন্ধুত্ব দিবস উপলক্ষে পোস্ট
25	Engagement	28-07-202	ইন্স্যুরেন্স নিয়ে কুইজ কুইজ
26	Engagement	29-07-202	কমেন্টে জানিয়ে দিন আপনার ভবিষ্যৎ পরিকল্পনা
27	Engagement	31-07-202	চার্টার্ড লাইফ সম্পর্কে আপনার মতামত দিন
28			

Image 2.1 Content Calendar of Chartered Life

I started by looking at popular subjects related to life insurance and popular forms for social media content. I then separated the calendar into other sections, such as Testimonials, Financial Literacy, Lifestyle & Motivation, Product Awareness, etc. I came up with topic ideas in Bengali for each day, making sure they were clear, appealing to the emotions, and instructive.

Additionally, the business recommended adding important observance days, such as July 28th, which is "World Hepatitis Day". I used an old person and joyful memories to generate material that demonstrated advantages that span generations, such as retirement security. I developed scripts on wise financial planning and family budgeting for financial literacy. I made certain that every post complemented the brand's message and was in line with the content calendar timetable.



Image 2.2 Some contents Screenshot from Social media

Overall, the project helped me develop strong content planning, writing, and brand communication skills. It was a complete hands-on experience from scripting to strategy execution in a real corporate environment.

My Challenges and Mistakes

I already completed a project same as this one. That is why I did not face any challenges and I had no any major mistake.

My Learnings & Outcomes

- 1. Content Structuring:** Learned how to build and organize a monthly content calendar using pillars for a more strategic and balanced communication flow.
- 2. Copywriting Skills in Bengali:** Enhanced my ability to write emotionally resonant and platform-suitable captions in Bengali, tailored for insurance and financial themes.
- 3. Audience-Centric Thinking:** Developed a better understanding of how to create content that informs, connects, and engages based on audience behavior and feedback.
- 4. Collaboration with Creative Teams:** Improved coordination skills by working with the design team, aligning visuals with text, and adapting based on what's feasible in design.
- 5. Brand Communication Mastery:** Gained hands-on experience in applying brand values like trust, security, and awareness into every post.
- 6. Content Performance Awareness:** Became more aware of basic analytics by tracking initial reactions (likes, comments, shares), helping refine future content strategies.

Project 3

Project Name: Engaging Drops: RFL Tubewell Campaign

Start Date: 09.07.2025

End Date: 12.07.2025

Overview

This project was developed to promote RFL Tubewell, highlighting its reliability, accessibility, and efficiency in both urban and rural settings. In order to emotionally connect the target audience, the advertisement used real-world examples of how RFL Tubewell improves daily living. A combination of static graphics, interactive social media quizzes, and video content was used to engage users across platforms.

The Project included:

- A promotional motion video.
- Static images highlighting daily use of the tubewell in various rural settings.
- A social media quiz campaign to increase interaction and awareness.
- Concept development, creative scripting, and visual planning.

Tasks & Responsibilities

1. Developed the core concept of the advertisement, focusing on “RFL Tubewell – Anywhere, Anytime”. Ensured the messaging resonates emotionally with rural and semi-urban consumers.
2. Designed and wrote engaging quiz scripts for audience interaction, featuring puzzles, sequence-matching, and logic games based on the Tubewell use and assembly.
3. Designed quiz-based posts for platforms like Facebook to enhance user engagement. Created visually appealing quiz graphics using relatable rural themes and puzzles.

- Wrote content in Bengali to better connect with the target audience, ensuring the language was simple, clear, and culturally appropriate.

Through engaging social media quizzes, the client highlighted the primary objective of increasing brand engagement for RFL Tubewell. To help me with the creative process, I was given reference samples of quiz formats and images from various businesses. Additionally, the customer provided the RFL Tubewell logo, product images, and brand colour specifications that had to be adhered to. I created four distinct quiz concepts that were accessible, easy to understand, and visually appealing based on their brief. For every quiz, I wrote comprehensive script docs that explained the question format and graphic components in Bengali. Users had to determine the proper way for water to flow from the tubewell in a puzzle path game that was one of the quizzes.

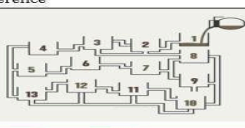
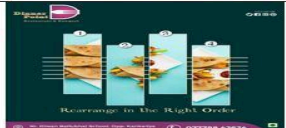
RFL Tubewell	
Description	Reference
1. টিউবওয়েল থেকে পানি পরতে দেখা যাবে, কপিতে থাকবে – জানাও কমেটে – কোন পাত্র ভরবে সবাব আগে?	
2. প্রশ্ন দেয়া থাকবে – “বুটি হচ্ছে _____”। উত্তরে দুইটা অক্ষর এর খালি বক্স করে দেয়া থাকবে – “_____”।	
3. পাজলে একটা ইমেজ দেয়া থাকবে যেটার একটা পিস মিসিং দেখা যাবে। সঠিক মিসিং পিস সহ আরো দুটো ভুল অপশন নিচে দেয়া থাকবে।	
4. টিউবওয়েল একটা ছবি চার টুকরো করে আলাদা আলাদা নাছুরিং করে দেয়া থাকবে। কোন সিকোয়েন্সে সঠিক ইমেজটা পাওয়া যাবে সেই সিকোয়েন্স কমেটে করতে বলা হবে।	

Image 3.1: Script of Quizzes

In order to promote comprehension of the product, another quiz challenged the audience to determine the correct order in which to assemble a tubewell. To be real and establish a connection with the intended audience, I included relatable rural themes and features into the images. I worked with the design team to explain each visual quiz's structure and presentation. The customer and I both evaluated and approved the photos once they were created using my

idea sketches. I helped the customer by offering call-to-actions and descriptions for the social media postings after the graphics were complete. After being posted on RFL Tubewell's official Facebook site, the final tests received a lot of interaction, including more than 1,200 comments.



Image 3.2: Social media post of Puzzle

This interactive quiz format helped users learn more about the product's functionality in an entertaining way. The quiz content not only expanded reach and awareness but also educated customers about tubewell parts and assembly.



Image 3.3: Three Screenshots from Motion Video

Every visual in the motion film emphasizes how the product improves everyday life, whether it's giving students access to drinking water, easing women's home duties, or delivering clean water in isolated rural locations. The locations were picked with care to evoke strong feelings in the viewer and highlight the Tubewell's existence "wherever there is need." Overall, I was able to use creativity, writing, and teamwork to effectively turn a product marketing idea into an interesting instructional campaign.

My Challenges

1. **Limited Visual Resources:** Initially, there were not enough high-resolution visuals or footage provided by the client, so I had to carefully select impactful screenshots from the motion video to build static content.
2. **Balancing Creativity with Simplicity:** The audience was mostly rural, so I had to strike a balance between creative quiz ideas and easy-to-understand concepts suitable for their digital literacy level.
3. **Time Constraints for Social Media Launch:** Tight deadlines were set for social media posting, which meant faster turnaround for content writing, design briefing, and final revisions.

My Mistakes

1. **Overcomplicating the First Quiz Draft:** My initial quiz drafts were too complex and had to be revised to better suit the general audience's understanding and engagement level.
2. **Inconsistent Visual Style in Early Edits:** The first versions of the quiz visuals lacked alignment with the RFL brand colors and fonts, which required reworking after client feedback.
3. **Missed Caption Clarity:** In one social media caption draft, I used a phrase that was too vague, which could have confused viewers about the quiz objective.

My Learning & Outcomes

1. **Improved Scriptwriting Skills:** I gained experience writing short, engaging, and localized content in Bengali that connects emotionally with the audience.

2. **Understanding of Rural Marketing:** This project deepened my understanding of rural product advertising and how to simplify communication without losing impact.
3. **Audience Engagement Insight:** Watching the quiz post receive over 1.2K comments taught me how the right question format can drive meaningful user interaction.
4. **Adaptability under Pressure:** Working under strict timelines trained me to work faster without compromising on creative quality or message clarity.

Project 4

Project name: Audio-Visual Script and Mood Board (Chartered Life Insurance PLC)

Start Date: 12.07.2025

End Date: 20.07.2025

Overview

This study examines the development, principles, and accomplishments of Chartered Life Insurance PLC throughout the life of its twelve-year journey. The primary brief, which included brand standards and key themes, was supplied by the client for Chartered Life Insurance PLC's 12th anniversary celebration film. I was given reference images, milestone accomplishments, corporate history, and background information to help me create the screenplay and mood board. To appeal to a larger audience, it blends voice-over writings in Bengali and English. The story follows the company's modest origins in 2013, when it had just 50 members, and its rise to prominence as Bangladesh's top life insurance provider. During scripting, I ensured that both factual content and emotional storytelling were balanced for audience engagement. In order to align the brand's identity with the color scheme, visual style, and scenario inspirations, I made a mood board. In order to provide a clear, production-ready document for the video crew, I lastly went over, revised, and structured the whole screenplay and mood board.

Tasks & Responsibilities

1. To create the anniversary narrative, collect historical information, significant events, and brand values.
2. Write multilingual voice-over scripts in Bengali and English that strike a balance between factual accuracy and emotional appeal.
3. To keep brand alignment, create visual style references for tone, color, and imagery.
4. To guarantee content correctness and brand conformity, work together with the production, marketing, and human resources departments.

This project was made to celebrate the 12th anniversary of Chartered Life Insurance PLC. The aim was to create a script and mood board for a special anniversary video. My first step was to go through all the materials to learn about the company's journey. I noted important events, growth numbers, and inspiring stories from their 12-year history. The script was written in both

চার্টার্ড লাইফ ইন্স্যুরেন্স পিএলসি
১২ বছর পূর্তি অডিও-ভিজুয়াল স্ক্রিপ্ট ও মুড বোর্ড

	Voice Over	Visual Description
	২০১৩ সালের ২৯ জুলাই - বাংলাদেশে ছোট্ট এক স্বপ্নের শুরু। শুরুর উদ্দেশ্যটা খুব সোজাসাপ্টা - এই দেশের প্রতিটি মানুষের জীবনে যেন থাকে অর্থনৈতিক নিরাপত্তা আর আর্থিক স্বস্তি।	পুরনো ফুটেজ, কোম্পানির সূচনার মুহূর্ত, পুরাতন অফিসের চিত্র
	On July 29, 2013 - a humble dream began in Bangladesh. The goal was simple: to ensure financial security and peace of mind for every citizen.	
	তখন মাত্র ৫০ জনের টিমের বিশাল কোনো অফিস ছিল না, বিজ্ঞাপনে মুখর ডামাডোলও ছিল না। ছিল শুধু একরাশ বিশ্বাস আর দায়িত্ববোধ - যে আমরা পারব, মানুষের পাশে দাঁড়াতে। চ্যালেঞ্জ ছিল অনেক। কারণ দেশের মানুষ তখনও জীবন বীমাকে দেখত সংশয় আর ভয়ের চোখে। বিশ্বাস কিভাবে তৈরি হয়? কাজ দিয়েই। তাই যাত্রা শুরু হয়েছিল সততা, স্বচ্ছতা আর আন্তরিকতা পুঁজি করেই।	প্রশিক্ষণ দৃশ্য, গ্রাহকের সঙ্গে এজেন্টের আন্তরিক কথোপকথন
	Back then, we were just a 50-member team - no big office, no flashy ads. What we had was belief and a deep sense of responsibility. People were still doubtful, even fearful of life insurance. But trust is built through action. So, we began our journey with honesty, transparency, and dedication.	
	মাঠে নেমেছিল পেশাদার কর্মীর দল আর পাশে ছিল আধুনিক প্রযুক্তির শক্তি। ধীরে ধীরে আমরা শুধু সেবা দিইনি, ছুঁয়ে গেছি ৪ লাখ ৪৪ হাজার মানুষের জীবনের গল্প। তাদের মধ্যে কেউ হয়তো সন্তানের ভবিষ্যৎ নিয়ে চিন্তিত ছিলেন, কেউ	বিভিন্ন অঞ্চলে এজেন্টদের সেবা দেওয়ার ফুটেজ

English and Bengali so it could reach all audiences.

Image 4.1: A screenshot of the script table

The first image shows a script table with English and Bengali voice-over lines for the anniversary video. It includes matching visual descriptions to guide the production team. The content talks about the company's team, values, and quiet daily dedication. I divided the story into sections starting from the early days and moving to the present. Each part of the voice-over was matched with a visual description.

The visual descriptions included team meetings, customer service scenes, and happy clients. The script also highlights awards such as “Most Innovative Insurer” and “Best Domestic Life Insurer.” I added shots that show growth, teamwork, and the use of modern technology. The mood board showed the colors, lighting, and style that fit the brand image. It included photo references to guide the filming and editing team. I kept the tone warm and inspiring while also sharing true facts about the company. I worked with the marketing and HR teams to make sure the words and visuals matched their vision. All numbers and facts were checked before adding them to the script. I made sure the visuals could be created using the photos and videos already available.

The final script and mood board were clear, easy to follow, and ready for production. The script is arranged in a timeline style, moving from past to present. The production team could directly use my work to start filming the video. The project showed the company's growth from a small team in 2013 to over 3,100 members. It also shared how they touched 444,000 lives in Bangladesh. The work was completed on time and gave the client a strong base to create their anniversary video.

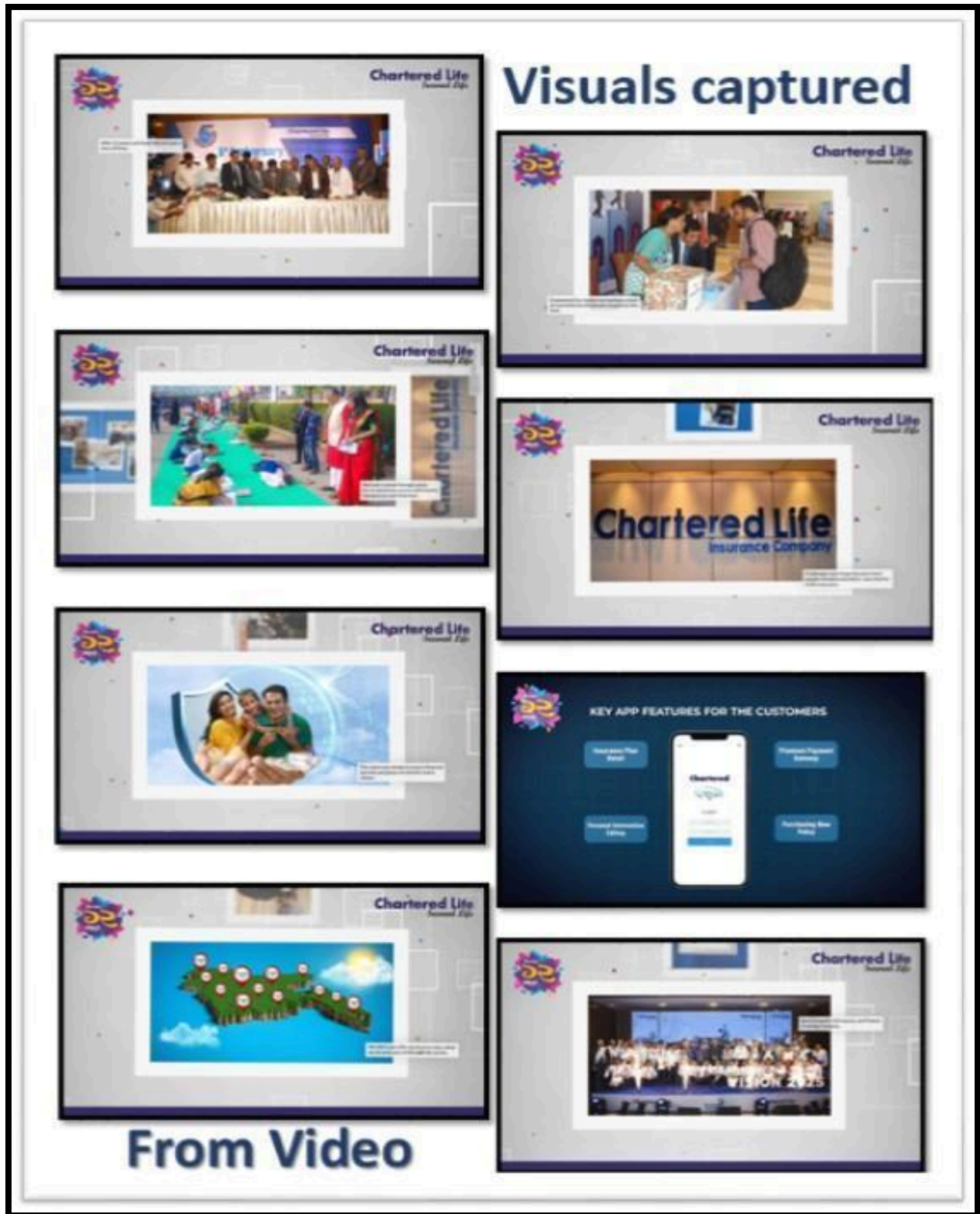


Image 4.2: A screenshot from video

I used footage from the anniversary documentary I wrote to make the photo collage. It shows significant moments that correspond with the mood board and voice-over I created. The snapshots highlight milestone celebrations, collaboration, customer service experiences, the organization's app, and service area in Bangladesh. My script's intended brand colors, tone, and narrative style are all represented in every shot. The collage provides visual evidence of how the textual idea was translated to the screen.

My Challenges and Mistakes

I didn't face any challenges or make any mistakes during this project. Everything went smoothly and according to plan.

My Learnings & Outcomes

1. Acquired expertise in employing a variety of media sources, including films, old and new photographs, and images, to provide a comprehensive narrative.
2. Improved mood board design abilities to help production teams understand and use it more easily.

Project 5

Project name: “Xpart” Details to Captions, Copies and Voice-overs

Start Date: 15.07.2025

End Date: 17.07.2025

Overview

The project was executed for Xpart, a tool and accessories brand. It focused on enhancing the company's digital presence through social media. Primary deliverables included video ad content for Facebook and similar platforms. I was responsible for developing engaging and product-specific scripts. Each product script highlighted features, USPs, and addressed user needs. The language of the content was tailored for the local Bengali-speaking audience. The tone was kept clear, technical, and persuasive, aligning with the brand's voice. Voiceovers were recorded professionally to ensure clarity and impact. Visual content was complemented with scripted captions and taglines. The campaigns were designed to build brand trust and product value perception. Products ranged from hand tools like screwdrivers to heavy-duty items like grinders. The final output was a set of loop-ready video scripts with voiceovers for social media use.

Tasks & Responsibilities

1. Writing engaging, product-focused scripts for Xpart's social media video ads in Bengali.
2. Providing clear and brand-aligned Bengali voiceovers for each script.
3. Studying each tool's features to accurately highlight benefits and USPs.
4. Creating scripts suitable for loop-format videos optimized for social media.

Discussion with Client

The WhatsApp conversation reflects effective communication with the client regarding a project. The client provided source files and specific instructions, which were acknowledged promptly to ensure clarity. Voice calls were attempted to discuss details further, showing an effort to understand the client's needs directly. Files were received, reviewed, and a response was given after processing the material. A revised version was then sent back for approval. This exchange demonstrates a professional workflow, with a focus on understanding the project requirements, maintaining regular communication, and confirming that the client's expectations were met before proceeding further with the project delivery.



Image 5.1: Text conversation with Client about Project Details

The project was created for Xpart, a business that specializes in a variety of accessories and professional instruments, such as grinding machines, pipe wrenches, door hinges, and screwdrivers. The main goal was to provide social media advertising material that would appeal to a Bengali-speaking audience while successfully showcasing the benefits and capabilities of Xpart's products. The finished products were a number of looping video ads made for social media sites like Facebook, where brief, skilfully written, and eye-catching material is crucial for

engagement and retention.

23 PT HT July Door Aug HT Xport Tools June					
D		E		F	
Features		USP		Product Pic	
				Content Type	
Carbon Steel Pvc Soft Grip Size 8",10" & 12"		১। PVC রাবার গ্রীপ থাকায় কাজ করা সহজ হয় ২। অত্যধিক মজবুত Carbon Steel এর তৈরি হওয়ায় ছিকে দীর্ঘদিন		Loop	
Carbon Steel Materials Pvc Soft Grip		1. Carbon steel is highly durable 2. Maintains sharp, precise grip on pipes without easily deforming 3. Lightweight Yet Strong, Easy to handle ১। PVC রাবার গ্রীপ থাকায় কাজ করা সহজ হয়		Loop	
Materials: CR-V Mirror Polish Rubber Handle Size: 6" & 8"		1. Thermoplastic grip ensures fatigue-free performance. 2. Gives perfect grip in every twist. 3. Forged with CR-V steel for unmatched strength and durability.		Loop	
Blade: CR-V Handle: TP Blade Dia: 6mm Size: 4" to 10"		1. Thermoplastic grip ensures fatigue-free performance. 2. Gives perfect grip in every twist. 3. Forged with CR-V steel for unmatched strength and durability.		Loop	
Driver Handle: Carbon Steel Handle:TP Total Quantity:5 Pcs		যেকোন জু খোলা বা লাগানো যায়		কান্ট্রন স্টীলে তৈরি 1 Interchange Driver Set যা সি খোলা বা লাগানো	

Image 5.2: Script for Voice-over

I began the project by doing extensive research on the equipment and accessories chosen for marketing. Understanding the purpose, applications, technical details, and unique selling features (USPs) of each product was part of this. I created interesting and educational Bengali scripts based on this study. These scripts, which were produced in an approachable style for casual users while upholding the professionalism required of experts and craftsmen, were not only compelling but also educational.

Once the scripts were finalized, I recorded the voiceovers in Bengali. Voice tone, clarity, and pacing were carefully managed to ensure that each product's message was communicated effectively within the short video format. Since the ads were designed to be in loop video style, the scripting and voiceovers were planned accordingly — focusing on clarity, repetition of key features, and seamless transitions that would still make sense when viewed multiple times.

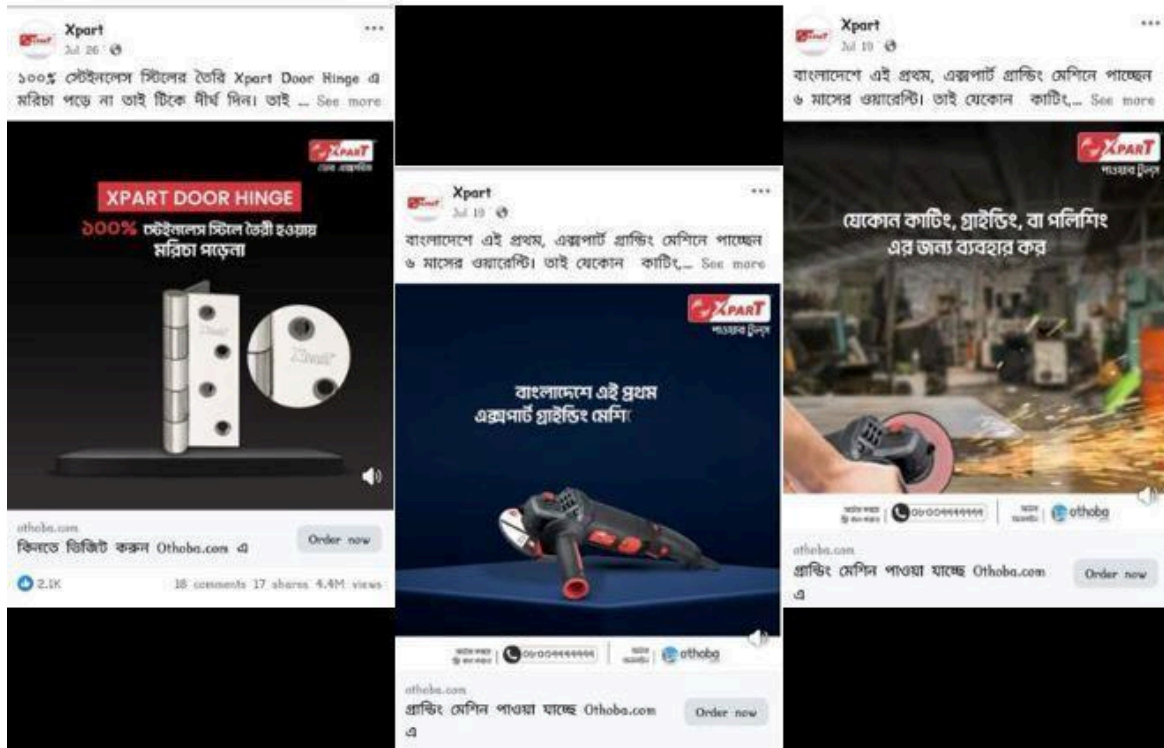


Image 5.3: Social media posts by using Content

In addition to script writing and voiceover, I coordinated with the visual design and editing team to align the audio, captions, and visuals. My focus was to ensure that every video had brand consistency and that the script and visuals worked together to make the product stand out.

Project Reflection and Client Appreciation

Completing this recent project has been a valuable and fulfilling experience for me, especially as someone who is still relatively new to this sector. From the initial planning phase to the final delivery, every step involved learning, adapting, and putting in the effort to meet the client's expectations. I'm truly grateful for the opportunity to work on this assignment and even more grateful for the encouraging words I received afterward.



Image 5.4: Clients's appreciation text conversation

The client's appreciation—expressed through kind messages and supportive feedback—meant a lot. It reminded me that growth is a shared journey, and in every professional relationship, there's space to learn from each other.

Despite being new, I felt respected and supported. I tried my best to deliver quality work, and the positive response made me feel more confident moving forward. Yes, I made some mistakes, and yes, there was lots of feedback, but I welcomed it all as part of the process. This experience has reminded me that even in challenging tasks, dedication and openness to feedback can turn into growth opportunities. I look forward to more such projects and continuing to improve with every new step I take.

My Challenges

1. **Understanding Technical Product Details:** Explaining tools like grinders and pipe wrenches in simple Bengali without losing accuracy was initially challenging.
2. **Balancing Simplicity with Professionalism:** Crafting scripts that were accessible to general users but still appealing to professionals required careful language choice.

My Mistakes

1. **Ignoring Local Slang Initially:** The first few scripts lacked the informal, familiar tone that resonates better with local Bengali audiences.

My Learnings & Outcomes

1. **Script Writing Precision:** Learned to write concise, engaging scripts that communicate value in under 30 seconds.
2. **Creative & Technical Collaboration:** Understood how to better coordinate with designers and editors to ensure brand-aligned content.
3. **Portfolio-Ready Output:** Successfully delivered a complete, real-world social media ad campaign — valuable as a portfolio project showcasing scriptwriting and voiceover skills.

Project 6

Project name: July Revolution Script for FSIBL Bank

Start Date: 20.07.2025

End Date: 25.07.2025

Overview

The project's goal was to produce an impactful and moving film that honours the historic student demonstrations that took place in Bangladesh on August 5, 2024. To create a gripping story, the film blended voiceovers, protest imagery, slogans, and real-life footage. A screenplay was written that matched each voiceover to a particular image, such as the national flag being raised, rooftop rallies, student solidarity, police resistance, or huge protests. The script was translated into Bengali. As part of their corporate duty and dedication to national causes, First Security Islami Bank backed this effort.

Tasks and Responsibilities

As an Intern, my roles in the project included the following:

1. Collected and reviewed footage, news clips, and student videos related to the 5th August movement.
2. Collaborated with the creative team to align the script's voice-overs with the relevant video sequences. Confirmed that each segment maintained its emotional tone and message.
3. Assisted with branding components, including logo integration (e.g., First Security Islami Bank). Helped with quality checks and made sure the messaging matched the campaign's objective.

I began the project by highlighting significant events from the August 5, 2024, movement that simply represented the scale, dimensions, and significance of the demonstrations. I looked through social media sites to collect uncut videos that students and others had uploaded. In order to choose excellent protest images to use, I also looked over the coverage from local news outlets. I gathered more than thirty clips and then sorted them according to their psychological impact, clarity, and movement significance.

Voice Over	Visual
"ভরতে ছিল শুধু প্রাণ... কোটার দাবি, কিছু ব্যানার আর কিছু রোগান।	ফুটেজ-ছাত্রদের প্রতিবাদ, মিছিল, ব্যানার, রোগান
প্রধানমন্ত্রীর মুখ থেকে ভেসে আসে অপমান... 'রাজাকার...' পুরো প্রজন্ম যেন ফুসে ওঠে- 'চেয়েছিলাম অধিকার, হয়ে গেলাম রাজাকার?'	ফুটেজ-ছাত্রদের প্রতিবাদ, মিছিল, ব্যানার, রোগান
গাঠি, রড, আয়োজক নিয়ে কাঁপিয়ে পড়ে ছাত্রলীগ। আর পুলিশ? নীরব দর্শক।	সংঘর্ষ, ছাত্রদের হাতে পতাকা, গণমাধ্যম শিরোনামগুলো ফ্ল্যাশ করে
বুক পেতে দেয়া এক তরুণ, আবু সাইদ। সাথে মুষ্টি-এর মতো ঝরে আরো তাজা প্রাণ। যাদের রক্তে উত্তাল হয় আন্দোলন।	ফুটেজ আবু সাইদের আর মুষ্টির।
প্রাইভেট থেকে পাবলিক ইউনিভার্সিটি, স্কুল, কলেজ-সবাই হয় একাধ, এক কণ্ঠে বলে- 'এই অবিচার আর না!'	ফুটেজ-ছাত্রদের প্রতিবাদ, বনশ্রী-আফতাবনগর এলাকা
ইন্টারনেট বন্ধ, কারফিউ জারি - চলেছে পুলিশের গুলি, ঝরেছে রক্ত - কিছুই থামতে পারেনি জাগ্রত জনতার টেউ।	ফুটেজ- হেলিকপ্টার থেকে গুলি
৯ দফা থেকে সঙ্কুচিত হয়ে দাঁড়ায় এক দফায়- বৈরচাচের পদত্যাগ।	ফুটেজ - দেয়াল লিখন - হাসিনার পদত্যাগ সংক্রান্ত
১৫ মার্চ শুরু হয়-ঢাকার দিকে, আর ৫ আগস্ট- নতুন ইতিহাস রচনা করে জাতি।	ফুটেজ - ঢাকা অভিযুখে জনতার স্রোত
'আমরা কাঁদিনি, আমরা ধামিনি। জুলাই আন্দোলনে আমরা পেয়েছি Bangladesh 2.0 !'	উড়ন্ত পতাকা, জনতার উল্লাস, দেশের মুখে হাসি
First Security Islami Bank - এই পরিবর্তনের পথচলায়, আপনার আস্থা, আপনার শক্তি।	লোগো অ্যানিমেশন

Image 6.1 Script Table for video

Upon gathering the images, I composed a well-organised voice-over script that corresponded with every action. I converted actual social media cries and slogans into narrative-ready text. First written in Bangla, the voice-over lines were edited for emotional impact, rhythm, and clarity. In order to easily distinguish between voice-over and visual parts, I arranged the script in a table format and generated time stamps and scene numbers to correlate with each voice-over

line with a matching graphic. Script changes to prolong or shorten specific passages based on the visual flow of the film. Lastly, went over the video's preliminary edits to make sure the voiceover and graphics matched the screenplay table.



Image 6.2 Some screenshots from video

Key features such as student community, shouts, rooftop protests, conflicts, and nationalistic excitement were all reflected by these video graphics. To avoid any legal issues, I made sure every image was either used with permission or was free of copyright. To keep branding consistent across all graphics, I recommended including the First Security Islami Bank logo and visual design. I verified that the images matched the voice-over and text by comparing them to our script and timetable.

My Challenges and Mistakes

This project was our country's one of the sensitive issues which was July 2024 issue. For that reason, I was so much concern about this project. If there were any mistake or any missing information in the project, then it would have been a bad impact to me and my organization.

My Learnings & Outcomes

1. I learned the importance of storytelling in advocacy and social memory preservation, especially using visuals and sound effectively.
2. I developed real-world skills in scriptwriting, basic video editing, content planning, and collaboration.
3. Most importantly, I gained confidence in handling sensitive topics, working under deadlines, and contributing meaningfully as an intern in a creative team.

Project 7

Project Name: Layers of Friendship

Start Date: 28.07.2025

End Date: 29.07.2025

Overview

The project highlighted how PRAN Layer chocolates can make every moment better by focusing on relatable moments of bonding, such as birthdays, friendships at work, and daily encounters. Promoting PRAN Layer chocolates as a considerate present and a delightful treat to share with friends was the aim. In order to increase brand awareness and emotional resonance, the campaign skilfully combined storytelling, visual emotion, and engagement. All things considered, this project is a perfect example of how strong imagery, persuasive writing, and local knowledge can increase customer engagement.

Tasks and Responsibilities:

1. Developed the main campaign idea linking Friendship Day with the emotional appeal of sharing chocolate.
2. Crafted all the copy and dialogues for each visual loop in Bengali, making sure they were catchy, relatable, and engaging.
3. Supplied specific visual references and scene breakdowns to match each script and improve storytelling.
4. Designed an interactive campaign element ("Tag your Birthday Twin") to encourage audience participation.

The project was initiated by PRAN to promote their PRAN Layer Chocolates for Friendship Day with an emotional storytelling approach. The client offered me complete creative license to develop the design, but they also supplied the product emphasis (PRAN Layer) and the event (Friendship Day). My objective was to develop a campaign that would quietly promote the product while establishing an emotional connection with the target demographic.



Image 7.1 Script for Video (In Bengali)

Our client asked that the campaign target a broad audience, including coworkers at the office, college pals, and schoolchildren. I created several story loops to demonstrate how PRAN Layer contributes to endearing, amiable moments after comprehending the brief. I kept the tone light-hearted, amiable, and emotionally impactful while writing the entire script in Bengali. I designed scenarios that were focused on the PRAN Layer, such as a new hire feeling anxious, old friends getting back in touch, or birthday surprises. I wrote thoughtful speech and brief monologues for every scene to emphasize the product placement and the emotion.

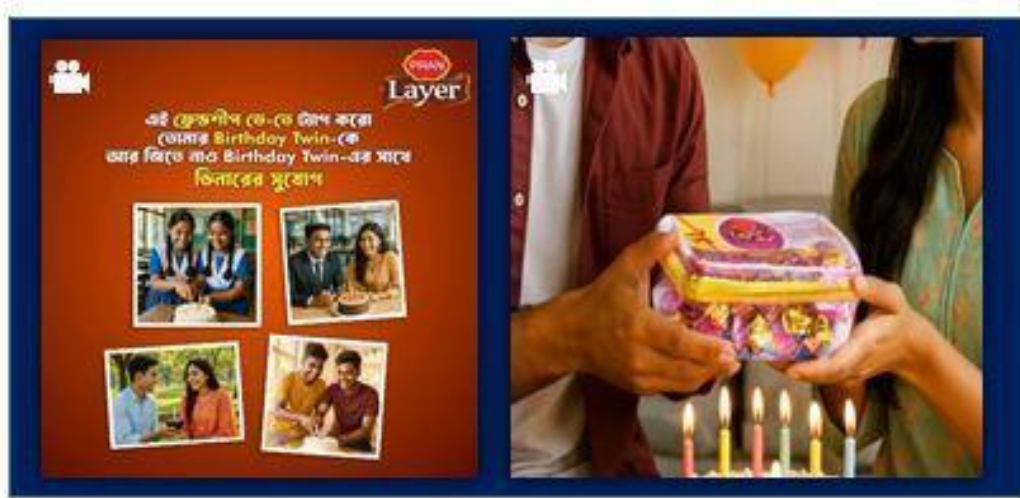


Image 7.2 Captures from video

The visuals were selected and explained to match the precise mood and environment of each loop, such as birthday celebrations, cafeterias, or office waiting areas. I ensured that every image would unmistakably depict joyful faces, product exposure, and intimate encounters. Instead of being pushy or too promotional, I made sure that the product—PRAN Layer—was always organically woven into the narrative. For every visual reference, I also included little artistic touches like lighting, costumes, and accessories (cakes, balloons, and presents). The emotional tone, cultural relevance, and storyline coherence throughout the loops were all valued by the customer. All things considered, it was a rewarding job that allowed me to express my creativity and successfully satisfy the client's branding objectives.

My Challenges

1. **Writing for Diverse Age Groups** – The campaign needed to resonate with school students, young adults, and office-goers, requiring different tones in the same campaign.
2. **Client Expectations vs. Creative Vision** – Translating creative ideas into something the client could fully understand and approve without actual mockups was difficult.

My Mistakes

1. **Visual Mismatch in One Loop** – One visual reference didn't fully align with the scene described in the copy, which confused the reviewer.

My Learning & Outcomes

1. **Importance of Human Emotion in Branding** – Emotional storytelling can create a deeper brand connection than hard-sell advertising.
2. **Always Keep the Product Secondary in Stories** – Making the product a “part” of the story, not the focus, makes the narrative more natural.

Project 8

Project Name: Contents for RFL Manhole Promotion

Start Date: 30.07.2025

End Date: 02.08.2025

Overview

The goal of this project was to promote RFL's manhole covers by highlighting their dependability, strength, and durability for secure urban mobility. Communicating the product's capacity to support large loads while maintaining public safety was the main goal. In keeping with the brand's safety theme, I wrote a little film screenplay that featured the manhole cover in an actual metropolitan environment. The storyline of the script progressed from the busy urban setting to the comfort that RFL manhole covers offer. I created a content piece for RFL Building Materials' social media accounts to go along with the film, restating the advantages of the product in a clear and eye-catching manner.

Tasks and Responsibilities

1. Ideated and conceptualized the message and tone of the campaign.
2. Wrote the full video script in Bengali, structured into scenes with VO lines and end-screen instructions.
3. Composed the copy for the Facebook post, including hashtags and visual text.
4. Suggested visual elements and alignment for both the video and social media creative.
5. Ensured all messaging aligned with RFL's brand values and product USPs.
6. Final outputs to ensure clarity, impact, and message consistency across platforms.

A portion of my interaction with the RFL customer about the manhole cover project is captured in this screenshot. After sending the completed script file and content graphic over WhatsApp, I left a voicemail and had a conversation about the content strategy for the following month. The exchange shows effective teamwork and prompt customer input throughout the content creation process.

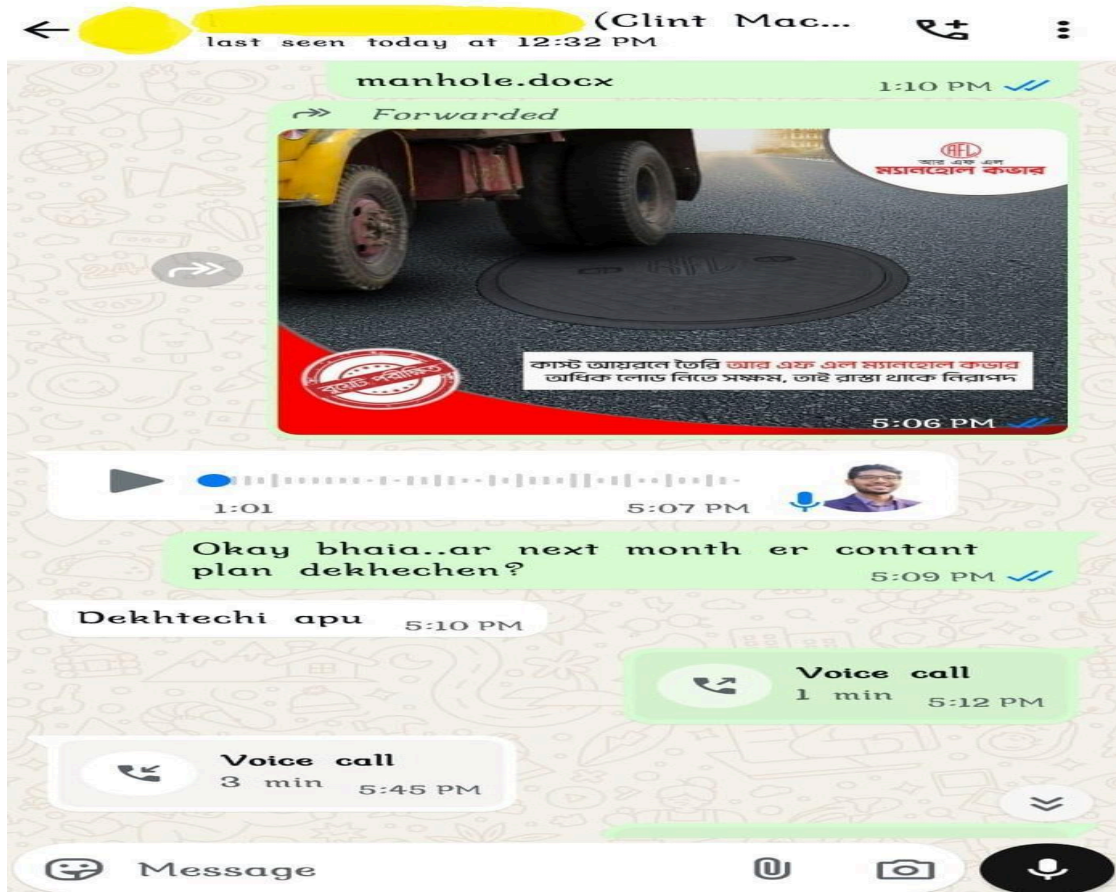


Image 8.1 Communication with the Client

The purpose of this project was to promote RFL Building Materials' long-lasting and load-bearing manhole covers. I was in charge of writing the screenplay for the video as well as the social media post. Emphasizing how RFL manhole covers guarantee safety in busy metropolitan areas was the aim. I started by learning about the product's characteristics, particularly its heavy-load capability and cast-iron composition. The core message revolved around safety and durability, targeting a general public audience, and particularly drivers.

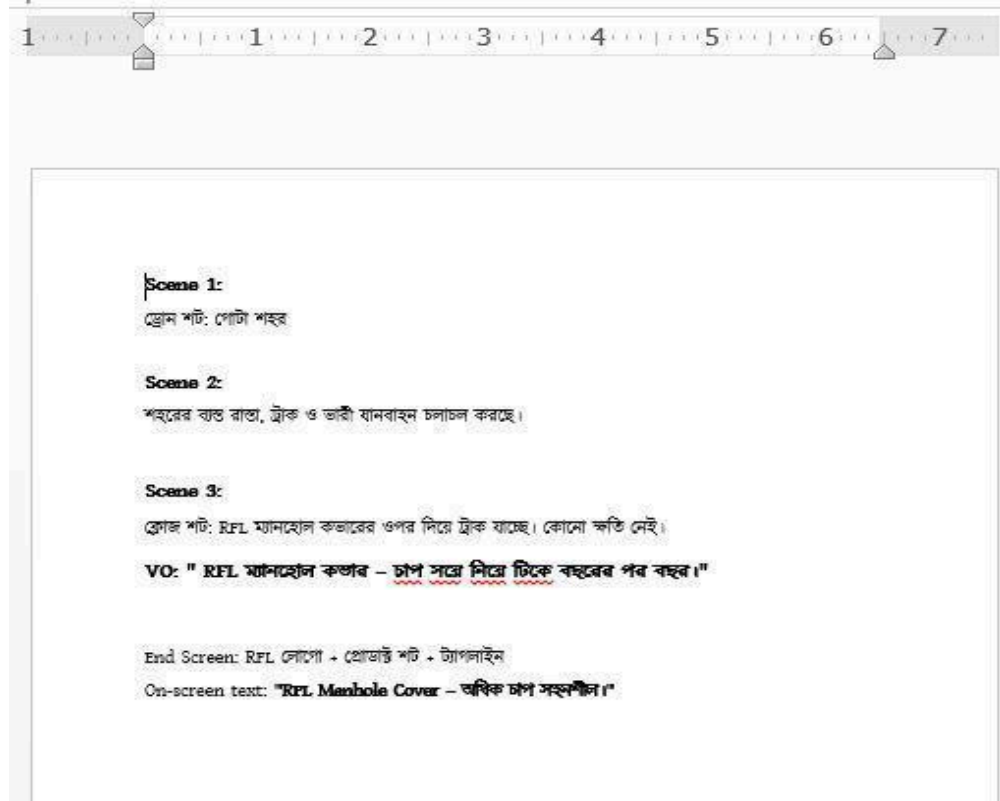


Image 8.2 Script for video

I started by writing a script for a brief advertising film. The screenplay was broken up into three scenarios, each of which had a distinct voice-over message, the product in use, and the backdrop of a busy metropolis. The purpose of the film was to increase product awareness and trust. Following writing, I produced Facebook-specific social media material to go with a picture. The subject of the writing was reflected in the caption and visual text, but in a clearer and more interesting way. Key phrases like “অধিক লোড নিতে সক্ষম” and “চলাচল থাকে নিরাপদ” were used to ensure memorability.



Image 8.3 Social media post using my content

To organise the story, I combined competitive analysis, RFL's product specifications, and real-world observation. To keep the brand language consistent, I also cited other RFL advertisements. I provided the design team with street views and real manhole locations as visual aids. Technical characteristics were easily communicated in plain language thanks to my material. The project demonstrates my capacity to combine product promotion with imaginative narrative. It also demonstrates the cross-format compatibility of copywriting and scriptwriting. As a consequence, a unified, brand-consistent message was conveyed across two essential media—social media posts and videos.

My Challenges

1. Translating technical product specifications into engaging, simple language for a general audience proved to be demanding.
2. Ensuring brand consistency across video and social media formats required constant reference to RFL's past campaigns.

My Mistakes

There were no major mistakes.

My Learning & Outcomes

1. I learned to simplify complex information into clear, benefit-focused messaging tailored to everyday users.
2. I realized the importance of early and clear communication with clients to avoid timeline disruptions.
3. The project improved my ability to align copywriting and scriptwriting under one brand voice across platforms.

Ongoing Project

I'm currently working on a project focused on attar and perfume for a well-known organization, unrevealed the organization name because of privacy. So far, I've completed 40% of the work. I've also created and shared a draft version of the project to showcase the progress and overall direction of the work done till now.

<u>Filler</u>	<u>Example</u>
Education Informative	Attar vs Perfume know about differences? Also is fragrances halal?
Spiritual connection Faith + fragrance	Why the Prophet loved Musk Sunnah of fragrance Jummah
Emotional connection Nostalgia	Perfume always brings back memories of special bonds and the people who hold dear
Community Engagement	Create a poll: Which scent describes you best? On which scent do you use.
Friday Special	"Jummah" Ready with Alif Ator (showing a reel)
Offers	Weekend deals / Monthly deals.

Image 9.1: Hand note of project brief

Internship Outcomes

Internships are essential for bridging the gap between academic knowledge and real-world application. They provide students and graduates the chance to get real-world experience, boost their self-esteem, and hone important abilities like problem-solving, cooperation, and communication. Additionally, internships help people discover their interests and talents while offering insightful information about other career routes. The experience improves resumes, increases employability, and frequently results in employment openings. Internships are an essential step towards long-term career success and professional growth in a competitive labor market.

My internship provided me with an excellent opportunity to apply classroom knowledge in a professional setting and develop essential career skills. Such as – I gained experience writing short, engaging, and localized content in Bengali that connects emotionally with the audience, as well as adapting technical information into simple, relatable language for the target audience.

Throughout this internship, I worked across 8 core projects where I played a key role in content writing, scripting, and voice-over those were gave me deep insight into search intent and content gap filling.

Under extreme time constraints, it served as a crash training in audience behavior, content performance, and the subtleties of organic development. I gained a new understanding of social media as a discussion starter rather than a loudhailer as a result of that encounter, which also demonstrated the potency of well-timed involvement.

It is obvious that I made my fair share of mistakes: I sometimes overused same ideas in client support, missed optimization opportunities in early content drafts, and took time to fully grasp the technical depth. But every mistake became a learning checkpoint—and each week, I improved.

In conclusion, my internship took a vital step toward building my successful career. It offered practical experiences, skills development, and industry exposures. Overall, internship prepare me for future challenges and opportunities in my professional world.

Workplace Log

Here some pictures of my projects draft and also the commands of the clients as well as my supervisor.

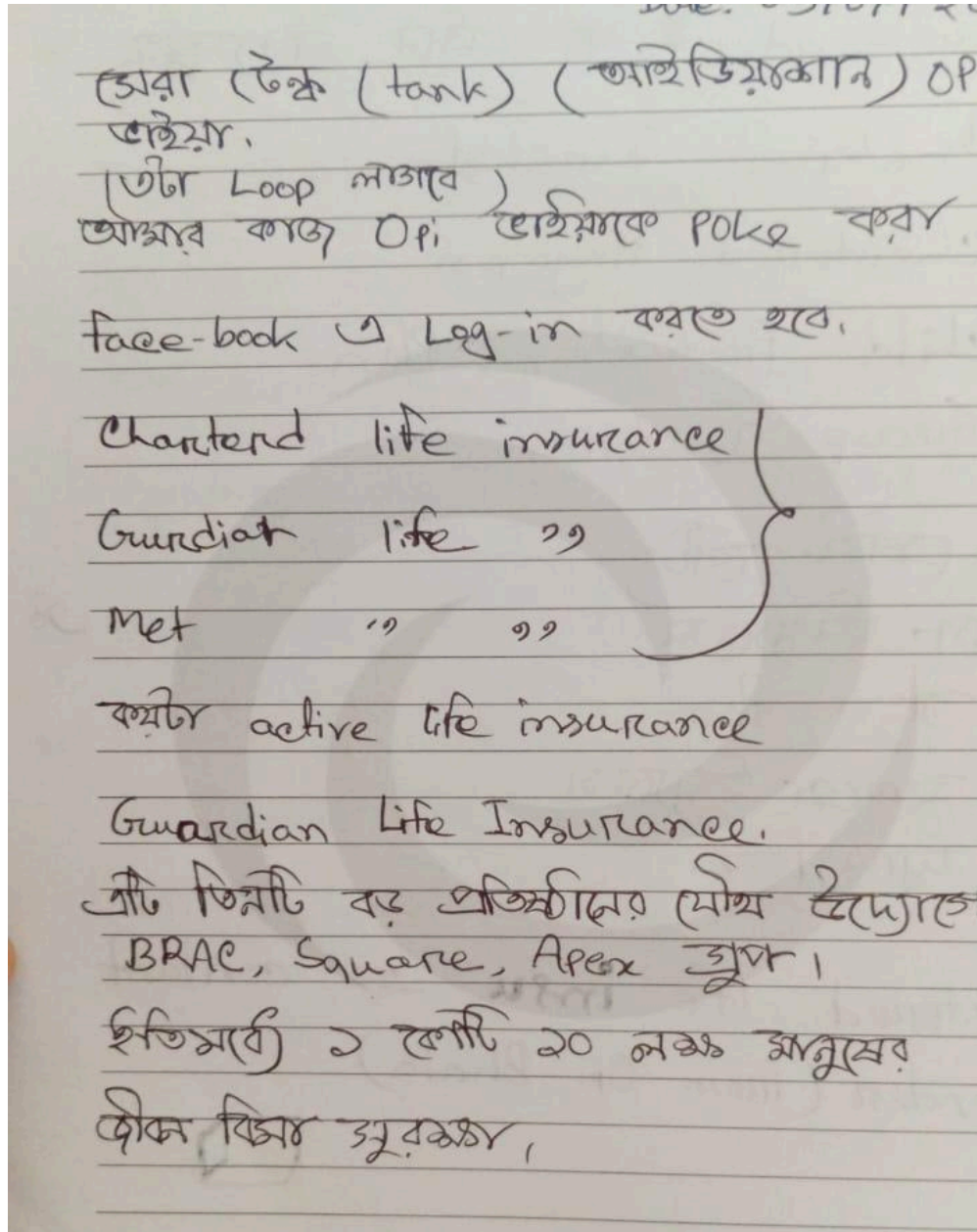


Image 10.1

To do list:

Prime tank ৩ lyer (চিরা চারিত্র issue
 এখানে আছে না) ৫.50 বছর warranty
 Cool tank চিরা বহুত
 কালো, basic গুলিবিদ্যা স্কুল
 Gold অবশ্যে স্কুল।

12 brand Archetypes —

1. The Creator (Goal - Realize a vision, Flow-perfection, Skill - Imagination)
2. The Caregive (Help others, Martyrdom, Compassion)
3. The Ruler (Prosperity, Authoritarian, Leadership)
4. The Hero (To belong, Need to fight, Courage)
5. The Rebel (Change the norm, Crime, Wild freedom)
6. The magician

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Image 10.2

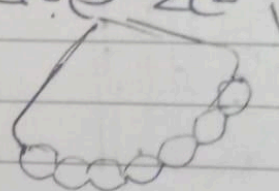
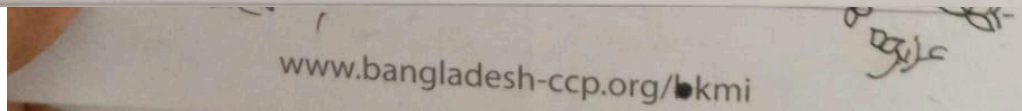
১. বেলচার গ্রাউন্ডের Realistic নাট্যের চিত্রকর্ম হবে, ছোট স্ক্রিনের একটি ছোট স্ক্রিন, Narr
 ২. Voice-over এলাইন করা হবে।
 ৩. অথবা. com outdoo 
 ৪. Engagement Contant for tubewell
১. গ্রাউন্ডিং ছাড়া → 2nd slide - Grinding
 ১ম slide থেকে 2nd slide এ দাঁড়িয়ে
 সময় হালকা একটি music দিতে হবে,
২. background music (নৈসর্গিক) কম
 frame না থাকলে নৈসর্গিক ভেঁটি করতে
 ৩. চিত্র আছে, হবে, নিখুঁত কাটিং, এবং
 xport করা হবে
 - ৪.
- (III) Meeting এ join করা হবে,
 Editable file নাগর. AI file / working
 file

Image 10.3

- (1) Tubewell Contact 1 dynamic } update
 - (2) Sink " "
 - (3) Pran lyer, coffee candy AI video vide
 - (4) Orange plus feedback
 - (5) Chartered life static constant
 - (6) UMCH follow up.
 - (7) Shera Tank air filter change
 - (8) Active plus contact Anis
 - (9) A1 polymer (Opi bhai)
 - (10) ~~Magnul Islam~~
 - (10) Interview call 27/10/20, 27/10/20
 - (11) Salary certificate dekho
 - (12) Chewy AI 3D printing ideation from Op
 - (13) RFL ladder ideation
 - (14) Worklist update (2pm & 6pm)
- KISS → Keep it short and sim

Image



Quiz এর Last এর ২
 logo + (আবস্থা) এর, ডানদিকে
 RFL logo এর বড়
 Door Hinge (Chobi den)
 Door copy change করতে হবে,
 সার্ভিস ফিনিশিং বসে
 প্রায়শই স্ক্রু (স্ক্রু) দ্বারা,
 ২০০ ১০০% বড় করে নিখোঁত হলো স্ক্রু এর
 normal
 Outline ৩
 ১. Chobi Change (Xpart door hinge এর
 বসে এর অবস্থা (দান) (অবস্থা বড়)
 ২. ১০০% Stealness steel/অবস্থা বড়
 অবস্থা বড় এবং দেখান realstick
 Voice over দান (অবস্থা) just তাই বসে দিতে
 দা, দিতে দিতে
 মোবাইল www.bangladesh-ccp.org/bkmi

Image 10.6

SELF-ASSESSMENT FORM

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

performed. Name of Intern: Fatema Tuz Johra

University ID: 202012021

Name of the Organization		Macaw Communication	
Corporate Office Address		Dhaka, Bangladesh	
Email	macaw.communication.bd@gmail.com	Website	https://macawbd.com/

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

8 Hours

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

Yes. 10 Thousand 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.	4
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	5
5	I can recognize my personal strengths.	5
6	I can recognize my personal weaknesses.	4.5
7	I have a sense of personal achievement.	5
8	I can persevere in difficult tasks	4
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	5
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I can work cooperatively with others	5
12	I can communicate effectively	5
13	I have increased my ability to be a leader	3
14	I feel more connected to my community	5
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem-solving solving)	5
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	5
19	I can connect academic subject matter to the real World.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialized technical skills for a specific job function	5
21	I broadened my future employment possibilities	4
22	I received an opportunity to explore a specific career	4
23	I developed realistic ideas about the work world	4
24	I narrowed my future possible career choices.	4
25	What is your average score from this test?	4.68

1. General Comments

I'm quite grateful for my experience at Macaw Communication. From the start, I was regarded as a valuable team member rather than merely an intern. I got the opportunity to work on actual projects. The work environment was collaborative, fast-paced, and learning-focused. More than simply coworkers, I met mentors and friends. This encounter has really improved my professional confidence and skills.

Signature of Intern

Professional Competencies

My internship at Macaw Communication 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.

Concluding Remarks

Completing my internship at Macaw Communication feels like I am reaching the end of a genuinely significant chapter in my life. I come here eager to learn, but what I learn goes far beyond technical skills and professional experience.

For the first time, I experience what it's like to be part of a team that gives me real responsibility, values my feedback, and encourages me to grow every single day. I am not just treated as an intern, but as a team member, a peer, and, most importantly, a potential professional.

The environment at Macaw is fast-paced, yet never cold or unapproachable. Even when things get challenging, there is always space to ask questions, share ideas, or simply take a breath.

This experience teaches me that progress isn't just about doing more—it's about thinking clearly, collaborating openly, and staying grounded under pressure.

On a personal level, this internship helps me understand the kind of work I enjoy and the kind of professional I want to become. It builds my confidence—not only in my work but in my ability to adapt, contribute meaningfully, and continuously learn.

I complete my project, but my internship journey continues—and I carry everything I learn here forward with gratitude and pride.

Appendix



Image 11.1: First day at office



Image 11.2: Happy time during appreciation from Supervisor



Image 11.3: Group photo after completing a broad project



Image 11.4: Quality time spending during lunch