

The Role of Artificial Intelligence in Digital Marketing:

A Study on Clipping Path Experts

Internship Organization

Clipping Path Experts

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Submitted in Partial Fulfillment of the Requirements for the Degree
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10th December, 2025

Internship/Project Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

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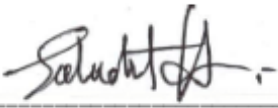
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Date 10/12/2025

Letter of Transmittal

10th December, 2025

Sahadat Hossain,
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Subject: Submission of Internship report on “The Role of Artificial Intelligence in Digital Marketing: A Study on Clipping Path Experts.”

Dear Sir,

With due respect, I would like to inform you that I have completed my internship report on my experience at Clipping Path Experts, and a project titled “The Role of Artificial Intelligence in Digital Marketing: A Study on Clipping Path Experts.” to fulfill the partial requirements of my undergraduate program Bachelor of Business Administration (BBA) in University of Liberal Arts Bangladesh (ULAB). In this report, I have made every effort to gather the ideas which I have learned in my Bachelor of Business Administration along with some experience gathered from my internship experience at Clipping Path Experts. I hope that you will acknowledge it. I look forward to your insightful feedback.

Sincerely,

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Acknowledgement

I am deeply honored of the individuals who have assisted me in overcoming my challenges successfully finishing my internship and project. Initially, I am grateful to Almighty Allah for providing me with the patience and strength necessary to complete this task within the set deadline.

I am thankful to my supervisor, Sahadat Hossain (Senior Lecturer, ULAB), for his expert guidelines and advice. Additionally, I want to thank Moinak Kanungo (Lecturer, & CCO Director, ULAB), sir. His guidance, constructive feedback, and support during my major courses not only enhanced my understanding but also had an impact on my personal and professional growth. I truly value the opportunities he provided for me to learn through direct experience.

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Executive Summary

This report discovers how Artificial Intelligence (AI) is used for digital marketing, and designing tasks at Clipping Path Experts (CPE), which is a global image editing company based in Bangladesh. The main purpose of this report is to identify the AI tools, and techniques used at CPE, the benefits and drawbacks of AI in digital marketing. Evaluation of AI's impact on campaign performance, customer engagement, ROI, and actionable recommendation for the better use of AI in the future.

This report has followed the qualitative descriptive design approach. Data were collected through semi-structured interviews with the employees of marketing, and designing department. Their responses were analyzed using categorization.

The findings in this report show that AI has now become a part of daily activities in the marketing department, and somewhat at the designing as well. The employees at CPE use various tools such as ChatGPT, Gemini AI, Perplexity AI, Adobe Photoshop AI features, IBM Guardium etc. These AI tools help them in many ways for instance, keyword research, brainstorming, and drafting contents, image editing, data security, etc.

The employees have mentioned about the benefits of using AI which makes their work faster, efficient, few human errors, and overall campaign performance, and ROI. However, they have also said that the AI-generated contents sound more robotic if it is not edited properly, there is a risk of over dependence, some outputs of AI might be wrong, everyone cannot learn AI tools at the same pace. There are also some major concerns about losing jobs, data security, ethical use of AI, and transparency.

Employees have also suggested some ideas about the future use of AI. Such as, deeper personalization contents, trend prediction, AI-driven A/B testing, website or social media page chatbots, and the updated paid AI tools could be used to advance Search Engine Optimization (SEO), and analytics. Based on these understandings, the report has recommended Clipping Path Experts (CPE) in continuous investment on AI training, setting clear ethical rules, data policies, balancing AI with human creativity, experimenting paid AI tools, motivating knowledge sharing across the departments, and to remain transparent with both the staff, and clients about the use of AI.

Part A

Chapter 1: Internship Preparation

This section will be demonstrating my internship journey, my personal reason for pursuing it, how I found out the company for my internship, secured my intern position there and a detailed observation of my host company Clipping Path Experts.

1.1 My Motivation and Learning Objectives

My main aim in this semester was to get an internship. I was motivated by the need to connect my academic knowledge, marketing related ideas and some sets of skills which I gathered throughout my university life, with the practical professional job life setting. University has helped me to build a foundation on the basic knowledge but I knew that I could only learn from applying that knowledge at a workplace.

I believe this internship would allow me to develop a new set of skills, and not just performing any regular marketing tasks. During this internship period I believe I will get the opportunity to improve my communication skills professionally, learn a lot of new digital marketing tools, and gain some valuable knowledge about the job market related expertise. This internship will also allow me to experience how a business operates their day-to-day work, how the works are distributed in different departments, how the business plans to reach out to its clients and maintain the relationship with the clients, and most importantly how they set strategies for inbound marketing. So, my overall goal is to observe and understand the important role a marketing department plays in a business's growth and success. This thought of mine has motivated me to pursue this opportunity.

1.2 Internship Search Process and Organizational Choice

I started my internship search strategically. As I knew many organizations now a days uses the Application Tracking System also known as ATS, therefore, to get seen by the recruiters I have decided to build my resume in a way that would match the ATS requirements which helps a resume to pass the filtration process. Beside that I put on some great efforts into building my LinkedIn profile, which eventually gave me a positive outcome, suggesting many opportunities that matches well with my studies and career interests.

The process I explained above has helped me to find and reach out, from big organization to small-medium enterprise. Such as Aarong, GrameenPhone and Augmex. However, after working at Augmex for a week I had some careful thoughts and decided to join Clipping Path Experts (CPE) based on my professional growth and personal reasons. One of my school seniors referred me to work at CPE.

1.3 Some key factors that made CPE the right fit for me:

1.3.1 Flexible Work Environment

CPE's working hours are pretty flexible which has become a lifesaver for me as they allow me to take classes of one of my universities pending courses which I still need to finish.

1.3.2 Convenient Location

CPE office is near to my residence for better understanding I would say it's a 15-20 minutes of walking distance making my daily journey much easier and hassle free in this high traffic city. It saves my energy as well allowing me to dedicate them in both work and study.

1.3.3 Brand Development Focus

As CPE decided to assign me in the Brand Development team of their new diversifying Digital Marketing Service project. It gave an extra boost in my interest to starting my internship journey with Clipping Path Experts. I believe, throughout this journey with CPE I will have the opportunity to learn how a brand is built Digitally from scratch.

1.4 Internship Interview Experience

My interview with Clipping Path Experts went pretty smoothly and it was engaging as well. It gave me a positive feeling from the beginning of the interview. Most of their interview questions were heavily focused on the basic knowledge of Digital Marketing which completely match with the course I have recently done from the Creative IT Institute. The interviewer who's the Chief Marketing Officer (CMO) has asked many questions related to Digital Marketing in order to test my knowledge on this field. I remember some of the questions that I answered were accurate and I made a little mistake in one of the answers. Some of the questions that I remember were related to Keyword Research, Content Optimization, and Social Media Marketing. I felt a bit confident while answering the questions on keyword research and social media marketing, as some of my knowledge on the topic matched some of the criteria that they were looking for. However, when I answered the question related to Content Optimization, the interviewers kindly fixed and clarified some parts of my answer. This particular moment motivated me and gave a sense of hope that CPE has a supportive, supervising oriented culture which immediately triggered me start my internship journey with CPE. The CMO of CPE wasn't just testing my knowledge which I had already knew, he also assured me of training some of the skills of marketing which I was missing. This assurance of constant learning and developing gave me a hint that this is the place I want to work and improve my academic knowledge practically.

1.5 Overview of Clipping Path Experts

During my internship time at Clipping Path Experts, I gained a clear idea of CPE's market position in the world of creative industry. CPE was founded right here in Lalbagh Dhaka, Bangladesh in the year of 2011. Throughout the years CPE has grown from 7-8 designers into a small team of 15-20 and became a leading picture editing service provider online.

1.5.1 Company Size and Industry

Throughout the years the organization has expanded and now has skilled and professional employs of 20-30 with different teams dedicated to carry out different jobs according to their designation and teams. Their main job is to deliver a high-quality image editing services to the clients around the world, that includes e-commerce websites, photographers, and other creative agencies.

1.5.2 Core Business Focus

Clipping Path Experts also provides after production services, which includes:

- Image Masking
- Color correction and Retouching
- Mannequin editing and Shadow creation
- Headshots

1.6 Commitment and Future Vision

Clipping Path Experts is known for their dedication and commitment in terms of providing quality picture editing, delivering the orders on time, and meeting the customer satisfaction level. In order to give their best for the international clients, Clipping Path Experts has a flexible payment system and a competitive pricing, with the motto, "**Hope for the best, and we'll do the rest,**" to direct their organization's goal. CPE is not settling with their past success only; they are planning to expand their services into Digital Marketing. The CEO of Clipping Path Experts is currently planning to launch a Digital Marketing service brand. This plan aims to offer CPE's global clients with creative ad or marketing solutions. This is the very initiative where I'm currently working as an intern and trying to support the marketing team.

Chapter 2: About the Internship

This chapter will explore about my role, the office environment, and the skills I use and trying to develop at Clipping Path Experts.

2.1 Position, Workplace, and Daily Responsibilities

I have officially joined Clipping Path Experts as an intern in the Brand Development Team. My current work is surrounding about learning the difficulties about building a new brand digitally from scratch. My line manager is the Chief Marketing Officer (CMO) and I supposed to report to him about my daily tasks. He also acts as a mentor, since he is teaching me a lot of things about Digital Marketing. During my office hours I also get the chance to interact with other senior employees of the Marketing department. Such as the Content Creators and the Social Media Managers. They also help me to understand some of the important practical factors in Digital Marketing field. One of the important parts of my daily work is to report to the CEO directly about the progress of my assigned task.

2.1.1 Office and Work Environment

The environment at CPE's office is friendly, supportive, and religious. I am truly amazed to have such senior colleagues who assists me with my daily task, which makes me feel like I am of their own, and also a valued member of the marketing department from day one.

2.1.2 Work Schedule

The working hours and schedule at Clipping Path Experts are flexible and I find it pretty suitable for me. During my university class days which is on Sunday & Tuesday, my office hours start from 3:00 PM and ends at 6:00 PM. The other days my office starts from 12:00 PM and ends at 6:00 PM with Friday off. CEO maintains a very high standard of work commitment, and he is pretty supportive about his employee's self-development even allowing us to take external courses for skill development during the office hours.

2.1.3 Current Job Duties

My current responsibility in the organization is fully focused on the new initiative of building a Digital Marketing Service Brand. The CMO has currently assigned me to research, organize and propose some brand names with a meaning, and a logical reasoning for choosing the name. I need to verbally explain the CEO why the names I have suggested are good fit for their new Digital Marketing Service brand. Afterwards, the names I will propose with an explanation will be discussed in a meeting between the other members of the Marketing team, the CMO, and the CEO in order to finalize a perfectly suitable brand name. So, at the moment my everyday responsibilities are to find out the names, with a meaning and logical explanation and to report the progress of it to the CEO.

2.2 Learning Outcomes, Skills Employed, and Contribution

The outstanding learning experience in my internship journey at CPE is going amazing. As it is allowing me to implement my existing skills and to develop some new ones as well.

2.2.1 Specific Learnings

During my first day at Clipping Path Experts, I have realized that a strong basic understanding of a task is much more important than having the knowledge of any single digital tool. If I have the right understanding of a task then I can easily plan and organize the process in order to complete it smoothly with little or no mistakes. It will also help me to use any digital tool wisely. This internship has also helped to know the importance of having an effective communication in a professional space.

2.2.2 Skills Employed: In order to carry out my daily tasks, I have used many of my existing skills and those are:

- **Keyword Research:** I am using my Keyword research skills to find out what people are actually thinking about the brands that provide Digital Marketing Services. It also assists me to gain some ideas about a brand's name and how it could be familiar and relatable to the market.
- **Basic Excel Skills:** My basic skills on MS Excel have been helping me to organize, and present the list of researched names, meanings, and logical reasons in a well-structured manner.
- **New Skills Acquired:** So far, one of the core learnings for me is the use of Artificial Intelligence ethically and effectively in the professional life. Specifically, what I learnt so far on this are:
 - **Ethical AI Use:** During a discussion with my CMO I got the opportunity to learn how I should use AI professionally to generate a content without violating it ethically.
 - **Content Generation with AI:** One of the content creators has showed me how he uses multiple AI tools skillfully in order to generate relevant and diversified contents.
 - **Prompt Engineering:** After gaining some insights on the topics above, I started working to develop the skill of making detailed and effective prompts to make sure that AI would deliver a better quality, desired outcome.

Contributions to the Company: Currently my contribution to CPE has been finding, sorting, selecting, and defining the researched names I have successfully found out 28 names for the Digital Marketing Service Brand with a logical explanation for each name. Then organized them in an excel file and shared it with my line manager and the CEO. Now it is up to the CMO and CEO to make the final decision.

2.3 Relating Educational Learning to Internship Roles

My academic knowledge throughout the time at ULAB and the course of Creative IT has been very helpful. It has helped me to adapt with the office culture and aligned with CPE's marketing aims to perform my tasks smoothly. My time of education at ULAB has provided the theoretical structure which made my practical tasks more easy. I find many relevant concepts from my course and they are:

2.3.1 Marketing Mix (7Ps)

My course knowledge about the marketing mix has helped me in my task to position the new Digital Marketing Service brand of CPE. It has also helped me to put some useful thoughts about its possible service offerings.

2.3.2 Customer Behavior

My learning on consumer behavior course has guided me in searching and selecting a brand name and set a plan of communication which will actually relate with the targeted audience.

2.3.3 Brand Elements

During the research task of the brand name I have implemented the principles of Brand Logo, Color, and what the Brand is actually trying to communicate while writing down the proposed names along with their logics.

2.3.4 Campaigns

My university learning and Creative IT course has helped me to understand how to run campaigns which might help me to contribute to the marketing team of CPE in order to plan the Digital Marketing Services we want to offer.

2.3.5 Report Preparation and Presentation

Possibly this is one of the most important things I learnt from university and can relate it to my professional life. My academic experience in preparing reports, and presenting them creatively has helped me in my internship initial task. Which eventually helped me to prepare the names professionally and in a well-structured manner, allowing the CMO & CEO to review it easily.

This educational learning has allowed me carry out my tasks with confidence and helped me to progress in learning more about the market landscape.

Chapter 3: Self Reflection

This chapter reflects my own assessment during the time at Clipping Path Experts, highlighting the positive sides, some challenges that I faced and also finding the areas of improvement.

3.1 Highlights and Areas for Improvement at CPE

The internship experience at CPE has been really positive for me. I genuinely want to thank the people and work culture at Clipping Path Experts from the depth of my heart. However, like any other organization I found some areas where CPE can actually improve themselves.

Things That I Appreciate	Areas I Think Could Be Improved
i. Supportive Office Culture: The employees and my senior co-workers are very friendly and helpful. From the very first day their guidance in every little work along with the cheering attitude towards me has created an inspiring, motivating, and welcoming environment for me.	i. Lack of Employee Perks: Some of the on-site employee perks missing which might be considered as minor but are noticeable drawbacks. The unavailability of a complimentary lunch, coffee, snacks system and having to buy them on our own.
ii. Flexible Working Hours: The policy of working hours at CPE is pretty flexible which has given the employees a huge advantage. This demonstrate the trust among the employees and it allow the employees to have a work-life balance, eventually, increasing the motivation of the employees and giving them job satisfaction.	ii. Hardware Limitation: I believe in this era depending on the desktop computers instead of updated laptop is a bit of an operational hassle. Since, laptop gives much more flexibility and easy to handle, especially when working collaborate with other teams.
iii. Significance of Self-Development: I dearly admire the CEO's sharp commitment regarding his employees self-development as he allow us to attend the skill-development course classes during between the working hours. It proves that he is truly investing in the team's long-term improvement.	

3.2 Personal and Organizational Utilization

While finding out my personal productivity and the organization's framework, I was clearly able to see ways for myself and CPE to enjoy more worth from this internship.

3.2.1 How I Could Do Better

For the better future preparation of the Digital Marketing, I realized I will have to gain more innovative and technical skills. Especially, I am planning to sincerely learn the basics of Machine Learning which is in short known as ML, gaining knowledge on building AI Agent, and also to get a training on Prompt Engineering. Developing this set of skills will help me to gain a better position in the market and as I will have the knowledge about new technologies it will eventually give an advantage for CPE's upcoming Digital Marketing Service initiative.

3.2.2 How the Organization Could Utilize Me Better

In order to effectively utilize my skills and maximize my contribution CPE's CEO or CMP need to give me access to more advanced technological tools. If the organization is able to provide me access to paid SEO tools, and to some advance paid AI platforms. It would allow me to move beyond basic research, resulting in carrying out more advance researches. Eventually, this would give me access to perform more polished, data-driven tasks, and contribute more to the actual market analysis, developing new and better strategies.

3.2.3 Future Focus and Internship Program Recommendations

As I look forward, the internship has really helped me to focus on my professional life goals, and also providing me some details about CPE's internship program and how it could be improved or modified for future students.

3.3 Insights into Future Focus

My future aim is to spend less time on the basics of building a brand digitally and focus more on executing its online presence and growth. Especially, I want to acquire the whole skill of developing a brand's website, from the early stage all the way to its inauguration. In addition, I want to have a real-life deep knowledge and hand-on experience about different types of ad campaigns, learning how they are planned, executed, and optimized in order to effectively build the brand's visibility and grow the conversion rate.

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3.4 Recommendations for Internship Program Improvement

I believe Clipping Path Experts need to make two major improvements to make the internship program more effective for the future interns, and these are:

3.4.1 Deeper Market Insights

At the start of the internship, they should give the interns more details and a complete insight about their current market position, competitors strength, and the strategies of growth. It would help the interns to align with the organization's needs.

3.4.2 Structured Daily Feedback

Last but not the least, they need to have a formal and organized system to provide the interns feedback on their daily assigned tasks, which would be incredibly valuable. This instant feedback is really important to learn the work process faster, eventually helping them to know what kind of practical impact and quality standard work is expected from them.

Chapter 4: Personal Development Plan

This final chapter sum up my career growth planning after the completion of the internship, outlining the instant next steps and some precise skills that I prioritize.

4.1 Next Course of Action and Career Plan

My immediate aim after completing my internship at ClippingPathExpert is to start the professional job life in a targeted way.

4.1.1 First Step (1 Year): My main plan in the first year after completing the internship is to get an entry level job at an Advertising Agency and work there for at least one year. As the Advertising Agencies has a diverse portfolio for working with many established brands throughout different industries, making the agency's culture pretty unique. I believe the environment at an agency will be a perfect training ground for me, helping me to:

- i. **Gain Deep Insights:** It will help me in understanding the internal workings and operating procedures of numerous well-established brands.
- ii. **Observe Brand Culture:** Exploring various types of organizational cultures adopted by different brands and the reasons for adopting the particular culture.
- iii. **Identify Core Marketing Needs:** To know about the precise, top-priority tasks of marketing and the services mostly required by the clients from the agencies.

The months of experience I will gather working in an ad agency will be helpful for me in emerging a wide, multi-industry perspective and developing new skills that I currently lack.

4.2 Long-Term Career Goal: After the completion of at least a year's experience of dynamic, multi-brand experience in an ad agency set up, my long term ambition is to shift into a new role at a Multinational Corporation (MNC). This shift will allow me to grow in my career by applying the skills and insights I will have acquired from both the in-house experience at Clipping Path Experts and ad agency environment.

Category	Skills to Develop	Rationale for Selection
Technical Skills	Machine Learning (ML) and Web 4.0 (in detail)	I believe these technologies are very important shaping the next stage of the Digital Marketing and Online interaction. Having a well round up knowledge about these technologies will help me to create innovative brand strategies and tailoring consumer experiences, which will make me more valuable in my field of work and for my career growth.
Interpersonal Skills	Teamwork	I believe developing this skills is extremely crucial for a group, especially while working in an ad agency or MNC, where projects are usually cross-functional departments, working together.
	Conflict Management	It will help me to manage any sort of disagreements in a positive way, maintaining or keeping a good relation with colleagues, and finding the right solution when under pressure.
	Emotional Intelligence (EI)	In order to gain a leadership role in the future, this skill is extremely important for me. As it will help me to manage good relations with the clients, to understand how teams work, eventually helping me to become more professional and achieving long-term success.

Learning the specific set of skills mentioned above will help me initially to get better job opportunities and also to build a solid ground for taking on leadership and other tactical roles in the Marketing field in the future.

4.3 Conclusion

The experience I gained during my internship days at Clipping Path Experts has been really positive and valuable. It has properly connected professional job life work with my academic knowledge. Here, I learnt many new things like using AI in marketing and I used my existing skills to build a brand from scratch. The organization's supportive and flexible environment helping me to carrying on with my internship smoothly, along with a course. After the completion of internship time at Clipping Path Expert, I plan to join an ad agency to gain more knowledge in the field of Marketing, and with the confidence of shaping a successful career in marketing with the skills I have developed throughout this time.

Part B

The Role of Artificial Intelligence in Digital Marketing: A Study on Clipping Path Experts

Chapter 1: Introduction

1.1 Background of the Study

In the image editing sector, Clipping Path Experts is a specialized organization maintaining a powerful presence globally, and now they are planning to diversify into a new service of Digital Marketing. In the past few years the growth of Artificial Intelligence into Digital Marketing, has changed the traditional business strategies related to customer engagement, content optimization, personalized contents, and data analysis.

In recent times, companies are bound to work or under pressure to be seen online, to improve personalization, and to develop more customer engagement contents (Hasan, 2025). In addition, AI has become an important tool for businesses to adapt the dynamic changes in customer preferences, market shifts, particularly by making operational work efficient and helping companies use data to make decisions (Hasan, 2025; Saleh & Zeebaree, 2025b). Saleh & Zeebaree (20205b) also added that AI, with big data analytics are transforming the understanding of customer journey. This allows marketer to make personalized, and optimized real-time contents.

It is acknowledged by CPE that many of its competitors have already started using AI tools for solutions such as personalized marketing campaigns, customer segmentation, and content creation. However, there is a huge lack of clear understanding within CPE regarding the best use, implementation, and overall impact of AI within its specific domain. This haziness or doubt poses a potential risk for CPE to fall behind in the competitive market. Therefore, this research undertakes a focused study on CPE to understand the strategic role of AI in their digital marketing work, targeting to provide actionable insights for its future strategy.

1.2 Research Question

This research is based on the following question:

1. How does the Artificial Intelligence (AI) influence the Digital Marketing campaign performance, customer engagement, content creation, and return on investment (ROI), at Clipping Path Experts?

1.3 Research Objective

The objectives guiding this report are:

- i. To understand and observe the benefits and losses of AI's implementation in the Digital Marketing.
- ii. Identifying the techniques, and AI tools used in Digital Marketing.
- iii. Evaluating AI's effect on customer engagement, campaign performance, and Return on Investment (ROI).

Lastly, I will give some actionable recommendations for optimizing the use of AI in Digital Marketing Campaigns.

Chapter 2: Literature Review

2.1 Conceptual Framework: Digital Marketing and AI

In simple words Digital Marketing means selling products or services using, utilizing digital technologies. This mainly takes place on the internet, in mobile phones, and display advertising (Desai, 2019). The rise of the internet and web technology development has changed the businesses interaction with their clients, creating a smooth, seamless, and engaging digital experience (Saleh & Zeebaree, 2025b). The important methods that are used in digital marketing strategies are SEO, content marketing, and social media advertising (Desai, 2019).

The integration of AI has become a key business skill now, and it is currently redefining the digital competitiveness (Hasan, 2025). AI and Machine Learning (ML) allows computer systems to learn from large amount of datasets, in order to make smart or predictive decisions without direct human instructions (Saleh & Zeebaree, 2025b). Hasan, (2025) suggests that AI helps companies to update their decision-making faster, and response or react better to continuous market changes, making AI a source of key strength in today's digital economy.

2.2 Benefits, Opportunities, and Challenges

The integration of AI offers big chances or opportunities for businesses, but also creates internal and moral problems.

Opportunities / Benefits	Challenges / Losses
Better Competition: AI gives a long term strategic advantage or edge, and sharpness in responding to dynamic market changes (Hasan, 2025; Saleh & Zeebaree, 2025b).	Ethical and Privacy Concerns: Organizations must ensure the right and wrong of gathering and using vast amounts of customer data . This includes following rules and avoiding algorithmic bias (Saleh & Zeebaree, 2025).
Scalability and Efficiency: Automation in repeated tasks allows companies to grow their work without hiring more people, boosting speed, and efficiency (Hasan, 2025; Saleh & Zeebaree, 2025b).	Integration & Skill Gap: A lack of technical skills among the employees, expert knowledge, and organization readiness can severely hinder the successful implementation and utilization of complex AI tools (Saleh & Zeebaree, 2025a).
Better Customer Insights: AI provides advanced social media intelligence, and tracks which ads leads to generate more sales. This helps creating a deeper, more accurate understanding of customer behavior or actions, and their purchasing paths (Hasan, 2025).	Initial Investment Cost: The cost of setting up AI infrastructure, software license, and training can be very high. This is a subsequent risk if the expected financial return does not meet (Saleh & Zeebaree, 2025b).

2.3 AI Technologies and Tools in Digital Marketing

The strategic way of using AI in a smart way includes several specific techniques that are changing marketing workflows. Hasan (2025), and Saleh & Zeebaree (2025a, 2025b) point out the following key AI techniques:

Machine Learning (ML): ML models are very important for processing advanced data, and creating personalized contents. Which allow marketers to predict consumer behavior, and to improve ad targeting in order to boost sales (Hasan, 2025).

- **Natural Language Processing (NLP):** This language is used to run or power AI chatbots for 24/7 customer service, improving semantic search, and create content automatically. This allow communication at a massive scale (Hasan, 2025).
- **Robotic Process Automation (RPA):** This process is applied to perform high-volume, repetitive tasks, such as data entry and creating reports. It allows human workers focus on more creative and strategic tasks (Hasan, 2025).
- **Predictive Analytics:** This techniques powers AI to give detailed, real-time insights into which marketing efforts are most likely to work. This allows budget adjustment allocations and to run campaigns (Hasan, 2025).
- **AI Powered SEO:** AI specialized tools greatly improve how a website is found or its organic visibility, and how relevant its content is. This is especially important for reaching people in online space, which is algorithm-driven.

2.4 The Impact on Marketing Performance Metrics

The effectiveness of AI can be measured by looking at its impact on core digital marketing performance metrics:

- **Customer Engagement and Retention:** AI enhance interaction or engagement by helping to create highly personalized marketing message and tailored contents (Hasan, 2025). This smart personalization, and lifecycle-based automation messaging are proven to improve customer retention, conversion, and overall Customer Lifetime Value (CLV) (Hasan, 2025; Saleh & Zeebaree, 2025a).
- **Campaign Performance:** AI-driven analysis gives accurate, detailed, and real-time insights into how well a campaign is performing (Hasan, 2025). By fastening the decision making process, and combining real-time data, AI helps enhancing the operational responsiveness, which is essential for maximizing the best campaign results (Hasan, 2025).

2.5 Return on Investment (ROI): Making the entire marketing process better, AI helps improve organization's Return On Investment (ROI) in campaigns, ensuring greater operational efficiency, and making sure that marketing money is spent as effectively as possible (Hasan, 2025). The main aim is to get more customer retention, and increase sales from the same or lower budget through intelligent automation and optimization (Hasan, 2025).

Chapter 3: Research Methodology

3.1 Type of Study and Research Design

3.1 Type of Study

This research report has adopted a **Qualitative Research Approach**. This method is essential for gaining an in-depth, context-specific understanding which is required to study the implementation, benefits, losses, and specific utilization of AI tools within CPE. Qualitative data has been collected from the views, and direct experience of key staff, which is necessary to completely address the complex “how” and “why” questions raised by the research objectives.

3.1.2 Research Design

This study will employ a **Descriptive Design**, with Clipping Path Experts (CPE) serving as the single unit of analysis. The design is highly appropriate for looking at the current events within a real-life context. It allows a deep, all-inclusive examination of the specific organizational dynamics, methods, and tools used in CPE’s digital marketing work, giving the rich, and detailed information needed for the findings section.

3.2 Sampling

3.2.1 Sampling Technique

Non-probability Purposive Sampling has been used to select the research to select the research participants. This technique is a conscious, non-random choice of people based on their specialized knowledge, job role, and direct work experience with AI tools, and their strategic effect on the organization’s digital marketing campaigns. This guarantees that the data collected are highly relevant, and knowledgeable.

3.2.2 Sample Size

A minimum target of 7 participants has been pursued. The sample will mainly consist of the Digital Marketing Head/Manager, relevant senior executives, and specialists. These individuals have the direct experience or strategic oversight of the digital marketing campaign at CPE. This sample size is deliberately chosen for a qualitative study to allow for data saturation. Basically, it is the point where new interviews stop providing new details or information, while maintaining the severe detailed necessary information for an academic report.

3.3 Data Collection

3.3.1 Primary Data

The main source of data will be In-Depth Interview (IDI) conducted with the selected key staff at CPE. The IDIs will be in a semi-structured format, as it will ensure that all research objectives are systematically covered (e.g., benefits, losses, specific tools). It will allow the flexibility necessary to explore developing, unexpected topics, and contextual details that are important for a rich study.

3.4 Data Analysis

The gathered qualitative data from the IDIs will be using analyzed using Thematic Analysis. This process allows to find, examine, and reports repeated patterns (themes) within the data. The following steps will be executed:

1. **Transcription:** Interview recordings will be accurately converted into written transcripts.
2. **Reviewing:** There will be an engagement of multiple reading of the transcripts to become fully familiar with all the depth and extent of the data.
3. **Categorizing Data:** Initial descriptive and analytics will be created by finding, and labeling parts of the data that show similar answers, ideas, or patterns about AI in digital marketing.
4. **Theme Development:** The generated labels will be combined into broader, organized, and meaningful themes (e.g., *Operational efficiency, benefits & losses, ethical challenges, adoption barriers*).
5. **Review and Refine:** The developed themes will be checked against the raw data and research objectives to ensure the validity and accurate representation of the participants insights.

Interpretation: The final themes will be studied and interpreted to directly answer the research questions. This will form the core of the discussion, findings, and actionable recommendation for CPE.

Chapter 4: Discussion and Findings

4.1 Overview of Research Findings

The study on the interview responses from different departments of at Clipping Path Experts (CPE) discloses various strong patterns in how Artificial Intelligence (AI) is determining the company's digital marketing activities. The data shows that AI is now built-in in many functions, working as both a helpful assistant and a strategic helper in planning, content creation, designing, ad campaign optimization, and securing data. Employees like the Chief Marketing Officer, Brand Manager, Social Media Marketing Manager, Content Writer, and Graphics Designer, has constantly defined AI as a tool that speeds up work, improves decision-making, and assist the team in handling more ad campaigns, or projects without increasing the manpower.

A good number of major themes has revealed, from the interviews. First, AI is now play a strong role daily digital marketing work at CPE, helping with the tasks like keyword research, content creation ideas, image designing, targeting audience, and automating workflows. Second, the organization depends on a various set of AI tools, which includes, ChatGPT, Claude, Gemini AI, Canva AI, Adobe Photoshop AI features, SEMrush, Meta Advantage + Google Performance Max, N8N AI, and IBM Guardian. These tools are used to cover the research, content, visuals, data collection, automation, and security. Third, the employees see the clear benefits from using AI, such as more efficiency, faster content creation, fewer human errors, better use of resources, improve campaign performance, and ROI.

The interviews showcases important problems and risks, at the same time. Employees worry about the AI-generated contents missing human touch, relying too much on automation for creative work, the need for continuous training, and possibility of losing job if AI is used incorrectly. There are also some concern regarding the security of data, ethical use of third-party AI tools, and the chances of algorithmic biasness. It will make the stuff to call for clear organization's internal policies, and transparent practices. Finally, the interview responded see future opportunities to use AI more effectively at CPE, such as highly personalized contents, predictive customer behavior, creative testing, and better scheduling with premium AI tools. Overall the findings show that CPE is moving on a good track with AI, but must balance efficiency with creativity, ethics, and long-term skill growth.

4.2 Role of AI in Digital Marketing at CPE

The interviews has confirmed that AI is a major factor in transforming how CPE is executing its digital marketing strategies. The Chief Marketing Officer, Ahmed Efaz defines AI as "vital" in planning, especially for making keyword research, and content strategy easier, by using tools such as SEMrush Keyword Cluster, and ChatGPT to minimize manual work efforts and topical authority. Sameer Hossain Akash (Social Media Marketing Manager) adds that AI's impact while small is "highly meaningful", simplifying in content creation, scheduling posts for social media, and making repetitive tasks easier.

Abdullah Noor Tanim (Brand Manager) sees AI's role as a "strategic helper" underlining its importance for automation, making workflow smoother, and understanding audiences, with clear, and practical campaign planning, and analytics. Graphics Designer, Zubaer Kabir says that AI is a "very smart and fast assistant" for routine data-heavy works. It accelerate tasks like graphic editing, image retouching, and other factors related to graphics, but does not replace human creative process. Similarly, Tawfiqur Rahman Ahad, Content Writer agrees that AI provides "overall ideas of a topic, or blog idea generation", and greatly speeds up campaign strategy development.

These views show AI's dual purpose at CPE, as both, boosting the productivity of regular tasks, and a creative spark for strategic planning. The team collectively sees AI as a partner that improves, not replaces human skills.

4.3 Use of AI tools: From data to Design

Through the interviews I have discovered that Clipping Path Experts uses a various mix range of AI tools across content, design, SEO, social media, and campaign management. Each of the department depends on different types of tools, but every one of them uses AI to make their complicated works easier, faster, and creative.

AI is now an important part of the SEO, and content strategy, said by Ahmed Efaz (CMO). Throughout the interview he also mentioned about using some AI tools for his regular work, such as SEMrush Keyword Cluster, and ChatGPT. These tools help him to find, and study keywords, put them into cluster groups, and plan blog content that makes CPE an authority in its field.

Sameer Hossain Akash (SMM Manager) shared his experience about using AI tools for his work. He said that the most used AI tools for his social media management works are: ChatGPT, Gemini AI, and N8N AI. These tools help him by providing ideas about social media posts, captions, planning calendars, and automating some jobs like scheduling posts, or replying to consumers.

The content writer of CPE, Tawfiqur Rahman Ahad, uses ChatGPT in order to develop topic ideas, and outline, Claude AI to improve content, Perplexity AI for content writing research, and Gemini Banana for generating high-quality images for campaigns, and blog pictures. There are paid AI tools that are used to automate bidding, finding prospect audiences, and optimizing campaign performance daily without needing full manual control, said by Abdullah Noor Tanim (Brand Manager). The tools are Meta's Advantage +, and Google Performance Max, they are used for paid ad campaigns. The graphics designer, Kabir, said he uses Adobe Photoshop for designing, and sometime uses its AI tools in order to remove background from the images that makes his work faster. AI also helps him with his repeated tasks like, resizing, retouching, and making different designs for many different platforms.

The interview answers clear the thing that CPE does not rely on just one AI tool. The employees at CPE uses a blend of AI tools, such as generative AI, data analysis AI, automation platforms, and design AI. This combined set of AI tools allow the employees of different departments to handle everything from research, and ideas to doing the work in a more efficient way.

4.4 Benefits: Efficiency, Speed, Quality, and Savings

Almost everyone I have interviewed agreed that AI has brought strong, and positive changes to Clipping Path Expert's marketing work. The key benefits they said are efficiency, speed, quality support, and cost savings.

4.4.1 Higher Efficiency and Fast Work

During the interview employees often said that AI has made their regular tasks much quicker. Like Ahad said that his tasks of keyword research, brainstorming, writing blog drafts, and generating images for his blog posts take only 2-3 days now, which used to take about a week. Zubaer from the designing department said that the retouching, background remove, headshots, and other works of image editing used to take about 1-1.5 hours per image, which now takes only 30 minutes with the help of Adobe Photoshop AI tool. The social media posts which previously used to take an hour or more for brainstorming, designing photocards, and captions now takes less time. As AI help generates fast brainstorming suggestions, caption writing, and photo cards, said by Sameer.

4.4.2 Better use of Human Resources

As AI mostly do the repetitive, and automatic works. The employees at CPE gets more time to focus on high-quality creative, and strategic jobs.

- i. Tanim said that the automation in bidding meta costs, and reporting help him spend more time on setting the strategy for different campaigns, and also to review the performances instead of doing everything by hand.
- ii. Due to the use of AI, Zubaer can now diverse more of his energy into creative directions, and quality checking instead of doing simple editing like resizing, or removing background.

4.4.3 Support for Quality and Consistency

While people still polish their contents after finalizing it, AI helps in maintaining a continuous flow of ideas, structures, and drafts.

Efaz said that AI provides better structures for developing content writing, which can be later polished by the team, in order to meet Clipping Path Expert's marketing standards. In addition, Ahad said that with the help of AI he managed to overcome the "blank page disorder", ultimately making the regular output of blogs, and texts much easier.

4.4.4 Cost and ROI

Many interviewee people said that AI has lowered the employee costs by reducing the need of extra workers for repetitive tasks, and makes the campaigns more cost-effective. The social media manager said that “ROI in content creation” has increased because the same team can manage more work, without needing extra manpower in some areas. In addition, the brand manager said that the waste of money on ads are reduced, improving the overall return.

4.5 Drawbacks and Challenges

Besides all the benefits mentioned above, there are also some important problems, and risks connected to AI use at Clipping Path Experts, pointed out by the employees.

4.5.1 Loss of Human Touch and Originality

Many interviewees’ people warned that contents made with AI sometimes might feel “robotic” or “generic.” The brand manager of CPE said while AI helps with ideas, and create drafts, it often misses out emotional depth, the brand’s specific style, and brand image. Ahad also shared that fully AI- written content can sound like other brands, and lose or would not show CPE’s unique voice without editing it.

4.5.2 Risk of Overdependence

Some of the employees during the interview revealed their worry about people getting too much dependent on AI. The CMO of at CPE has shared his concern about the employees losing their personal creative, and deep-thinking abilities due to excess dependency on AI tools for regular work, or study. In addition, Sameer also said that he fears some employees might become “lazy” because of using AI for everything, without applying their own judgements, and ideas.

4.5.3 Accuracy and Quality control

Sometimes AI tools can provide wrong, or inaccurate, and low-quality outcomes. In the matter of accuracy, and quality one of the members of the Designer Department has warned that AI sometimes “hallucinate” producing incorrect facts, and suggestions, especially when the topic is complicated or very specific. Ahad also added that the ideas generated by AI need to be checked for relevance, originality, and SEO fit.

4.5.4 Training and Learning

After conducting the interviews, it has been known that everyone’s ability of learning new tools at the same speed is not same. During the interview some of the employees admitted that learning how to write command, or prompt, using the features in AI, keep up with updates, and training your own AI takes a lot of time, and sometimes it can be frustrating too. Team members need an on-going guidance, organizational, and line manager support to get the best results out of the AI tools, instead of just using it too little or incorrectly.

4.5.5 Emotion and Job Security

During the interview the social media manager said that some of the employees fear about losing their jobs or feel uneasy if any of their tasks are carried out by using AI. While AI is meant to be helpful, and not a replacement for humans but Sameer fears that this sort of tension or insecurity among the employees might have a negatively affect team spirit, and individual motivation.

4.6 Campaign Performance, Engagement, and ROI

Through the interviews it is clearly revealed that AI has a meaningful impact on campaign results, customer interaction, and overall financial return (ROI) at CPE.

4.6.1 Faster Campaign Launch & Testing

Tanim stated that, AI tools help in quick campaign setup, fast creation of ad, and an easy testing of several different versions of an ad. This helps CPE to respond faster to market shifts, and according to the needs of the clients. Additionally, Sameer shared that AI makes his work faster by allowing him to scheduling posts, and running multiple set of ads without having manual set up each time.

4.6.2 Reduced Human Error

AI has helped to reduce the human mistakes, Sameer added that he noticed a “massive” drop in mistakes while creating ad campaigns, and reporting because AI systems are able to check the information, automate math, and follow a set of rules. It also helps in lowering the risk of wrong budgets, inappropriate targeting, and missed typed links. Which ultimately saves a chunk of money, and brand’s reputation.

4.6.3 Improved Targeting and Personalization

Efaz noted, the group of AI-generated keywords, and data analysis helps to maintain a better understanding about which topics, and keywords can actually generate, or bring traffic, and leads. He also added that how grouping the audience, and automated targeting through AI can help them reach more right people, by improving the proper match between service, and audience.

4.6.4 Positive ROI

The employees at CPE believe that AI has improved their ROI, even if they are not able to show any exact number, or figure. Especially the smart bidding plus the audience grouping has reduced the wasted ad views, and improved their sales potential. Here, Ahad added that while he can’t measure the ROI without having the opportunity of using paid AI tools, but he sees AI helps him become more efficient in content creation, and better interaction on blogs, and posts.

4.6.5 Internal Collaboration

Since AI reduces the daily routine tasks, employees at CPE get more time on discussing the strategy, reviewing the results, and work in collaboration with other teams. For example, Zubaer (Designer) sometimes work with the marketing team in developing the ideas, instead of doing the manual designing work all day.

4.7 The Future Use of AI

4.7.1 Personalization and Predicting Trends

The interviewees suggested many future ideas to make CPE's marketing more stronger with the help of AI. Making contents with the help of AI which will give the users a more personalized experience. For example, CPE's website could show various different banners, and case studies based on the visitor's past actions, or email interaction. Suggesting tailored services according to their earlier experience. In addition, using the machine learning (ML) to predict which services will be mostly needed by the customers, and which clients are likely to answer to a specific campaign. This will eventually help CPE to prepare the ad campaigns before the trends become big, giving CPE an advantage by moving fast.

4.7.2 Testing, Chatbot, and Paid AI tools

The interviewees are confident about creating ads using AI, as AI can design many versions of ad campaigns, allowing the marketing team of CPE to run A/B test on different creative options. This will help with the creative process more about testing, and using data, without having to guess which ad campaign design will give best results.

The designer employees hope that the organization will integrate AI in website, such as AI chatbots which will be connected to customer systems to answer simple customer questions, provide instant quotes, or provide image feedback 24/7. This will help CPE to improve their customer experience, and save some human time to deal with more complicated things.

The content writer has showed his interest in paid AI tools in order to gain more in-depth analytics, built-in SEO checks, and smart scheduling. He believes that these paid tools will give insight data and more automation than free tools, however, the testing and budgeting need to be handled carefully. It shows that the employees in the organization are not only using AI tools but are also thinking AI's strategic role in their respective departments for the future growth of CPE.

4.8 Privacy, Ethics, and Transparency

The interviewees have also shown a serious understanding of privacy, ethics, and transparency about the use of AI. They worry about losing out their organization's or individual data into an outside AI systems. Ahad (content writer) mentioned his worries about "losing business data" or having it stored on a third party's cloud storage for using their AI could be risky, as he fears that the data could be used wrongly, as CPE does not have a control in it. However, Ahad (content writer) didn't know that CPE is already using a secured system to protect their data. Which is known through Sameer's interview. Sameer (SMM Manager) said that CPE uses IBM Guardian to protect their data from the unknown or unseen "shadow AI," which clearly means that the organization is investing money into security.

In the matter of ethical, and unbiased use of AI, both Tanim (Brand Manager) and Efaz (CMO), said that AI systems can have hidden biases from their training or warm up data. They also extended that every AI generated contents need checked by a human in order to make sure the generated contents are fair, inclusive, and not accidentally harmful. Some of the interviewees expressed that CPE should provide an internal guidelines about where, how, and for what tasks AI can be used. They suggested that being more transparent with the employees, and clients about the use of AI will help to build trust, and avoid confusion. During the interview the employees at CPE also stated about using the AI to support honest marketing – no tricky content, no privacy breach, and no misuse of sensitive data. This careful process will help CPE to build a good brand name, and maintain a long-term customer relationship.

4.9 Summary of Findings

- AI is being seen as an important 'helper', and 'strategic partner' without replacing the human creativity. Which would speed up the keyword research, content, social media, campaign planning, and designing.
- Clipping Path Experts uses various AI tools in their marketing and designing departments, such as ChatGPT, SEMrush, Gemini, Meta Advantage+, Google Performance Max, etc. These AI tools help them in multiple tasks like handling research, content, ads, design creation, and other works.
- AI drastically reduces the time needed for blog posts, and ads. It also manages the repetitive works, allowing employees to focus on their creativity, strategy, and quality control, while saving money, and improving marketing return.
- Employees fear that AI generated content might sound robotic, and weaken the brand's uniqueness. There are concerns about over AI dependency, losing creativity, job security, and a proper training is important to use AI effectively.
- AI helps to setup online ad campaign faster, saving the costs by reducing errors in budgeting, and targeting customers. This gives employees more time to focus on their own development, cross-department collaboration, and better ROI.
- The staff suggest to use the AI for more customer personalized, and trend prediction content. They also suggested to use paid AI tools for chatbots, data analysis, SEO, content creation, and overall results.
- The employees demand of clear, honest, and honest AI rules in order to keep client trust. They want support tools like IBM Guardium to prevent data leaks.

Chapter 5: Recommendations

5.1 Investment in Training and Skill Development

Most employees from the marketing department to designing at Clipping Path Experts find it very difficult to learn, and master the new AI tools. The regular updates on AI tools, giving a proper command or prompt, and changing layouts with the new updates, becomes hard for the employees to keep up.

Action: The organization should carry out a training after every 3 months on prompt engineering, basics of AI, and the use of advanced AI tools. Clipping Path Experts should also implement a cross departmental working process in order to share resources internally. This will allow the employees to share their ideas, fixed errors, motivating the employees, and a great bonding between the departments. The organization needs to hire a ‘Digital Lead’ it is a person who has expertise in digital products. This will allow the employees at CPE to adapt the new AI tools more easily as the leader will help them by addressing the every employee’s questions, confusions, and difficulties.

5.2 Ethics and Data Privacy

The SMM Manager, and many other employees has shown their concerns about using a third party AI tools, which might misuse, or leak business, and client data. There is also a fear of bias, and unfair responses from AI.

Action: Clipping Path Experts should set up an organizational rules for using the AI tools, especially about the third party AI’s which collects data. They need keep on investing to cyber security in order to maintain the data protection, and to check regularly to make sure it follows the privacy laws. The organization should also communicate the team leaders to review their team members ethical use of AI generated message, and contents, and later report it to the CEO.

5.3 Automation with Human Creativity

The CMO, and other interview participants has mentioned about losing the “human touch” and CPE’s brand voice in the AI generated contents, or messages.

Action: A strict rules can be made about checking the outputs of AI generated contents, messages, or any other automated stuff before publishing it. The team leaders should be responsible for checking the outputs. They can also encourage the employees to use the AI for brainstorming, and idea generation, but to design the contents with their own creativity, and uniqueness and give rewards, recognition, or a bonus to the employee for original, brand-focused creative work which goes beyond any AI content.

5.4 Test AI Paid Tools and Features

The employees from the designing, and marketing departments believe their delivery of work could be faster if they get paid AI tools, and personalization or prediction models.

Action: The CEO should keep a separate fund for testing the paid AI tool features. Later a comparison can be made to see the difference between the free features, and paid features output, and collect user feedback for future decisions.

5.5 Client and Audience Transparency

Clients can build a sense of doubt regarding CPE's use of AI, and they might worry about too much automation, and fake communication.

Action: The organization can publish a case study, or summary on their website or client sites about their AI's ethical use. They should clearly explain how the business, and clients data are protected. CPE can also offer choices for the clients who prefer less personalization campaigns.

5.6 Staff Well-being and Job Satisfaction

During the interview a concern was raised about 'job loss' or 'laziness' among the employees.

Action: CPE should conduct anonymous survey in every 3-months to know or understand how employees feel about using AI. The team leaders should create a sense of job security among their team members, and to assure them that AI is just an assistant, and it is not going to replace human. In order to prevent laziness among the employees, the organization can also change job roles of the employees, every year.

Chapter 6: Conclusion

This study on Clipping Path Experts (CPE) shows that Artificial Intelligence (AI) is both a partner, and a difficulty for the organization's digital marketing. Employees from different departments, and job roles have said that AI comes with clear benefits by speeding up the campaigns, data analysis, content ideas, and resource optimization. Campaigns can be finished faster, with more accurate targeting of the right audience, and maintain quality even at larger scale.

Employee interviews continuously reflected positivity about AI's ability to run the workflow smoothly, and improve daily productivity. Artificial Intelligence like ChatGPT, Gemini, Grok, Claude, Perplexity, Meta Advantage+, Adobe Sensei, and Canva AI are now central part of the organization's work. As Ahmed Efaz (CMO) states that: "We can achieve things faster, but we need to be careful not to lose our human edge." However, the same interview also raised valid worries about the risk of generic results, lack of creativity, problem in accuracy, and possible loss of CPE's unique, and actual brand voice or style. There is also a healthy doubt regarding the heavy dependency on third-party cloud AI services for important client data, and the future effect on employees motivation, and job security.

The interviewed employees of CPE suggested a clear path of moving forward:

- For regular, and analytical tasks, mix training, and creative control with the smart use of AI.
- Need to create clear ethical guidelines, and keep strong rules for data privacy.
- While testing the new AI tools, and features they need to maintain a high standard of creativity, and personal touch.
- In order to maintain a personal growth, and team spirit. The organization need to introduce a system of regular team sharing, and check employee's comfort to make sure that the technology is helping instead of hurting.

So, AI is not a replacement for the creative, and strategic employees of CPE, it is more like a helping partner. The organization's future achievements will totally depend on how it will use the best AI abilities with the skills, and its staff, setting an ethical standards, modern, and responsible digital marketing in Bangladesh. Proper training, teamwork, and ethical safety will ensure AI as a long lasting engine for growth at CPE, and not just a shortcut.

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Appendix

Interview Questions

1. What role does Artificial Intelligence (AI) currently play in digital marketing strategies at Clipping Path Experts?
2. Can you name specific AI-powered tools that you or your department have used or encountered at CPE?
3. What have been the main benefits of using AI in digital marketing at CPE? Please share examples if you have any.
4. Have there been any drawbacks or challenges with using AI for digital marketing at CPE? Can you mention specific cases?
5. In your view, how has the use of AI affected the performance, efficiency and, save costs or improve Return on Investment (ROI) of CPE's digital marketing campaigns?
6. What new ways do you think AI could be used in the future to improve digital marketing campaigns and customer engagement at CPE?
7. Are you concerned about privacy, ethics, or transparency when using AI tools for marketing at CPE? Please describe any specific concerns.

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4th October, 2025

Md. Abu Bakkar Siddique Tamkin
B.K Ganguly Lane Qayettuly, Bangshal, Dhaka - 1000, Bangladesh
Email: mdtamkin74@gmail.com
Contact: (+880) 1912982208

Dear Mr. Tamkin,

It is our pleasure to offer employment to you on behalf of Clipping Path Experts. This offer is contingent upon receipt of your college transcripts, certificates and any other contingencies.

Designation: Intern - Marketing, Brand Development Department.

Reporting Relationship: The position will report to Mr. Ahmed Efaz, CMO of the Company.

Job Location: 27/4/Ka Dhakeshwori Road, Lalbagh, Dhaka 1211, Bangladesh

Remuneration: Your remuneration shall be **BDT. 3,000/-** (ThreeThousand Taka only) per month.

Internship Period: Your internship period will be three (3) months from 6th October, 2025 to 7th January, 2025. Which may be extended at the discretion of the Company.

Benefits: You will be entitled to benefits as per the prevailing policies of Clipping Path Experts, which may be subject to change from time to time.

Joining Date: You are expected to join on or before **6th October, 2025**.

You acknowledge that this offer letter represents the entire agreement between you and Clipping Path Experts. This is a written document, where some information given about your employment with Clipping Path Experts.

We congratulate you on your selection and welcome you to join us.

Yours sincerely,
For Clipping Path Experts



Ahmed Efaz

Chief Marketing Officer (CMO), Marketing Department

If you are in agreement with the above outline, please sign below.

I, Md Abu Bakkar Siddique Tamkin the undersigned confirm that I accept the employment with Clipping Path Experts. Signature: Tamkin Date: 05/10/2025



INTERNSHIP PROPOSAL FORM

Name:	Md Abu Bakkar Siddique Tamkin
ID:	221011153
Department:	ULAB School of Business
Supervisor's Name (Faculty):	Sahadat Hossain
Organization Name:	Clipping Path Experts
Internship Title:	"The Role of Artificial Intelligence in Digital Marketing: A Study on Clipping Path Experts"

Tamkin

Student's signature & date

Sahadat Hossain 10/12/25

Supervisor's signature & date