

Internship Briefing

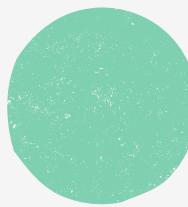


Reduct Nepal

By:

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BCIS VII, Enum/Efika



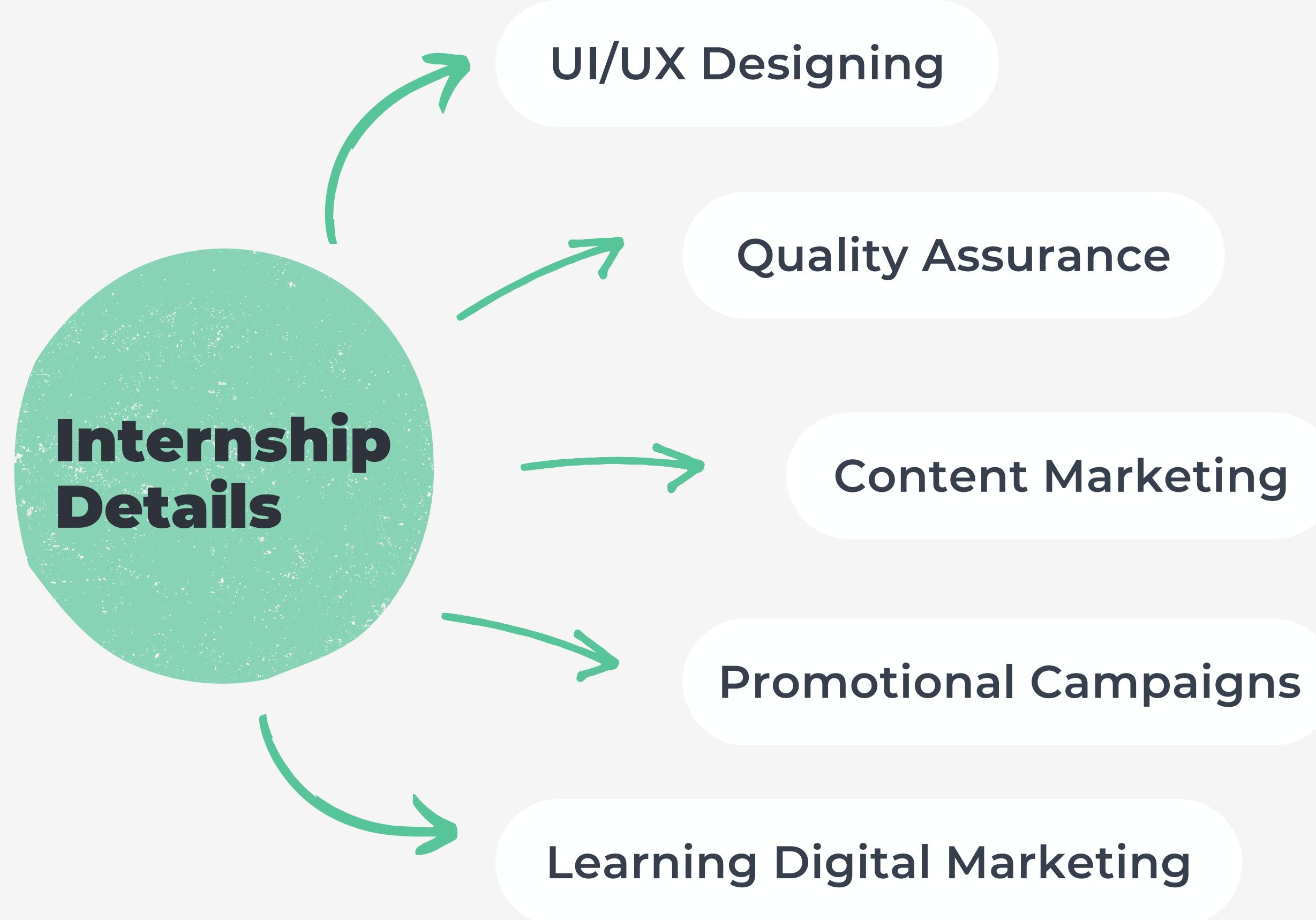
Introduction

Hello.

I'm Saira, an enthusiast of aesthetic Experience Designing, and Quality Services in marketing.

- Reduct Nepal
- Marketing OPs Team from Nepal for the US
 - Tech Innovations and Content Marketing
- Transcription Solutions
- Internship from Oct 2, 2023 to present





Company Overview



Reduct Nepal is

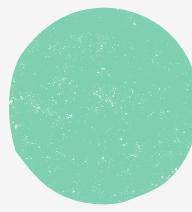
- Founded in 2018
- Visionary about “Fuelling Success Today, Igniting Tomorrow: Reduct Nepal commits to delivering integrated solutions.”
- Dedicated to complement outbound efforts with measurable results from inbound marketing and tech. solutions.

Major Products and Services

- Website Development
- Quality Assurance
- Transcription Services
- Content Marketing
 - SEO Strategy
 - Attribution Setup
 - Pay-Per-Click (PPC)
- Advertising
- Custom Tools & Product Development

The image displays three distinct digital interfaces side-by-side:

- Top Interface (Reduc Website):** A dark-themed website for "Reduc" featuring a navigation bar with "Reduc", "Product", "Who's it for?", "Pricing", "Book a demo", "Log in", and a "Try it now" button. The main headline reads "Get to the heart of your unscripted video" with a subtext: "A powerful tool for filmmakers and production teams to collaborate, quickly weave together storylines, and build impactful narratives." Below this is a "Get started for free" button.
- Middle Interface (Mobile App Preview):** A screenshot of a mobile application showing a search bar with "email" and a dropdown menu set to "Equals". Below the search bar is a table listing various events and their details such as event name, event time, and page visited.
- Bottom Interface (Code Editor):** A screenshot of a code editor window titled "Plotting Graphs". It shows Python code for plotting points. The code includes importing matplotlib.pyplot, defining x and y axis values, plotting the points, and naming the x axis. The output window shows "Python initialization complete".



Internship Experience I Activities

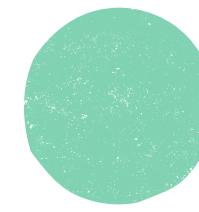
Major Responsibilities:

- Designing Programiz Education website
 - <https://programiz.pro/education>
- Marketing Campaign at Locus 2024
 - Programiz Instant LinkedIn Photo Booth
- Designing Reduct.Video Translation pages
 - <https://reduct.video/product/translation>
 - [https://reduct.video/product/translation/
german-to-english](https://reduct.video/product/translation/german-to-english)
- Content Marketing and Assets Design
- Quality Assurance of Programiz Compilers

Department(s):

- UI/UX Design
- Content Marketing
- DevOps Team





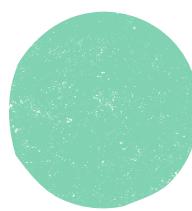
Internship Experience I Activities

Problems Identified:



Solutions Offered:

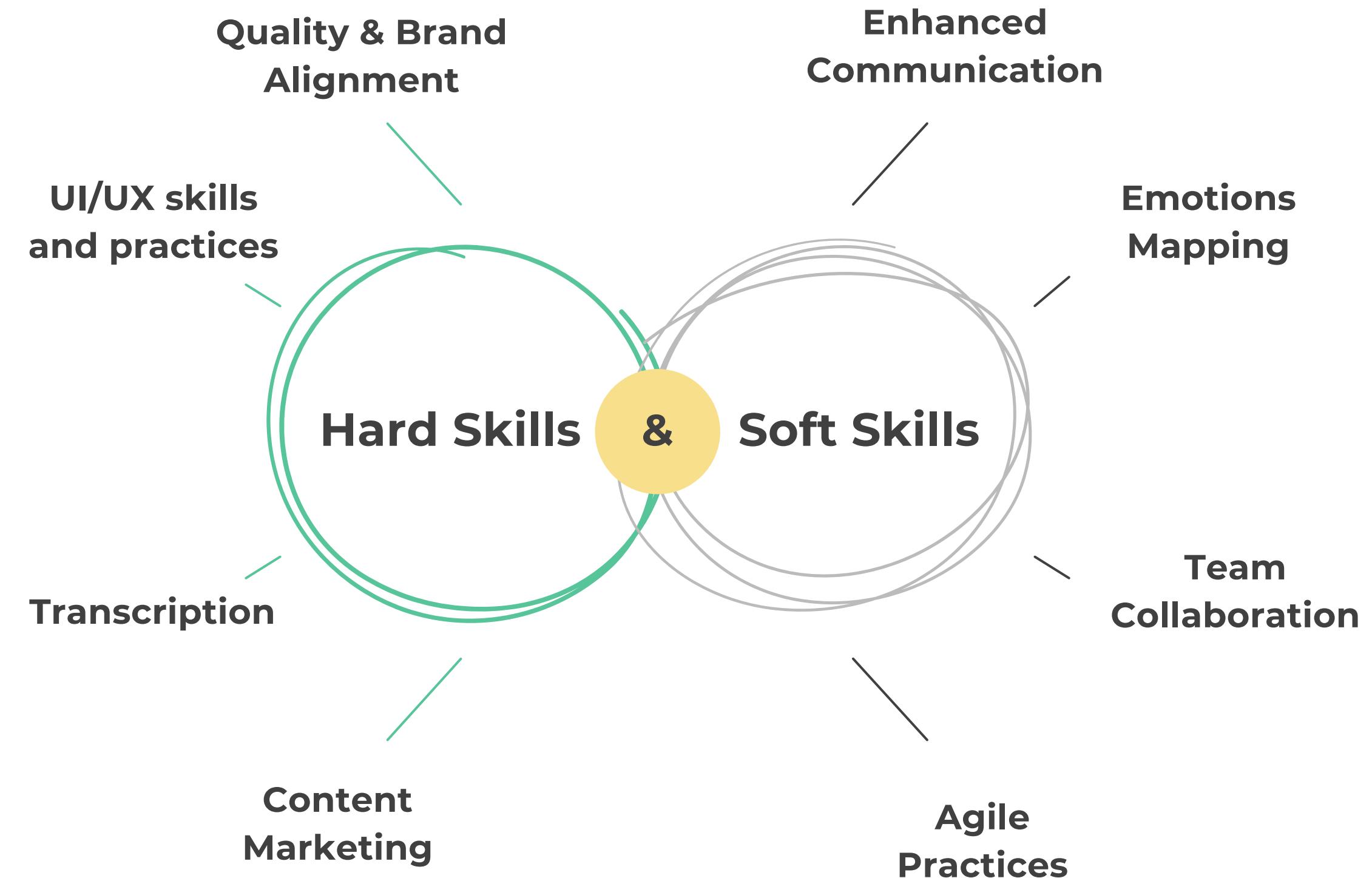
- User Experience issues in Marketing campaigns
- Changeable button on Programiz Compilers
- Audiovisual content for reading issues on sites
- Research & implementation of best suited tool dslrBooth for Programiz Photo Booth
- Removing the button entirely as it doesn't add much value either
- Creation and upload of audiovisual tutorial content on Reduct.Video sites

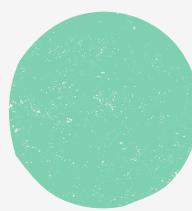


Internship Achievements

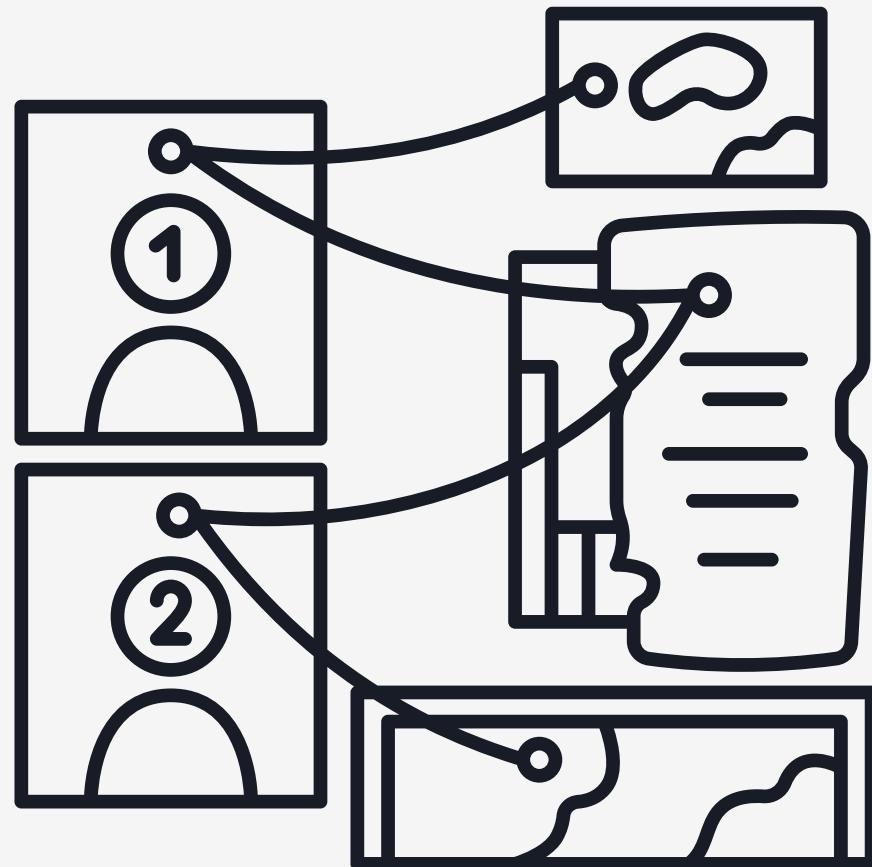
Major Skills Learnt:

- UI/UX Skills
- Design Principles
- Brand and Content Marketing Strategies





Internship Achievements



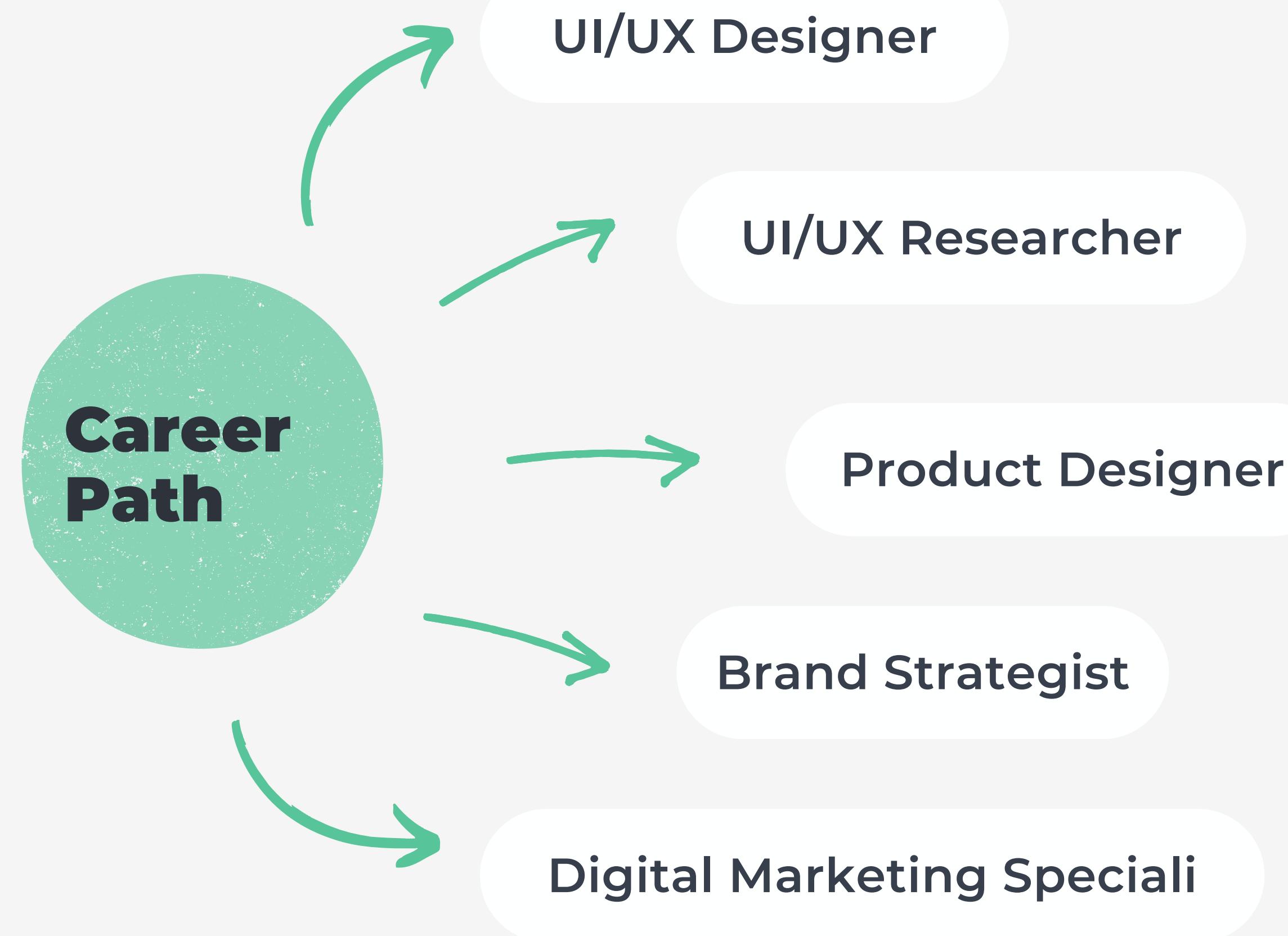
Applications of Theory into Practise:

- Practising BCIS theoretical knowledge
- Project Collaboration and Case Studies
- Solution-Oriented Approach



Networking

- CEOs of the Clients companies
- Cross Functional departments collaboration
- Participation in events - Designers Day 2023, My Emotions Matter, Google Ads Campaign, Locus 2024
- Fun Games and Activities



Conclusion



BCIS Internship at **Reduct Nepal**

- A holistic blend of theory and practical experience.
- Tech-Company organizational culture
- Supervision and mentorship in different departments

RECOMMENDATIONS TO ACS/ COLLEGE/UNIVERSITY

- A regular check-in system between academic advisors and students during internships
- Extend duration of the internship
- Minimise the academics assignment and work pressure
- Organization selection assistance to the students

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Thank you.

Saira Khadka | BCIS VII, Enum/Efika

