INFLUENCE OS

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6 Agent AI Suite for Marketing, Branding & Growth

AI INTERN ASSESSMENT PROJECT

🎯 Project Overview

Create an autonomous AI agent that researches, creates, and posts LinkedIn content for personal branding. This project will assess your ability to build intelligent systems that can understand user contexts, generate engaging content, and automate social media workflows.

📋 Project Requirements

You are tasked with developing a comprehensive LinkedIn Personal Branding AI Agent that can autonomously manage a user's LinkedIn presence. This agent should be capable of understanding the user's professional background, industry trends, and creating engaging content that aligns with their personal brand.

Core Functionalities Required:

- **User Profile Analysis:** Analyze user's LinkedIn profile, work history, skills, and interests

- **Industry Research:** Stay updated with industry trends, news, and relevant topics

- **Content Strategy:** Develop a content calendar and posting strategy

- **Content Generation:** Create various types of LinkedIn posts (articles, updates, carousels)

- **Engagement Optimization:** Optimize posts for maximum engagement

- **Performance Analytics:** Track and analyze post performance

- **Automated Posting:** Schedule and publish content automatically

- **Compliance & Ethics:** Ensure content aligns with professional standards

🔧 Technical Specifications

AI/ML Framework	**Backend**	**LinkedIn Integration**
OpenAI GPT-4, Claude, or similar LangChain for orchestration	Python/Node.js FastAPI or Express	LinkedIn API OAuth 2.0 authentication
Database	**Frontend**	**Deployment**
PostgreSQL/MongoDB Redis for caching	React/Next.js Modern UI framework	Docker containers Cloud platform (AWS/GCP/Azure)

📊 Expected Deliverables

You must provide the following deliverables:

- **Working Application:** Fully functional web application with user dashboard

- **Source Code:** Clean, well-documented code hosted on GitHub

- **API Documentation:** Comprehensive API documentation

- **Demo Video:** 10-minute demonstration of key features

- **Technical Report:** Architecture overview, AI model choices, and implementation decisions

- **User Guide:** Step-by-step guide for end users

- **Performance Metrics:** Analytics on content engagement and system performance

- **Deployment Guide:** Instructions for deploying the application

🎯 Key Features to Implement

Essential Features:

- **Intelligent Content Creation:** Generate posts based on user's industry, role, and interests

- **Trend Analysis:** Research and incorporate current industry trends

- **Multi-format Posts:** Support for text posts, carousels, articles, and polls

- **Content Calendar:** Visual calendar showing scheduled posts

- **Brand Voice Consistency:** Maintain consistent tone and style

- **Hashtag Optimization:** Research and suggest relevant hashtags

- **Engagement Tracking:** Monitor likes, comments, shares, and reach

- **A/B Testing:** Test different content variations

Bonus Features (for exceptional candidates):

- **AI-powered Image Generation:** Create custom graphics for posts

- **Competitor Analysis:** Analyze competitor content strategies

- **Sentiment Analysis:** Analyze audience sentiment

- **Network Growth Strategies:** Suggest connection and engagement strategies

- **Multi-language Support:** Support for multiple languages

- **Integration with Other Platforms:** Cross-platform content adaptation

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🏆 **Evaluation Criteria (Total: 100 Points)**

- **Technical Implementation (25 points):** Code quality, architecture, and best practices

- **AI Integration (20 points):** Effective use of AI/ML for content generation and analysis

- **User Experience (20 points):** Intuitive interface and smooth user journey

- **Innovation & Creativity (15 points):** Unique features and creative solutions

- **Performance & Scalability (10 points):** System efficiency and scalability considerations

- **Documentation (10 points):** Quality of code documentation and user guides

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⏰ PROJECT DEADLINE

Friday, August 9th, 2025 - 11:59 PM IST

Submit all deliverables via email with the subject line: "Influence OS - AI Intern Submission - [Your Name]"

📝 Submission Guidelines

Email your submission to: [hello@shriyamukherjee.com]

- **GitHub Repository:** Public repository with complete source code

- **Live Demo:** Deployed application URL (use free tier of any cloud platform)

- **Demo Video:** YouTube/Loom link (10-15 minutes maximum)

- **Documentation:** PDF reports and user guides

- **Resume:** Updated resume with relevant experience

💡 Tips for Success

- **Start with MVP:** Build core features first, then add enhancements

- **Focus on AI Quality:** Ensure generated content is professional and engaging

- **User-Centric Design:** Think from the user's perspective

- **Test Thoroughly:** Test with different user profiles and scenarios

- **Document Well:** Clear documentation reflects professional standards

- **Show Your Process:** Include your thought process and decision-making in reports

Influence OS - Empowering Growth Through Intelligent Automation
This is a confidential assessment project. Do not share or discuss with other candidates.
For technical questions, contact: tech-support@influence-os.com