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IV – BS MIS

Practicum Site: Ogilvy & Mather Philippines

Industry Mentor: Joseph Torrijos/Allan Dominguez

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Practicum Final Report

For my practicum OJT requirement, I applied for internship in Ogilvy & Mather Philippines. Ogilvy & Mather, or Ogilvy for short, is an international advertising, marketing, and public relations agency. Their Philippine branch office is located in Fort Bonifacio, Taguig City. I was assigned in the digital production department, under Mr. Joseph Torrijos and Mr. Allan Dominguez.

During the course of my internship, I worked mainly as a web developer and as a marketing strategist, and was assigned to several projects. These projects were for Ogilvy's clients, such as the Asian Institute of Management, Axe, and Powerade, to name a few.

My first project was the information architecture for the microsites for AIM. My task was to create metadata and integrate them in the microsites. I did the metadata for two out of the total eleven microsites for AIM.

The next project was to develop a content management system, or CMS, for the human resources department. The CMS is designed primarily for the use of HR personnel for managing applicants' resumes. The CMS was built entirely out of scratch using PHP and MySQL. In addition to the CMS itself, I also made a user manual for the CMS's administration and maintenance.

The next project was building a list of online news sites for publishing articles. These sites include Technorati and Stumbleupon, among others. Our team had to research these sites and create a user guide for each, showing how one can publish an article in the site.

Next, I assisted in the encoding of the database for Axe's mobile application. I had to research events in and around Metro Manila and get the events' details, such as date, type, address, and coordinates. This project has an indefinite deadline, and is still ongoing.

I also assisted in the development of KFC's Facebook application for Mother's Day. I did mostly the back-end development using PHP. As soon as I had done all that I could, I turned over the project to the project head for launching.

The next project was the full development of Powerade's Facebook application. The application's purpose is for the promotion of the Powerade Challenge contest. The application contained information such as contest mechanics and winners' gallery.

The following projects were mostly revisions of existing Facebook applications. These applications include TRESemme's Brazilian Flair and Splenda's Welcome and Product tabs.

All of these projects have enabled me to learn new skills and improve my existing ones. The AIM information architecture project taught me how to use prebuilt CMSs for managing websites. The online news sites showed me the importance of online media for effective marketing. The HR CMS was my first PHP project that was actually implemented. The Facebook applications exposed me to the development of such applications.

My internship had its share of problems, though mostly concerned with practicality. The biggest problem was the distance between the office and home. I spent an average of three to four hours each day on going to and from the office. Another major problem was finances. There wasn't any cafeteria in the office, so everyone had to bring packed meals or go outside to

buy food, and since the office is located in The Fort, everything is expensive, especially the food. The fact that the internship program didn't provide allowance did not help with finances at all.

While working in Ogilvy, I had realizations. The feeling of accomplishment is worth more than material compensation, though it would be better if I would be paid for it. Also, having freedom in the workplace makes it more stress-free, relaxing, and more conducive for work. We were allowed to do anything in the office as long as it does not interrupt the workflow. I also realized how important it was to be flexible in terms of skills. For example, I was a web developer, but I also needed to be proficient in multimedia and marketing strategy to complete all the projects that were assigned to me. Finally, I realized that mental exhaustion is more taxing than physical exhaustion. Eight hours at work left me more tired than twelve or more hours at school and varsity training.

All in all, I consider my internship as a preview of the future, should I choose a similar career path. I learned a lot of things, both work and non-work related. But the most important thing that I gained in this internship are the connections I made. I believe that I had left my mark on the company, and therefore I had opened a new career option.