



Date: 01 July 2025

To,

Priyanka Hemant Dhamande

Tekadi Road, Hanuman Vatika, Sitaburdi,
Patwardhan Ground, Nagpur,
Maharashtra- 440012

Subject: Internship Onboarding Letter – Social Media AI Content Creator Intern

Dear Priyanka,

We are delighted to officially welcome you to Seven23AI Private Limited as a Social Media AI Content Creator Intern. Your selection reflects our belief in your creativity, passion, and potential to contribute meaningfully to our mission of transforming digital marketing through AI-powered innovation.

At Seven23AI, we strive to build a work culture where young, dynamic minds collaborate to create impactful digital experiences. As an intern, you will be working closely with our content and creative team, gaining hands-on exposure to real-world brand-building strategies, AI-powered tools, and industry-specific workflows.

This letter outlines the internship objectives, responsibilities, learning opportunities, policies, and certification framework that will guide your journey with us.

About Seven23AI

Seven23AI Private Limited is an AI-powered digital solutions company dedicated to helping businesses elevate their digital presence through automation, creativity, and intelligence.

Our flagship product, AI Contentflows (ACF), is an AI-driven social media automation platform designed specifically for F&B brands, personal brands, and consumer-focused businesses. It enables brands to:

- Create AI-generated static posts
- Design AI-powered video campaigns
- Schedule and manage cross-platform social media content
- Leverage ready-made templates for menus, offers, and campaigns
- Integrate data-driven insights for improved customer engagement

Through this internship, you will gain hands-on exposure to AI-driven digital marketing workflows and actively contribute to projects involving real client campaigns.



Internship Details

Particulars	Details
Role Title	Social Media AI Content Creator Intern
Department	Content & Creative Team
Start Date	01 July 2025
Working Hours	8-12 hours per Week (Weekends Only)
Work Mode	Hybrid (remote + office-based collaboration)
Reporting Manager	Mr. Aditya Gotmare (<i>Creative Lead</i>)
Tools & Platforms	ChatGPT, Canva, Trello, Google Drive, WhatsApp group
Stipend	This internship is unpaid (or add stipend if applicable)
Evaluation Method	Based on deliverables, deadlines, quality, creativity, and consistency

Scope of Work & Key Responsibilities

During your internship, you will contribute to a wide range of tasks under the **content creation and AI-driven creative execution** domain. Your responsibilities will include:

- **Content Creation & Copywriting** – Draft engaging captions, carousels, and creative hooks tailored to brand tone.
- **AI-Powered Visuals** – Use AI tools like **ChatGPT** and **Canva** to generate high-quality graphics and branded assets.
- **Campaign Support** – Assist in developing and executing marketing campaigns for clients across multiple sectors.
- **Brand Strategy Alignment** – Understand client brand guidelines to ensure **consistent tone, design, and messaging**.
- **Cross-Industry Exposure** – Work on diverse categories, including Food & Beverages, Lifestyle, Fashion, and Personal Branding.
- **Performance Coordination** – Collaborate with your reporting manager to track performance metrics and content effectiveness.

Learning Outcomes & Internship Benefits

This internship is designed to provide **practical exposure, skill enhancement, and industry readiness**. By the end of your tenure, you will gain:

- **Hands-on AI Training** – Work with leading AI-driven tools and prompt engineering techniques.
- **Creative Excellence** – Learn how to build campaigns optimized for engagement and conversions.
- **Content Strategy Experience** – Understand multi-platform storytelling for Instagram, Facebook, and YouTube Shorts.
- **Collaboration Skills** – Gain exposure to real-time teamwork with designers, editors, and brand strategists.
- **Portfolio Development** – Build a portfolio showcasing your creative work on **live client projects**.

Performance Evaluation Metrics

Your performance will be assessed on the basis of:

- Timely completion of allocated deliverables
- Creativity and originality in content design
- Adherence to client brand guidelines
- Consistency in daily work output
- Teamwork, collaboration, and proactive participation

Feedback sessions will be scheduled **bi-weekly** with your reporting manager to track progress.

Expectations & Professional Conduct

- Maintain **punctuality** and respect assigned timelines.
- Uphold **professional communication** across all platforms.
- Accept feedback with a **growth-oriented mindset** and adapt accordingly.
- Maintain **confidentiality** of client data, project briefs, and proprietary tools.
- Demonstrate **ownership** of tasks and take initiative when possible.



Confidentiality & Intellectual Property Clause

During your internship, you will have access to sensitive business data, client materials, and proprietary systems. You are required to:

- Maintain **strict confidentiality** of all client-related and company-owned information.
- Refrain from sharing any content, campaigns, or strategies outside Seven23AI without prior approval.
- Acknowledge that all work produced during your internship, including **content, designs, campaigns, and creatives**, remains the **intellectual property of Seven23AI Private Limited**.

Completion & Certification Framework

Upon successful completion of the internship, you will be eligible for:

1. Internship Completion Certificate
2. Performance Evaluation Report (*optional for academic submission*)
3. Letter of Recommendation (*for outstanding performance*)

Internship Acceptance Confirmation

I, **Priyanka Hemant Dhamande**, acknowledge and accept the terms and conditions of this internship as outlined in this letter.

Signature: _____

Date: _____

A handwritten signature in blue ink, appearing to read 'M Fuke'.



Warm regards,
Mohit Fuke
Director | Co-Founder
Seven23AI Private Limited