



ITE499 - Professional Internship

Second Month Report

Web Developer Internship at TBS Marketing

Intern Student Term 3/ 2022:

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1. Describe and evaluate the on-boarding process.

The on-boarding process at TBS Marketing was well-structured and comprehensive, ensuring that interns were properly introduced to the company, its culture, and their roles and responsibilities. The process aimed to familiarize interns with the company's mission, goals, and values, as well as provide them with the necessary tools and resources to succeed in their internship.

The on-boarding process began with an orientation session, where interns were given an overview of the company's background, services, and target market. They were introduced to the company's mission of helping businesses grow through effective marketing strategies. This session helped interns understand the purpose and goals of the organization, allowing them to align their work with the company's objectives.

Interns were then provided with a detailed introduction to their assigned responsibilities and major projects. In the case of the intern, Fardina Kabir, as a Web Developer, she was briefed on her primary role of working on website design and development using WordPress. This ensured that interns had a clear understanding of their tasks and could start their work with confidence.

The on-boarding process also involved mentorship and collaboration with senior web developers. Fardina Kabir mentioned that she assisted two senior web developers in updating three big sites during her internship. This mentorship aspect allowed interns to learn from experienced professionals, receive guidance when needed, and gain valuable insights into the industry.

Furthermore, the process provided interns with the necessary access and permissions to tools and platforms used within the company. Fardina Kabir mentioned using tools such as Launch CDN, Trello, Domain websites, and CRM. This indicates that interns were equipped with the appropriate resources to carry out their tasks effectively.

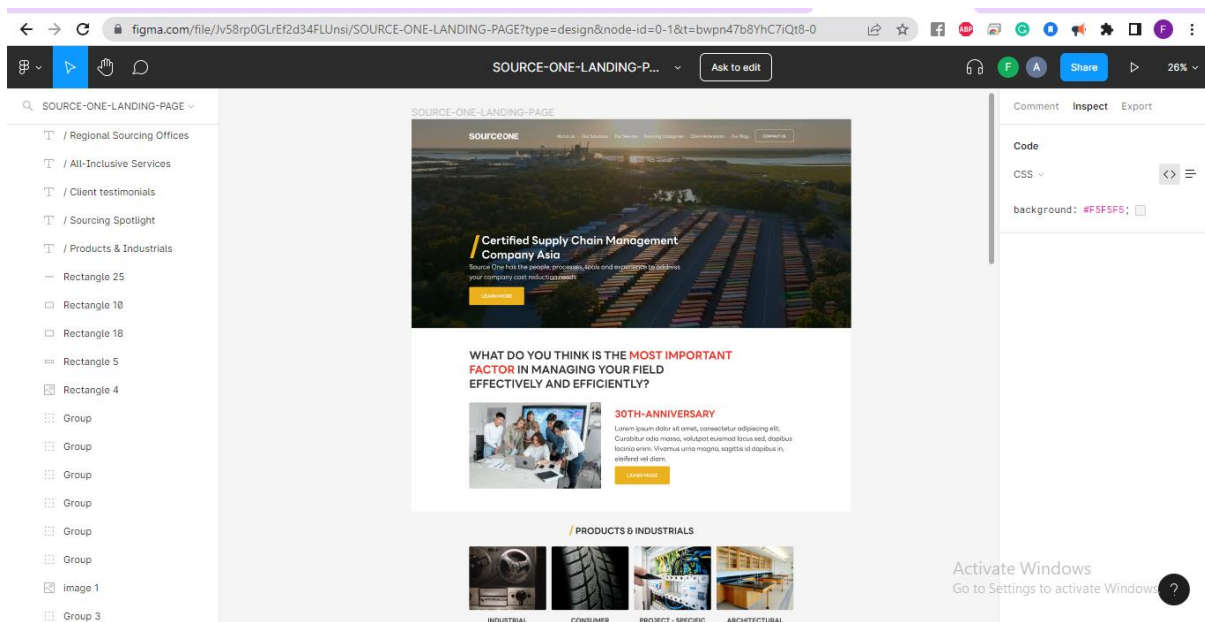
Overall, the on-boarding process at TBS Marketing was effective in introducing interns to the company and their roles. It provided them with the necessary knowledge, tools, and mentorship to contribute to their assigned projects. By ensuring interns understood the company's mission and goals, and by fostering collaboration with senior team members, the on-boarding process set a strong foundation for interns to thrive in their internship experience.

2. What were your expectations before starting your internship? Were they met? How? Please explain.

As an intern at TBS Marketing, my expectations before starting the internship were to gain valuable experience in website design and development, contribute to the company's mission of helping businesses grow through effective marketing strategies, and learn from experienced professionals in the field. I can confidently say that my expectations were met during my internship, and I have outlined the reasons below.

Firstly, I had the opportunity to work on numerous website projects utilizing WordPress. Within the first month of my internship, I completed quite some web development and design projects, and still have some site development projects going on. This allowed me to gain hands-on experience in creating website layouts, designing custom functionalities and plugins, and troubleshooting website issues. By working on diverse projects for different clients, I learned to adapt to varying requirements and deliver high-quality results.

Secondly, I had the chance to contribute to major projects alongside senior web developers. I assisted in updating three big sites, including prestigeproperties.com, uct-asia.com (the procurement business), a new 'sourceone' named website project under the guidance of a senior from the second month where he is also working on it, and the STM-style blog for a cosmetic surgery clinic. This experience allowed me to understand the importance of collaboration, communication, and attention to detail when working on large-scale projects. I was able to follow instructions from senior developers, adapt to their standards and procedures, and ensure the tasks were completed within the given deadlines. At the end of the second internship month, I was assigned a different task that needs to create a similar design from Figma into the WordPress site using Beaver Builder themes and its plugins as directed by my senior. The following screen pic shows a Figma design sample:



Additionally, I learned to follow a standardized process for website development and design using WordPress. I developed a systematic approach that included installing plugins, creating categories and posts, selecting themes, setting menus and footers, adding logos, and integrating sites into the CRM. This process helped me maintain consistency and efficiency when working on multiple sites. It also allowed me to contribute to the company's mission by delivering websites that met client's needs and goals.

Furthermore, my internship provided me with the opportunity to enhance my communication skills. I collaborated with different team members, including the design team, to ensure the website layouts were visually appealing and user-friendly. I also communicated with senior developers through Skype chat to receive instructions and clarify any doubts. This experience taught me the importance of effective communication in a professional environment and helped me improve my ability to convey ideas and understand tasks accurately.

In terms of self-reflection, I recognize that I have gained quite some knowledge within a short period of time. I demonstrated a strong ability to learn quickly and adapt to new challenges. However, there are areas where I can improve. I identified the need to enhance my communication skills further, pay attention to detail consistently, remember all the steps clearly to avoid confusion, and strengthen my time management skills to ensure efficient project delivery.

To conclude, my expectations before starting my internship at TBS Marketing were indeed met. I gained valuable experience in website design and development, contributed to the company's mission, and learned from experienced professionals. I was able to apply the skills and knowledge I acquired during my studies, such as web development using WordPress, and further develop them in a professional setting. This internship has provided a solid foundation for my future endeavors in the field of web development and marketing.

3. Do you feel prepared for this internship? Why? Do you think it is going to be a good experience for your future career? Please explain.

Based on the experience I gained during the initial stages of my internship at TBS Marketing, I do feel prepared for this internship. The knowledge and skills I acquired during my studies at Stamford University, particularly in the ITE 337 course, have been invaluable in helping me navigate the tasks and responsibilities assigned to me as a web developer intern.

During my internship, I was able to utilize the web development and design skills I learned at university to complete multiple projects using WordPress. The standardized process I developed for developing and designing sites helped me stay organized and efficient in my work.

Additionally, my ability to quickly adapt to the standards and procedures set by the senior developers showcased my preparedness for the internship.

Furthermore, the hands-on experience I gained during my internship has reinforced my understanding of web development concepts and improved my technical skills. I had the opportunity to work on a variety of website projects for clients from different industries, which broadened my knowledge and exposed me to real-world challenges in web development.

In terms of my future career, I believe this internship is going to be a valuable experience. It has provided me with practical exposure to the web development industry, allowing me to apply the theoretical knowledge I gained at university in a professional setting. The collaborative work environment at TBS Marketing has enhanced my teamwork and communication skills, which are essential for a successful career in the IT industry.

Moreover, working on a diverse range of projects and interacting with clients from various industries has given me insights into the challenges and demands of different sectors. This experience will undoubtedly contribute to my future career by providing me with a well-rounded perspective and the ability to adapt to different client requirements.

Overall, I feel confident that my internship at TBS Marketing is preparing me for my future career. The combination of theoretical knowledge from my university studies and practical experience gained during the internship will give me a competitive edge as I pursue a career in web development. I am excited about the prospects this internship holds for my professional growth and development.

4. Are you experiencing any obstacles or challenges? Please explain.

During my second month of internship at TBS Marketing, I encountered a few obstacles and challenges that required problem-solving and adaptation. These challenges have provided valuable learning opportunities and have helped me develop my skills further.

a) Communication Challenges: One of the main obstacles I faced was communication challenges. As an intern, it is essential to have clear instructions and guidance to perform tasks effectively. However, there were instances where miscommunication occurred due to language barriers or unclear instructions. This led to some confusion and delays in completing certain tasks. To overcome this challenge, I have learned to ask clarifying questions, seek feedback, and communicate any difficulties I encounter to ensure a better understanding of the tasks assigned.

b) Technical Challenges: Working with WordPress and other web development tools can sometimes present technical challenges. For example, I faced issues with plugin compatibility,

website performance optimization, and troubleshooting website problems. These challenges required me to research and seek assistance from senior developers to find solutions. Through these experiences, I have learned to be resourceful, seek help when needed, and develop problem-solving skills in a technical environment.

There were a few challenging steps during the last stage of the site development. E.g. for some of the Indonesian sites, we had to add a relevant article link from the Roojai website to a keyword for every post we did, and we had to choose an article from Roojai that closely matches the topic of every post. This step isn't that hard, but it needs to be remembered as it can be easy to forget, and needs to check if the Roojai site article is matching the topic of the post or not.

Another little bit difficult step was to use the Fathom site for UK sites to generate the Fathom ID that we need to put into the CRM and generate a WordPress code that is needed to put into the code snippets in the WordPress dashboard of every UK site we have been developing. CRM is the website platform where all the company's sites go live after we complete inputting all the necessary details, extracted from every website we are developing, for the sites we are adding to CRM after we finish building & designing the sites i.e. we are at the last stage of the web development. Therefore it is important to remember the step of the Fathom site that generates Fathom ID and not be confused at all.

c) Time Management: Managing multiple projects and deadlines can be challenging, especially when unexpected tasks or revisions arise. I had to prioritize my tasks, allocate time efficiently, and ensure that I deliver quality work within the given timeframes. Improving my time management skills has been crucial in meeting project deadlines and ensuring smooth progress.

To address these obstacles and challenges, I have taken the following steps:

Improved Communication: I actively seek clarification when instructions are unclear, ask for feedback to ensure I am on the right track, and provide regular updates on task progress. I also make an effort to improve my language skills to enhance communication with the team.

Continuous Learning: To overcome technical challenges, I have dedicated time to expanding my knowledge in web development and troubleshooting. I have engaged in self-study, and online tutorials, and sought guidance from senior developers. This proactive approach has helped me develop a better understanding of technical concepts and improve my problem-solving abilities.

Enhanced Time Management: I have implemented strategies to better manage my time, such as creating a schedule, setting realistic deadlines, and prioritizing tasks based on urgency and importance. Additionally, I have improved my ability to estimate the time required for each task, allowing for better planning and execution.

While these challenges may have initially posed difficulties, they have also been valuable learning experiences. By facing and overcoming these obstacles, I have further developed my communication, technical, and time management skills, which will benefit me both during my internship and in my future endeavors.