

**PROGRAM BOOK FOR
SEMESTER INTERNSHIP**

Name of the Student : Swapnil Kumar Nayak

Name of the College : Dr Lankapalli Bullayya College, Visakhapatnam

Registration Number : 121128807086

Period of Internship : 6th semester

Name & Address of Intern Organization: SMART BRIDGE

Name of the University : Andhra University

Year : 2021 - 2024

An Internship Report on

Digital Marketing

Submitted in accordance with the requirement for the degree of

Bachelor of Business Administration

Under the Faculty Guideship of

Smt. N. Radha Jyothi

Department of

Management - U.G

Dr Lankapalli Bullayya College, Visakhapatnam

Submitted by

Swarak Human Nayak

Reg. No.

121128807086

*Dr. Lankapalli Bullayya College
Visakhapatnam-13*

Certification

This is to certify that Susmita Kumar Nayak

Reg. No. 121128807086 has completed Internship in
Boat lifestyle on Digital marketing

Under my supervision as part of a partial fulfillment of the requirement for
the Degree of BBA in Department of

Dr. Lankapalli Bullayya College, Visakhapatnam.

This is accepted for evaluation.

Signature with Date and seal
DR. LANKAPALLI BULLAYYA COLLEGE
VISAKHAPATNAM-13

4/5/24

Endorsements

Faculty Guide

Head of the Department

Principal

: N. Raghavendra

: M. S. K. Reddy

: Amman

Declaration

I Swarnak Kumar Nayak student of BBA

Program, Reg. No. 121128807086 of the Department of Management of U.G studies

College do hereby declare that I have completed mandatory Long-Term

Internship Under the Faculty Guideship of N. Roopa Jyothi

Department of Management of U.G studies, Dr.L.Bullayya College,

Visakhapatnam.

Swarnak
Signature of the student

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I thank our respected principal sir,

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I would also like to thank our Head of the department "Mr. N. K. Mahesh , Department of BBA" and my guide Smt . N. Roopa Tyothi for being a wonderful mentor throughout my project.

I thank Almighty my parents and my team without whose help the project would not have been completed.

CHAPTER 1: EXECUTIVE SUMMARY

The internship report shall have a brief executive summary. It shall include five or more Learning Objectives and Outcomes achieved, a brief description of the sector of business and intern organization and summary of all the activities done by the intern during the period.

Smart bridge operates 'Digital marketing'. I was a part of virtual internship with "smart bridge" where we have learned the concepts and techniques of social media marketing practically.

Learning objectives :-

- To learn and apply digital marketing techniques.
- To Know how organizations use digital marketing
- To Know various softwares and applications used from social media marketing.
- To Know the mechanisms and analytic behind digital marketing.
- Designing advertisement campaigns

outcomes Achieved :-

- The skills which are required for social media marketing.
- understanding how digital marketing works in companies.
- Transparency concerning the marketing role of the company.
- Importance of digital marketing in this digital world.

Summary :-

I have part of learning sessions of digital marketing where i was introduced and interacted with the trainers of smartBridge regarding marketing and digital marketing functions in an organisation who have predicted the issues that may arise in digital marketing and discussed the solutions for the same. we have learnt ad companies through social media.

CHAPTER 2: OVERVIEW OF THE ORGANIZATION

Suggestive contents

- A. Introduction of the Organization
- B. Vision, Mission, and Values of the Organization
- C. Policy of the Organization, in relation to the intern role
- D. Organizational Structure
- E. Roles and responsibilities of the employees in which the intern is placed.
- F. Performance of the Organization in terms of turnover, profits, market reach and market value.
- G. Future Plans of the Organization.

A. Introduction of the organization

The internship done by me was provided by "smart bridge" which is technology enabled bridge which includes digital elements that help keep it performing at optimum level.

Vision, mission and values of the organization

Smart bridge in general is the development of an adaptive system for the provision of relevant information and for a holistic evaluation of a bridge structure.

Policy of the organization

Smart bridge offers suitable skills development and training to young talents before onboarding their first job. Their skill development programs are designed considering the present exceptions in the industry.

CHAPTER 3: INTERNSHIP PART

Description of the Activities/Responsibilities in the Intern Organization during Internship, which shall include - details of working conditions, weekly work schedule, equipment used, and tasks performed. This part could end by reflecting on what kind of skills the intern acquired.

Attended live training sessions as per the pre-scheduled training calendar.

Participating weekly quizzes and completing weekly assignments with respect to digital marketing.

Team formation and selection of project topic "Comprehensive Digital marketing on Boat life style"

Gathering and analyzing information related to the topic "Boat life style"

Attending project - mentoring sessions and designing and creating facebook pages and instagram stories.

Creating facebook and instagram reels for business marketing.

Creating a project video demonstration and preparation of the final report.

) Submission of team project via uploading the project files in Github repository.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
12-02-2024 Day -1 Monday	Orientation on Digital marketing	Learned the basics of digital marketing	N. Taufiq
13-02-2024 Day -2 Tuesday	Introduction to SEO (Search engine optimization)	Learned about the basics of "SEO".	N. Taufiq
Wednesday Day -3	writing meta keywords and chat GPT	Learned writing meta keywords in chat GPT	N. Taufiq
14-02-2024 Thursday	SEO audit and social media marketing	Learned to audit SEO and social media marketing	N. Taufiq
15-02-2024 Day -5 Friday	Social media marketing	Learned the basics of social media marketing.	N. Taufiq
17-02-2024 Day -6 Saturday	Assignments and Activities	Done assignments and activities	N. Taufiq

WEEKLY REPORT

WEEK - 1 (From Dt.12.3.23 to Dt.16.3.23.)

Objective of the Activity Done:

Detailed Report: The first week was the commencement of the long-term internship program on Digital Marketing.

Day one, attended the student orientation programme for the internship provided by Smart Bridge, where we learned the objectives, Roles and significance of Digital marketing.

Day two, introduction was given on Search engine optimization.

Day three, a detailed description was given on meta keywords and taught how to write meta keywords in chat GPT.

Day four, we were introduced to SEO audit and an introduction was given on social media marketing.

Day five, we learned social media marketing in detail.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
14-02-2024 Day -1 Monday	Digital marketing strategy	Learned about the strategies in Digital Marketing	N. Tapas
15-02-2024 Day -2 Tuesday	Content marketing	Learned about the uses of Content in marketing	N. Tapas
16-02-2024 Day -3 Wednesday	Content marketing	Learned how to create content for Marketing	N. Tapas
17-02-2024 Day -4 Thursday	Video marketing	Learned how to create and post video in digital marketing.	N. Tapas
18-02-2024 Day -5 Friday	Social media marketing (Introduction)	Learned about Social media Marketing briefly.	N. Tapas
19-02-2024 Day -6	Assignments were provided on posters and videos	Learned how to create video and posters	N. Tapas

WEEKLY REPORT

WEEK - 2 (From Dt. 17-2-2024 to Dt. 23-2-2024)

Objective of the Activity Done:

Detailed Report Second week of internship: The focus was building the foundation of digital marketing. In the second week i learned various aspects of digital marketing e.g strategy, content, and social media.

Day 1 : Digital marketing strategy, learned about the various strategies used in digital marketing.

Day 2 : on the second day of week 2, learned about content marketing, learned the use of content in marketing.

Day 3 : on day 3 , learned how to create a content effectively for marketing.

Day 4 : on day 4 week 2 , learned about video marketing and how to create and post video.

Day 5: social media marketing, learned about social media marketing briefly.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
26-2-2024 Day -1 Monday	Social media marketing Facebook platform (Introduction)	Learned about the uses of facebook in Digital marketing	✓ N. Kapoor /
27-2-2024 Day -2 Tuesday	Facebook marketing	Learned about the creation of account in facebook	✓ N. Kapoor /
28-2-2024 Day -3 Wednesday	Facebook groups	Learned about facebook marketin g in detail a facebook groups.	✓ N. Kapoor /
29-2-2024 Day -4 Thursday	Meta Business suite (Introduction)	Briefly learned about meta Business suite	✓ N. Kapoor /
1-3-2024 Day -5 Friday	Facebook meta Business suite.	Learned about the meta business suite in detail.	✓ N. Kapoor /
2-3-2024 Day -6 Saturday	Assignment on creating facebook reels	Learned creating facebook reels	✓ N. Kapoor /

WEEKLY REPORT

WEEK - 3 (From Dt 26-2-24 to Dt 1-3-24)

Objective of the Activity Done:

Detailed Report: Third week of internship:

In the third week of internship we dove deep into social media marketing and learned about various platforms of social media.

Day 1: Day 1 of week three briefly learned about Facebook platform and the use of Facebook in digital marketing.

Day 2: On day 2 we learned about Facebook marketing in detail, creation of Facebook business account etc.

Day 3: Day three was an extension and continuation of day 2, where we learned about Facebook groups and its use in marketing.

Day 4: Day 4 of week three Meta Business Suite was introduced.

Day 5: On day 5 learned about the Facebook meta business suite in detail.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
4-3-2024 Day -1 Monday	Social media marketing Instagram platform. (Introduction)	Briefly learnt about the uses of Instagram in social media marketing.	
5-3-2024 Day -2 Tuesday	Posting on Instagram	Learned how to post stories & pictures on Instagram.	
6-3-2024 Day -3 Wednesday	Creating reel on Instagram.	Learned how to create reels in Instagram.	
7-3-2024 Day -4 Thursday	There were no classes taken due to technical issues.	Completed the given assignments	
8-3-2024 Day -5 Friday	public holiday Maha shivaratri	Completed given assignment	
9-3-2024 Day -6 Saturday	Assignments and activities were provided	Submitted the given assignments	

WEEKLY REPORT

WEEK - 4 (From Dt. 4-3-2024 to Dt. 6-3-2024)

Objective of the Activity Done:

Detailed Report: Fourth week of internship:

Week 4 was focused on Instagram platform, under social media marketing.

Day 1: On day 1 of week 4 we were introduced to Instagram platform and learned about the importance of Instagram in social media marketing.

Day 2: On day 2 we learned about the various features of Instagram e.g. Posting pictures on Instagram.

Day 3: On the third day of week 4, learned creating, editing and posting reels of Instagram.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
11-3-2024 Day -1 <i>Monday</i>	Instagram Analytics / insights (Introduction)	Learned using Instagram insights in marketing.	
12-3-2024 Day -2 <i>Tuesday</i>	Introduction to functionalities of Facebook & Instagram.	Learned how to use the features of Facebook & Instagram.	
13-3-2024 Day -3 <i>Wednesday</i>	Introduction to Business AD manager	Briefly learnt about business AD manager.	
14-3-2024 Day -4 <i>Thursday</i>	Advertising in Marketing.	Learned about the benefits & importance of advertising.	
15-3-2024 Day -5 <i>Friday</i>	Creating Advertising using "canva" application.	Learned creating advertisement on "CANVA" application.	
16-3-2024 Day -6 <i>Saturday</i>	Holiday due to Saturday	Assignment was done	

WEEKLY REPORT

WEEK - 5 (From Dt. ~~11-03-2019~~ to Dt. ~~15-03-2019~~)

Objective of the Activity Done

Detailed Report: In the fifth week of internship, an introduction was given on the analytical part of the marketing and detailed analytical operations were taught. Analytical part is important to keep track of the digital marketing campaign.

Day 1: An introduction was given on Instagram analytics / insights, where i learned the basics of Instagram analytics.

Day 2: on the second day of week 5 functionalities of both facebook and instagram were introduced.

Day 3: on day 3 Business ad manager was introduced, where i learned the basics of business ad manager.

Day 4: Advertising in marketing was taught where i learned the importance of Advertising.

Day 5: on the fifth day of the week we did deep and learned creating advertisements using various editing applications.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
8-3-2024 Day -1 Monday	Introduction to google ads.	Learned about google ads briefly.	N. Kapil Ji
9-3-2024 Day -2 Tuesday	Types of ads	Learned about different types of ads	N. Kapil Ji
20-3-2024 Day -3 Wednesday	Social media marketing	Learned social media marketing in detail	N. Kapil Ji
21-3-2024 Day -4 Thursday	Social media marketing (Practice)	Practiced various operations in social media marketing	N. Kapil Ji
22-3-2024 Day -5 Friday	Social media marketing (Practice)	Performed and learned various activities in social media marketing.	N. Kapil Ji
23-3-2024 Day -6 Saturday	Assignments were given.	Completed the assignment	N. Kapil Ji

WEEKLY REPORT

WEEK - 6 (From Dt. 19-3-2024 to Dt. 22-3-2024)

Objective of the Activity Done:

Detailed Report: week six of internship :

The sixth week of internship was more of a practical week where i practiced, performed activities and through activities the learning process continued.

Day 1: on the first day of week 6 i was introduced to google ads and i learned about the google ads and their importance in digital marketing campaigns.

Day 2: Day two was a continuation of day 1 where i learned about different kinds of ads and their uses.

Day 3: on day 3 social media marketing was revised and learning continued.

Day 4: Day 4 was more of a practical session where different kinds of activities were provided by the trainer based on previously taught topics.

Day 5: Day 5 again was a continuation of day 4 where we took part in discussion and got our doubts cleared regarding the subject.

ACTIVITY LOG FOR THE SEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
25-3-2024 Day - 1 Monday	There was no class taken due to holi. Assignments were given.	Assignment	N. Rohit Jaiswal
26-3-2024 Day - 2 Tuesday	Self practice on creating ads on a brand	Learned using Canva to create ads and posters	N. Rohit Jaiswal
27-3-2024 Day - 3 Wednesday	Introduction to the type of E-mail marketing	Learned type of e-mail marketing campaigns	N. Rohit Jaiswal
28-3-2024 Day - 4 Thursday	Introduction to the E-mail marketing account setup	Learned account setup of E-mail marketing	N. Rohit Jaiswal
29-3-2024 Day - 5 Friday	Self practice on E-mail marketing campaign	Learned and practiced e-mail marketing	N. Rohit Jaiswal
30-3-2024 Day - 6 Saturday	Assignment and activities were provided by the Trainer.	Done assignments provided by the Trainer	N. Rohit Jaiswal

WEEKLY REPORT

WEEK - 7 (From Dt. 25-03-24 to Dt. 30-03-24)

Objective of the Activity Done:

Detailed Report:

In this seventh week we learnt to brief what social media marketing

Day 1 :- There are no classes due to holi

Day 2 :- Self practice on creating add or brand or a product using the canva app.

Day 3 :- Introduction to the type of e-mail marketing campaigns.

Day 4 :- Introduction to the e-mail marketing accounting and setup.

Day 5 :- Self practice on the e-mail marketing campaigns

Day 6 :- There are no classes due to saturday.

ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
1-4-2024 Day -1 Monday	No classes were taken due to availability of trainers	Practiced previously taught topics.	N. Kothiyal
2-4-2024 Day -2 Tuesday	Import contact to mailchimp	Learned importing contacts to Mailchimp using tools.	N. Kothiyal
3-4-2024 Day -3 Wednesday	E-Mail marketing Automation and behavioral triggers	Learned about behavioral triggers in e-mail marketing	N. Kothiyal
4-4-2024 Day -4 Thursday	Revision topics	Through revision got a better understanding about old topics	N. Kothiyal
5-4-2024 Day -5 Friday	Revised and practiced previously taught topics	Learned previously taught topics better.	N. Kothiyal
6-4-2024 Day -6 Saturday	Revision and practice	Learned previously covered topics better.	N. Kothiyal

WEEKLY REPORT

WEEK - 8 (From Dt. 1-4-24. to Dt. 6-4-2024.)

Objective of the Activity Done:

Detailed Report:

Week 8 of internship:

Week eight started with a lot of revision and practice, since most of the important topics have been covered lately and revision is very important to get a better understanding about these topics.

Day 1: Day one started with revising and practicing the previously covered topics.

Day 2: The topic given day 2 was "Importing the contacts to mail chimp" and learned about mailchimp and its functions.

Day 3: on the third day of week 8, learned about e-mail marketing and automation behavioral triggers.

Day 4: Revised the above mentioned topics.

Day 5: Day 5 was also spent in revision and practicing the topics.

Day 6: on the 6th day of the week practiced all the previously covered topics.

ACTIVITY LOG FOR THE NINETH WEEK

Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Revision on social media marketing Facebook platform	Learned using Facebook for social media marketing	<i>N. K. Raja Noor</i>
Revision on instagram marketing	Learned using instagram for social media marketing	<i>N. K. Raja Noor</i>
Revision on LinkedIn & twitter for social media marketing	Learned to use LinkedIn & twitter for social media marketing	<i>N. K. Raja Noor</i>
Groups / Teams were formed for project work.	Learned about the team as a team leader.	<i>N. K. Raja Noor</i>
have a brief description on how to do the project with team	Learned how to do the project	<i>N. K. Raja Noor</i>
A lesson was given on using gitub to upload projects file	Learned using gitub to upload files	<i>N. K. Raja Noor</i>

WEEKLY REPORT

WEEK - 9 (From Dt 28.1.2021 to Dt 31.1.2021)

Objective of the Activity Done:

Detailed Report:

In the ninth week we did revision in the older topics which were covered before. We also learned to do the project with the team.

Day 1: Revision classes were taken on facebook marketing.

Day 2: Revision classes were taken on social media marketing, instagram platform.

Day 3: Revision classes were taken for social media marketing on twitter and linkedin platforms.

Day 4: we learnt how to do the project with teams assigned.

Day 5: Team members were assigned to the team leaders.

Day 6: we learned to create github account and learned how to use github to upload files.

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1 15 - 4 - 2024 Monday	Sely practice on how to create , design / video for social media marketing	Learned how to create videos	N. Rupali ✓
Day - 2 16 - 4 - 2024 Tuesday	Sely practice on pixels , canva instshot for video creation	Learned how to create post video , canva , pixels , instshot .	N. Rupali ✓
Day - 3 17 - 4 - 2024 Wednesday	Content marketing needs an importance in social media marketing	Learned what is content marketing	N. Rupali ✓
Day - 4 18 - 4 - 2024 Thursday	Team formation was done , for doing the project provided	Team formation on your project work	N. Rupali ✓
Day - 5 19 - 4 - 2024 Friday	Mentoring session was given on how to do the project	Learned to do the project	N. Rupali ✓
Day - 6 20 - 4 - 2024 Saturday	Mentoring session on how to upload the project on github	Mentoring session on uploading the project	N. Rupali ✓

WEEKLY REPORT

WEEK - 10 (From Dt .../.../24... to Dt .../.../24...)

Objective of the Activity Done:

Detailed Report:

- In the 10th we have learned how to do the project with the team members and upload the project in github.
- Day 1: Did self practice on how to create designs and video for social media marketing.
- Day 2: Self practice on how to use pixels, canva & inshot for video creation.
- Day 3: Content marketing needs & importance in social media marketing.
- Day 4: The team formation was done for doing the project.
- Day 5: Mentoring session was given and mentoring on how to do the project by the given time.
- Day 6: Mentoring session on how to upload the project through github for completion of the project.

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1 22 - 04 - 2024 Monday	Selection of the project by team members for internship	Selected a project by the team members for internship	N. Kapoor /
Day -2 23 - 04 - 2024 Tuesday	We selected "comprehensive digital marketing for boat lifestyle"	selected the project on digital marketing on Boat life style.	N. Kapoor /
Day -3 24 - 04 - 2024 Wednesday	Brand study and competitor analysis on company Boat style	Did brand study & competitor analysis on Boat	N. Kapoor /
Day -4 25 - 04 - 2024 Thursday	Buyer Audience and persona & SEO audit on company Boat	Learned buyer persona and did SEO audit.	N. Kapoor /
Day -5 26 - 04 - 2024 Friday	Keywords research and on page optimization	Learned keywords research and on page optimization	N. Kapoor /
Day -6 27 - 04 - 2024 Saturday	Content idea generation and strategies for Boat.	Did content creation for Boat lifestyle	N. Kapoor /

WEEKLY REPORT

WEEK - 11 (From Dt 22/04/2024 to Dt 27/04/2024)

Objective of the Activity Done:

Detailed Report:

In the 4th week we came across selection of the project and assigned different task (project related task) to the team members.

Day 1: Selection of the project by the team leader.

Day 2: I selected "comprehensive digital marketing on Boat life style".

Day 3: Brand study and competitor analysis on Company noise.

Day 4: Buyer and Audience persona & SEO audit on the Company ~~noise~~ Boat life style.

Day 5: keywords Research and on page optimization on Noise.

Day 6: Content Ideas generation and strategy and the marketing strategies on ~~Boat~~ life style

ACTIVITY LOG FOR THE TWELTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1 9 - 04 - 2024 Monday	Post creation and Design / video on company Boat	Ppt on post creation & design on Noise company	N. Kapoor ✓
Day - 2 0 - 4 - 24 Tuesday	Social media ad campaign on company Boat lifestyle.	Ppt on social media campaign on company Boat.	N. Kapoor ✓
Day - 3 1 - 05 - 2024 Wednesday	Did the project on ppt format	Did power point presentation.	N. Kapoor ✓
Day - 4 2 - 05 - 2024 Thursday	Recorded video demo on the project	Video demonstration.	N. Kapoor ✓
Day - 5 - 05 - 2024 Friday	uploaded project in github and demo in google drive	uploaded project in github	N. Kapoor ✓
Day - 6 - 05 - 2024 Saturday	submitted the project to the mentor in our collage	submitted the project to the mentor	N. Kapoor ✓

WEEKLY REPORT

WEEK - 12 (From Dt 29/4/2021 to Dt 4/5/2021)

Objective of the Activity Done:

Detailed Report:

In the twelfth week we reached the completion and submission of our project to the mentors of our college.

Day 1: post creation and designs/ video on the project on Company Noise was created.

Day 2: Social media ad campaign on the product of company Boot was created.

Day 3: Did the power point presentation.

Day 4: Recorded a video demo explaining the project work through PPT.

Day 5: uploaded the project in git hub & the demo video was uploaded in the google drive give you the extraction of link.

Day 6: submitted the project to the mentors along with the team.

CHAPTER 5: OUTCOMES DESCRIPTION

Describe the work environment you have experienced (in terms of people interactions, facilities available and maintenance, clarity of job roles, protocols, procedures, processes, discipline, time management, harmonious relationships, socialization, mutual support and teamwork, motivation, space and ventilation, etc.)

The internship at smart Bridge has been a transformative experience, equipping me with practical skills in digital marketing and a deep understanding of the role of social media in today's modern world. The hands-on experience and exposure to real-world projects has not only sharpened my technical abilities but has also increased my communication skills and project management skills. The work environment fostered a collaborative atmosphere with clear task roles, well-defined protocols and standardized procedures. The facilities were equipped with necessary tools for digital marketing. Team members exhibited mutual support and team work, contributing to a harmonious relationship. Overall, the internship provided a comprehensive experience in digital marketing with a well-organized and a supportive work environment.

Describe the real time technical skills you have acquired (in terms of the job-related skills and hands on experience)

-) video marketing :- video continued to take the internet by storm and this is not about to stop - video is an important part of the marketing strategy.
-) Search engine optimization :- search engine optimization (SEO) is key to all levels of digital marketing.
-) Content marketing :- Content is at the core of digital marketing and will continue to play a crucial role.
-) Data and Analytics :- Analytics will be central to your strategy & help you make better data driven decisions for campaigns.
-) Social media :- It is essential to have some understanding of social media marketing which will according to your audience.
-) E-mail marketing :- E-mail is an essential tool for any

Describe how you could improve your communication skills (in terms of improvement in oral communication, written communication, conversational abilities, confidence levels while communicating, anxiety management, understanding others, getting understood by others, extempore speech, ability to articulate the key points, closing the conversation, maintaining niceties and protocols, greeting, thanking and appreciating others, etc.)

Technical communication : Effectively conveying complete digital marketing concepts and finding.

Team collaborations : Collaborating with team members to share information, discuss project programs and updates.

Written communication : Drafting clear and concise reports, and documentation and emails related to digital marketing processes.

conflict resolution : Addressing and resolving conflicts within the team to maintain a positive and productive work environment between team members.

5) feedback delivery :

providing constructive feedback peers, mentors and trainees and receiving feedback,

∴ Fostering a culture of continuous improvement.

Describe how could you enhance your abilities in group discussions, participation in teams, contribution as a team member, leading a team/activity.

Reflecting on my experience in digital marketing coursework interests, I have identified ways to enhance my abilities in group discussions, team participation and leadership to improve my contribution in the organization. I aim to actively listen to others, ask insightful questions and share my own perspectives clearly and effectively. As a team member / leader, I plan to strengthen my leadership capabilities by proactive offering support, utilizing my technical skills and understanding view points of team members to fully utilize my leadership capabilities.

I plan to focus on building, initiating a positive team environment and coordinating team activities. Through these methods, I will continuously growth and effectiveness as a team member.

Describe how could you could enhance your abilities in group discussions, participation in teams, contribution as a team member, leading a team/activity.

Reflecting on my experience in digital marketing at Smartbridge interns, I have identified key areas for enhancing my abilities in group discussions, team participation and leadership.

To improve my contribution in the group discussions, I aim to actively listen to others, ask insightful questions and share my opinions, perspectives clearly and effectively. As a team member / leader, I plan to strengthen collaboration by proactive offering, support, leveraging my technical skills and embracing different viewpoints of team members lestly to enhance my leadership capabilities.

I plan to focus on taking initiative, creating a positive team environment and effectively coordinating team activities.

Through these measures - I am committed to continuous growth and excellence in my role as a team mentor.

The

BOAT

Journey to the best wearable

RAND

B

The luxury killer, the

Premium

Segment of audio devices.

We're young & wild explorers—

Out on a journey to turn on your true vibe



Post Insights

Overview ⓘ

Accounts reached	19
Accounts engaged	7
Profile activity	4

Reach ⓘ



Impressions	25
From Other	16
From Home	7
From Profile	2

Fri 10:13

80%



Reach



Last 30 Days

Mar 31 - Apr 29

512

Accounts reached

1.3%
Followers

98.7%
• Non-followers



Impressions

805

By content type

All

Followers

Non-followers

Reels

517

Stories

35

Posts

19



10:13

Reach



Last 30 Days ▾

Mar 31 - Apr 29

By content type

All

Followers

Non-followers

Reels



517

Stories



35

Posts



19

● Followers

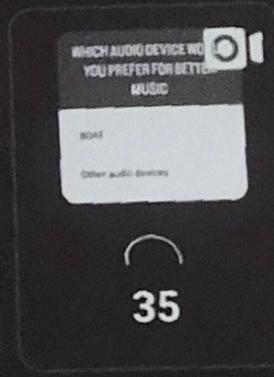
● Non-Followers

Top content

See all



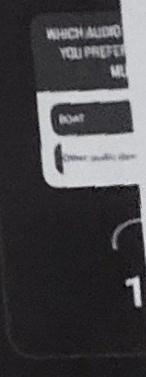
Apr 23



Apr 23



Apr 24



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Student Self Evaluation of the Long-Term Internship

Student Name: Rishabh Kumar Nayak **Registration No:** 1211288070
Term of Internship: From: 10/02/2024 To: 04/05/2024 **86**

Date of Evaluation: 04/05/2024

Organization Name & Address: SMART BRIDGE

Please rate your performance in the following areas:

Rating Scale: Letter grade of CGPA calculation to be provided

	1	2	3	4	5
1 Oral communication	1	2	3	4	5
2 Written communication	1	2	3	4	5
3 Proactiveness	1	2	3	4	5
4 Interaction ability with community	1	2	3	4	5
5 Positive Attitude	1	2	3	4	5
6 Self-confidence	1	2	3	4	5
7 Ability to learn	1	2	3	4	5
8 Work Plan and organization	1	2	3	4	5
9 Professionalism	1	2	3	4	5
10 Creativity	1	2	3	4	5
11 Quality of work done	1	2	3	4	5
12 Time Management	1	2	3	4	5
13 Understanding the Community	1	2	3	4	5
14 Achievement of Desired Outcomes	1	2	3	4	5
15 OVERALL PERFORMANCE	1	2	3	4	5

Date:

Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: SMARAK KUMAR MISTRY **Registration No:** 121128809086.

Term of Internship: 10/02/2024 to 04/05/2024

Date of Evaluation: 04/05/2024

Organization Name & Address: SMARTS RIDGE

Please rate the student's performance in the following areas:

Please note that your evaluation shall be done independent of the Student's self-evaluation

Rating Scale: 1 is lowest and 5 is highest rank

1	Oral communication	1	2	3	4	5
2	Written communication	1	2	3	4	5
3	Proactiveness	1	2	3	4	5
4	Interaction ability with community	1	2	3	4	5
5	Positive Attitude	1	2	3	4	5
6	Self-confidence	1	2	3	4	5
7	Ability to learn	1	2	3	4	5
8	Work Plan and organization	1	2	3	4	5
9	Professionalism	1	2	3	4	5
10	Creativity	1	2	3	4	5
11	Quality of work done	1	2	3	4	5
12	Time Management	1	2	3	4	5
13	Understanding the Community	1	2	3	4	5
14	Achievement of Desired Outcomes	1	2	3	4	5
15	OVERALL PERFORMANCE	1	2	3	4	5

Date:

Signature of the Supervisor

INTERNAL ASSESSMENT STATEMENT

Name Of the Student: SMARAK KUMAR NAYAK

Programme of Study: BBA

Year of Study: 2021 - 2024

Group: BBA

Register No/H.T. No: 121128807026

Name of the College: Dr. Lankapalli Bullayya College

University: Andhra University

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	10	09
2.	Internship Evaluation	30	27
3.	Oral Presentation	10	09
GRAND TOTAL		50	45

Date: 04/05/24

Signature of the Faculty Guide

N. Kookum Nath

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: SHARAK KUMAR NAYAK

Programme of Study: BBA

Year of Study: 2021 to 2024

Group: BBA

Register No/H.T. No: P1128807086

Name of the College: Dr. Lankapalli Bullayya College

University: Andhra University

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	75
2.	For the grading giving by the Supervisor of the Intern Organization	20	20
3.	Viva-Voce	50	45
	TOTAL	150	140
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	185

Signature of the Faculty Guide:

Signature of the Internal Expert:

Signature of the External Expert:

Signature of the Principal with Seal