

K. J. Somaiya College of Engineering, Mumbai-77
(Autonomous College Affiliated to University of Mumbai)

IC-02 Internship Report

Student Full Name	Pranav Sanjay Kalambe	Start Date	16-01-2021
Roll no	1913023	End Date	28-01-2021
Branch	Electronics and Telecommunication	Total hours completed	42 hours
Year of study	Second year	Internship supervisor name	Ruchira Joshi
Name of Organization / Dept. where internship/training completed	&evolve (campus company)	Internship supervisor mail id and phone	ruchira.j@somaiya.edu 99690 33511

Please describe your internship work in space provided below

Internship Area / Project Title: Social Media Marketing.
Work done in brief: (Attach diagrams, graphs, results if required)
<p><u>Six Weeks Internship:</u></p> <p>Week 1: Learned different business features of Social media websites which includes linkedin and instagram.</p> <p>Week 2: Researched about relevant hash-tag and best timings to post worked accordingly and handled instagram and linkedin account.</p> <p>Week 3: Started making post and stories for instagram handle using Canva learned graphic designing.</p> <p>Week 4: Made a Banner for a free workshop on ideation, made relevant post and promotional content</p> <p>Week 5: Introduction to video editing software called as open shot tried to make reels and short animated videos but unfortunately failed in the end.</p> <p>Week 6: Actively handled and made instagram posters regularly.</p>
Resources / Tools used: Canva, Linkedin, Instagram.
Key learnings from the internship:
<ul style="list-style-type: none">Basic of social media marketingGraphic DesigningBasic of Design ThinkingBasic of Video Editing



Sign of Student:
Date: 03/03/2021



Sign of Internship Supervisor
Date: 03/03/2021