



COMSATS University Islamabad (Lahore Campus)
Department of Media & Communication Studies

INTERNSHIP REPORT 2023

“At Marshmallow”

Duration: 6 weeks

14 July to 30 August

Submitted to: Ma’am Ayesha Mirza

Submitted by: Arham Shamshad

Registration No: FA20-bmc-018

Internship Undertaking

This is Arham Shamshad, Student of media and communication studies department of COMSATS University Islamabad Lahore Campus, under the student ID FA20-BMC-018 attest, that I have completed my internship as a compulsory part of my BS program after my sixth (6th) semester. I completed my six-week internship from Marshmallow in social media management department. I really wanted to learn new experiences and explore new things.

Purpose:

My internship at Marshmallow Advertising Agency was primarily designed to help me develop my practical skills in social media management. By enabling me to apply theoretical information to real world situations, it was meant to close the gap between classroom instruction and practical use.

Goals:

Throughout the internship, I worked to accomplish the following objectives, gain thorough understanding of the methods and strategies used for managing social media. Receive practical training in producing, planning, and evaluating social media content. Participate in the agency's social media efforts and help the team get quantifiable results. Implement integrated marketing activities by working with cross functional teams. Learn efficient ways to use the various platforms for analytic and social media management. Working with seasoned professionals in a competitive office setting will help you develop your communication and teamwork abilities.

Responsibilities:

- Helping to create content schedules for social media.
- Producing relevant and interesting social media postings for customers.
- Following audience interaction on various social media sites and giving feedback.
- Examining social media performance data and offering suggestions for improvement.

- Working with copywriters and graphic designers to create material that is aesthetically appealing.
- Keeping up with market trends and providing the team with pertinent information.



Ref: MA/FIN/2324/0128

Dated: 28th August 2023

TO WHOM IT MAY CONCERN

This is to certify that Mr. Arham Shamshad S/o Mr. Shamshad having CNIC No. 42201-5761149-5 Student of COMSATS UNIVERSITY Islamabad Lahore Campus, Department of Media & Communication Studies (Student ID: CIIT/FA20-BMC-018/LHR) has completed his internship successfully in our "Social Media & Creative" Department from 14th July 2023 to 26th August 2023.

During internship he worked diligently and proved that he is punctual, hardworking and a quick learner.

We wish him all the best for his future endeavors.

Best Regards

A handwritten signature in blue ink, appearing to read 'Amjad', written over a horizontal line. To the right of the signature is a circular stamp with the text 'Marshmallow Advertising (Pvt.) Ltd.' around the perimeter and a star in the center.

Muhammad Awais Amjad

Manager Accounts & Finance

+92 300 8080270

MARSHMALLOW ADVERTISING (PVT.) LTD.

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Executive Summary

Overview:

This report summarizes my experience as an intern at Marshmallow Advertising Agency and gives an easily understood but useful review of the project's goals, significance, and key learnings. The goal of the internship was to close the knowledge gap between academic study and real-world social media management application. It was a significant step towards developing practical experience, important skills, and involvement in the agency's operations.

Major Experiences:

Social media campaign success: Successful management and execution of numerous social media campaigns for a variety of companies led to increased engagement and significant follower development.

Expertise in content creation: Working with the copy writing and design teams, I helped to produce visually appealing and intriguing social media material.

Data-Driven Insights: Accurate data analysis produced insights that may be used to improve social media campaigns' effectiveness.

Content Calendar Efficiency: By creating and executing a content calendar, I was able to increase organizational effectiveness and guarantee the timely and reliable delivery of material.

Client Engagement: By actively participating in client meetings, I made innovative contributions and strengthened client connections. This part contains an overview of everything, including my strengths, accomplishments, lessons learned, and plans.

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Acknowledgement

I want to sincerely thank the people, mentors, and coworkers at Marshmallow Advertising Agency who were instrumental in making my internship experience memorable and enriching. Throughout my employment, their advice, encouragement, and mentorship were vital.

Saqlain Butt! Senior Manager of social media:

I owe a great deal of gratitude to Saqlain Butt, my mentor at Marshmallow Advertising Agency, whose insight and know-how in social media management helped to shape my development as a professional. My ability to successfully manage the complexities of the sector was made possible by Saqlain Butt, who patiently responded to my questions, shared industry insights, and offered consistent assistance.

Umer Sheikh! Web developer and programmer:

I also want to express my gratitude to Umer Sheikh, a hardworking coworker who graciously shared his knowledge and offered assistance whenever I had difficulties. Umer Sheikh promoted a cooperative and welcoming workplace culture that promoted learning and development.

Sir Saqib! HR of Marshmallow:

Sir Saqib, my internship manager, deserves special recognition for his leadership and mentoring, which enabled me to assume responsibility and develop professionally. Sir Saqib gave me insightful input, which helped me hone my abilities and successfully contribute to the success of the organization.

Ma'am Iram:

I would want to express my gratitude to Ma'am Iram of Marshmallow Advertising Agency, whose teamwork and friendship make the office a dynamic and fun place to work. Every discussion, brainstorming session, and project cooperation helped me learn something new.

Last but not least, A special thanks goes out to my HOD, Sir Sohail Riaz Raja, as well as Ma'am Ayesha Mirza for their constant support and encouragement throughout this internship. Their confidence in me and never ending encouragement were vital in my success.

I am incredibly appreciative to these people for their opportunities, information, and experiences they shared with me throughout my internship. Their advice and support have been essential.

Overview of the Organization:**History:**

Marshmallow Advertising (Pvt.) Ltd. was established to bring a change in the advertising industry. Amidst all the chaos of so-called 360 agencies, we stand for specialization and being master of what we do. We definitely specialize in our services. Give us a try is giving your brand a chance to excel. Think of us as the last missing piece to the puzzle of your brand creation. Our team comprises of small groups, each of which specializes in certain skills and they work together to implement strategic plans in order to achieve organizational goals and provide tangible results to the businesses associated with us. Till now, we have helped more than 500 businesses achieve success in not only reaching their target audience but also converting their leads into paying customers. Join us and become the winner you always wanted to be.

Our Aim:

At Marshmallow, we aim to clearly define brands by highlighting their uniqueness and setting them apart from their competitors. This requires us to

thoroughly research the market, strategies creative marketing campaigns, choosing the right media platform, and making cost effective media plans.

Our vision:

To become the #1 advertising agency in Pakistan that provides 100% customer satisfaction and tangible results to growing businesses.

Values:

Our core values are what separate us from our competitors. They are the reason for all the success we have yet achieved and it is due to them we will keep improving and getting better every day. Here are our core values that we religiously follow and never compromise on them Persistence: Persistence is the key to success in every field of life. Small consistent efforts in the right course always lead to good results. Fairness: Fairness at workplace is really important to uplift the morale of every employee. We believe in the fair and equal treatment of every one without any discrimination of creed, color and gender. Accountability: Every member of our team is responsible and takes accountability for their actions. It takes courage and honesty to hold yourself accountable and that is what we strive to instill in our employees. Diversity and inclusion: We welcome people from different walks of life in our team. This allows us to take leverage of every talented and skillful individual and learn from them. Creative freedom: Without creative freedom, creativity can't exist. We encourage our people to express themselves freely without any fear of judgement. Creativity prevails where free think is allowed Teamwork: Every member of our team makes collaborative efforts toward achieving a common goal i.e. providing results to our clients.

Think large and grow enormous with Marshmallow, among the best digital marketing companies. We are a versatile digital marketing services company with years of experience and therefore the finest ways. We are digital marketing consultants who have served multiple businesses from various industries. Before that, our digital marketing services embody everything that will end in boosting conversion.

We provide a skilled digital marketing services to offer you the best digital exposure you deserve. Further, our digital marketing service includes:

Search Engine Optimization:

We will help you obtain greater organic ranks and increased visibility in search results through meticulous keyword analysis and ethical SEO techniques. Complete keyword research, on-page and off page optimization, and Google Search Console tracking are all done by our internet marketing firm. With the use of these strategies, we can increase conversions as a locale for your digital marketing solutions and bring in high quality leads and traffic.

Social Media Marketing:

We create social media marketing strategies to help your company expand and engage with your audience. Our digital marketing firm assesses your objectives, benchmarks your competitors, and looks at how your clients behave online. We often create unique social media brand management and paid advertising strategies suited to your company using data and analytics.

Web Design & Development:

We create unique, mobile friendly, and SEO optimized websites that help you achieve your goals and complement your online marketing initiatives. We usually create a visual hierarchy to draw attention to your important site elements and motivate site visitors to take the necessary action. Our site design consultants make use of distinct calls to action (CTAs), steer clear of rotating sliders and carousels, alter type fields, and create content tailored to your persona.

Video Production:

When done properly, video marketing is effective and fascinating. Video storytelling has the power to elevate your brand to new heights and dramatically boost customer engagement. Use SEO optimized video material to draw in customers. From screenplay writing to motion graphic development and video editing, we have you covered.

Pay Per Click (PPC):

Make precise and fast contact with your customers by using a data-driven PPC campaign. Because our PPC specialists are Ad Words certified, you can relax knowing that your campaign is in capable hands. Our staff drafts precise ad copy, adjusts your bidding strategies and device targeting tactics, and tracks your return on investment for every term. Additionally, we frequently use seasonal trends to promote your goods and generate a lot of traffic and leads.

Content Writing:

The content of your website is very important because it drives traffic to your website and serves as the basis for your SEO. Give us the task of creating your material, and we'll write it precisely. To ensure that we follow Google guidelines when creating material, our content professionals stay up to date on industry developments and the most recent news. We frequently create attention-grabbing headlines, use effective keywords, use mental imagery, and organize our content to make it easier to read. We have a team of the simplest and most toughened individuals to realize our goals and meet the targets of any business towards its growth. Constant Struggle and a team of experts use the technology that will lead us to square at any corner of this world.

We strongly think that turning digital is the right course of action for every organization right now, and we work hard to demonstrate our commitment to these ideals in the quality of our services. We establish your brand so that it is visible to potential clients at the ideal moment and on the appropriate screen. Many of our customers have benefited from Marshmallow Advertising's award-winning solutions and experience in interacting and engaging with their clientele in new and improved ways. We try to accomplish the same for you.

Competitors & Market Standing:

Marshmallow Advertising competes with a large number of other registered advertising agencies under the supervision of industry regulators in the context of the established advertising market. A 20 million PKR investment is what Marshmallow Advertising used to get its license. Although relatively young in the industry, the agency is making great achievements in terms of its performance and client satisfaction.

When it comes to competitors, Marshmallow Advertising distinguishes out in its sector as it focuses in new and creative advertising solutions. There aren't many direct competitors in its particular field of competence, which gives it a distinct competitive advantage. Marshmallow Advertising strives to be on par with “McCann” and “Ogilvy” two of the most well-known advertising powerhouses on a global scale. Although there is still much to be done to reach this position, Marshmallow Advertising is dedicated to expansion, innovation, and giving its clients the best advertising solutions possible.

Organizational Structure & Hierarchy:

Hierarchy Chart:



Following is the list of advisory board members, the CEO and Executive Producer, and the whole channel's hierarchy.

- Yousuf Rashid (Founder & Chairman of Marshmallow)
- Dr. Saqib (HR of Marshmallow)
- Saqlain Butt (Marketing Manager)
- Dr. Awais (Director of PR Department)
- Hassan Sajid (Director of Creative Department)
- Umer Sheikh (Director of Programming Department)

In this chart, the CEO, which stands for Chief Executive Officer, is like the big boss of the company. They're often the one who started the company and invested a lot of money into it.

The HR division comes next, and it is quite significant. They are in charge of seeing to it that everything functions properly, from the way things appear and feel to the actual content and how it is created. Consider them as the people who manage everything that happens in the background. There is a Human Resources Director (HR) in the HR department. This individual is in charge of recruiting and employing staff members for the TV studio. They must post job ads, hunt for qualified candidates, and conduct interviews with potential team members. Additionally, they guarantee that the business abides by all regulations and employee-related laws.

The HR Director also looks after brand-new hires, ensuring that they are familiar with their roles and at ease within the group. If necessary, they can even assist with tasks like banking, taxes, lodging, and making travel plans. The HR Director will occasionally assess how well staff are performing their duties and offer assistance if necessary. In a nutshell, they serve as the glue that holds the team together and ensures that everything goes according to plan.

Managers of public relations establish and put into practice plans to build and keep up a favorable image with their audience. Advertising managers design and carry out strategies to establish and maintain a favorable impression with their audience, or viewers. Additionally, advertising managers collaborate with promotion and public relations managers to make sure that TV and advertising campaigns are in line with corporate goals. To make sure that TV and advertising campaigns are in line with brand and business objectives, public relations managers often collaborate with marketing and advertising managers.

For a company's use on various social media platforms, social media managers design and maintain television advertisements, organizational information, and

marketing campaigns. Based on the company's voice and recommendations, they also monitor social media statistics. They are always coming up with new ways to promote concepts and formats while gauging how useful those concepts are. operating ongoing marketing efforts and campaigning with continuing corporate objectives. They also keep track of online media analyses based on the opinions and voices of the organization. They are constantly developing new ideas and designs, as well as measuring the strength of those ideas. launching ongoing corporate campaigns and operating ongoing advertising campaigns.

It is expected of the online media manager to keep up with current trends as well as company and industry news. The manager of social media is expected to keep abreast of new trends as well as company and industry news.

Number of employees:

There is almost 57 employees & these 57 employees are divided in every department. 9 employees in the social media department and in 7 Designing department and 13 in the creative department & in 7 PR department 5 animation department and 6 handled the production department and 3 in websites developers and programmers and 5 almost content writer.

Head office:

Johar Town, M block, main road of Johar town, near Emporium mall. They have only one office (Head office) right now.

Brands collaborated with:

Road master Logistics



Road Master



Orash Food



Baby Master



UCP



Hateem City



Emporium mall



Nisa



Eithad Town



Iffat Anwar medical complex



Plan of Internship Program

My internship began 14 July 2023, at the Marshmallow advertising agency Lahore, and it located in Johar town M block, I work with the Marketing manager on the Social media management . The internship is offered on the bases of student's interests and the plan for further studies and careers and some on the bases of their previous records and history of work with the department. I was placed in the Marketing department under HR of Marshmallow and with the senior social media manager "Saqlain butt". And I had no experience before this. The good news is that they offered me a job as an Social media manager after the internship ends and if my university schedule allows.

The primary purpose of the internship was to learn the digital marketing from A to Z, everything from observing the content writing, data collection, poster designs, Web design, Search Engine Optimization, Facebook ads, Google ads, Video Editing, managing software and planning. And from the help of God I learn a lot. From visuals to little on-screen text animations ranged from extra visuals to filler information and images in the program. In the early stages of marketing, I had an interview with my fellow interns to see where I stood and where I should be following the digital marketing process. The plan of internship was to make us skilled and learn some of the basics of Digital marketing and to get the skills out of us and polish them for a better future.

Training Program

The first day at Marshmallow Advertising Agency was very interesting; everyone seemed to get along well. Together with my fellow interns Amna, Fizza, and Hassan Aslam. We also got to know a few other University of UMT and UCP

interns. Firstly HR took us on a visit of the department and told us to learn well whatever you are interested in and then I got the opportunity to meet Saqlain Butt, the director of Marketing Manager. After the meeting I decided that I have to learn Social media management because he gave me a good guideline and good path for better future. Saqlain Butt, inquired about each of our unique hobbies in an effort to get to know us better. It was a light and informal greeting.

This program aims to enhance both soft and technical skills and knowledge to do a particular task in a safer, more effective, or more successful way. To improve consumer awareness and purchases, the company next developed a marketing strategy. In addition, they carry out a variety of duties and operations, including as branding, test marketing, advertising, and market research. A training program's objective is to accomplish particular company objectives. Different training program kinds may exist, depending on the intended use. Aim for a particular role.

- Describe the three main roles.
- Establish fundamental knowledge and abilities.
- Select subjects for repeated practice.
- Describe educational programs.
- Analyze results.

There have a different departments and employees are working on it and utilized our skill. Marketing department is the most crucial division in this organization. Marketing personnel attract new business and give services to current customers.

In the age of digitization, digital advertising has become crucial because every company wants to guarantee their online presence. Head of Marshmallow digital marketing and social media manager collaborate to create effective strategies and create print like social media campaigns. They collaborate with the art department to put their ideas into action.

One of the most crucial departments, it is where the concepts and ideas were born. This department includes NLE editors, animators, cameramen, production managers, and production directors, among other resources. It is one of the creative departments that collaborates with customer service, other creative departments, and the production director to achieve the intended outcomes. So it is very important to have all these departments to run an advertising agency.

Me and my batch mates learned something from all these departments but our main focus was social media management. On these 6 week internship we have

adopted a lot knowledge and learn the new skills from the help of God. And in these 6 week I make one month campaign calendar of “baby master brand” and that is published on their social media account.

Reflective Journal

Date	Day	Task Perform	Description	Interpret	Evaluation	Plan
14	Friday	Observed the Departments.	How it works. And what is happening in these departments. I arrived at the agency at 10am as per the scheduled provided during my internship observation	Some things are understood and some are not	Despite not actively participating in any duties today, the observation day was crucial. It gave me the chance to learn vital details about the agency's operations and social media management techniques.	I intend to gradually become a part of the team's workflow going forward. I'll keep watching over coworkers and taking part in new projects.

18	Tuesday	On the request of the head of creative department, extracted some references with visuals and some video links.	They needed some ideas from references with visuals and video links. So that they can satisfy the client	After doing this work we got an idea of how the creative department is working on the back hand	I worked on it but nothing special on my interest	I thought that I do not want to work in this department, I want to work in the social media department.
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19	Wednesday	Observed the social media department	Today marked the 3rd day of my internship journey at Marshmallow Advertising Agency. I arrived at the office at 10:00 AM, eager to learn and contribute to the team. Saqlain butt told us about social media	Saqlain butt saying after that we understood everything about social media management how things are working.	It much quite interesting	Now we have decided that we have to learn social media management in a proper way.
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			management & also told how we work.			
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22	Saturday	Collaborate with team member to create content calendar for multiple client accounts	My fourth day at Marshmallow Advertising Agency was far more hands-on than the first. Together with a teammate, I started the day by making content calendars for numerous client accounts.	I was able to put some of the knowledge I learned from yesterday's observation to use throughout today's tasks. I discovered that careful attention to detail and a thorough comprehension of each client's particular demands and objectives are necessary for successful content planning.	I believe that through actively participating in chores today, I advanced. It was a useful opportunity to work on content calendars with my teammate and help with content generation.	For the upcoming days, I plan to continue taking on tasks and learning from my colleagues. I want to further improve my content creation skills and understand the client management process better.
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25	Tuesday	On the request of the head of social media department, extracted some references about taglines and slogans and images	They needed some ideas from references through links of images and slogans. So that they can satisfy the client	After doing this work we got an idea of how the social media department is working on the back hand and how it would be make campaign successful	I started filling gaps and tried to do things effectively	When I am going to be in advertising agency its necessary to remember these certain points because your sixer can bounce back any time.
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26	Wednesday	I Couldn't go due to rain	I tried to go but it was a rainy day and the closest.	I shared this problem to my mentor and he says it's ok. I understand		
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29	Saturday	Created one month calendar for one brand	Created calendar for one brand “baby master “So How this project can make difference and how it will benefit the client	Now I was able to put some of the knowledge I learned from yesterday's observation to use throughout today's tasks.	The brainstorming session was a highlight, as it showcased the agency's creative energy.	To track your development and learning throughout your internship, keep up the excellent work and keep chronicling your trip.
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1	Tuesday	Previous things doing. Because that task isn't completed				
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2	Wednesday	I'm not going for internship due to sickness.	I'm not well. For because of high fever.			
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5	Saturday	10	For Muharam			
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		Muharam	agency will be off			
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8	Tuesday	Created and scheduled social media posts. Participated in a brainstorming session for new client pitch.	I took charge of planning and writing social media posts for one of our client accounts to start the day. I was able to use some of the content planning techniques I've been learning thanks to this.	Today's tasks pushed me out of my comfort zone and required me to take ownership of social media content for a client.	The work I had to do today was both difficult and satisfying. I was able to put my talents to use by writing and planning social media postings, and the research work increased my knowledge of competitive analysis.	As I continue my internship, I plan to seek more opportunities to work on client projects independently. I also want to expand my research skills and contribute more actively to brainstorming sessions.
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9	Wednesday	<p>Attending a workshop on effective hashtag strategies</p> <p>And analyzing the performance of recent social media posts using analytics tools.</p>	<p>With all of these collaboration is emphasized to me the importance of aligning visual elements with campaign messaging</p>	<p>Analyzing post performance data provided valuable insights into refining content strategies and workshop my knowledge of hashtag usage.</p>	<p>I feel that I'm gradually becoming more integrated into the team and contributing meaningfully to client projects.</p>	<p>In the upcoming days I am continue to improve my analytical skills and explore more aspects of campaign management.</p>
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Work Sample

Baby Master

Itch-free comfort with
Baby Master Diapers





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Baby Master

The Ultimate
absorbency winner



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PAKISTAN DEFENCE DAY

A Big salute to our soldiers for their endless services for our nation

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Baby Master

Find the missing piece of the picture



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Baby Master

Baby Master
making playtime even more enjoyable
with their incredible comfort



[babymasterdiapers](https://www.babymasterdiapers.com)



All these images are of a brand “baby master” I have made a one month calendar for social media accounts.

Critical Analysis

When I got to know that I was placed in an advertising agency for my internship program I was very excited and eager to go there as studying media studies for over the past three years in university developed a keen interest in digital marketing. I was happy to know that I will be able to see the actual working of an advertising agency regarding digital marketing real time and develop observations on how things are done off screen and how that appears on the screen. The first few days were merely introduction and observation days but gradually I felt that I am actually a part of the marketing and learning a lot more than that of ordinary bookish knowledge. Whatever we learn and study in our classrooms will only make sense if we have a practical implementation of it in the field and by interacting with relevant people.

I studied various concepts related to digital marketing and advertising organizations such as Search engine optimization, Facebook ad, Google ads, web developer, content writer etc. That I wanted to observe here in a marshmallow advertising agency. This advertising agency has been working for almost 7 years and it was established on the mission of presenting a positive image of people through promoting our work. Hence, I couldn't experience things like competitor because the main focus of the owner of the channel was different as compared to the other advertising agencies. Hence I can say that the concepts studied as a subject are very much different when we talk about the practical experience.

Recommendation

I wish to provide a few recommendations after carefully observing how the agency functions. The first is that Marshmallow, who is constantly having financial difficulties, needs to concentrate more on their business clients. They will benefit from it, and government policies and the advertising budget won't have a significant impact on them either because political instability usually leads to policy changes, and those changes are always ones that benefit the ruling party. To increase their social media presence is the other thing I would advise. They only have a small number of followers. While Facebook and Instagram are performing significantly better than Twitter, their reach is still constrained. They should also pay attention to their website since it

demonstrates professionalism and because it has more information about their operations and the services they provide to their clients than social media does. Websites also demonstrate a company's legitimacy. The agency should also concentrate on strengthening its financial position. They should work on their accounts because they may cause them issues. because an agency's accounts are used to gauge its capabilities.

SWOT Analysis

Strength:

Creative talent: Marshmallow Advertising Agency has a staff of extremely talented individuals who can create original and compelling advertising campaigns.

Diverse skill set: The agency's extensive talent pool, which includes graphic designers, copywriters, digital marketers, and media planners, enables it to provide a wide range of services.

Client list: Marshmallow Advertising has a substantial client list that is broad and demonstrates its capacity to operate across many industries and successfully meet client needs.

Strong Client Relationships: A high level of client satisfaction and retention is evident from the agency's many long-lasting and trustworthy relationships with clients.

Weaknesses:

Market Competition: There are many agencies competing for clients and projects in competitive advertising market. Getting new clients might be difficult given the fierce competition.

Resource Limitations: Like any agency, Marshmallow Advertising may experience resource restrictions, including financial limitations and a labor scarcity that could limit the ability to scale projects.

Client dependency: If client relationships deteriorate or if clients cut down on their marketing budgets, the agency's dependence on certain clients could put it at risk.

Opportunities:

Digital Expansion: Marshmallow Advertising has the chance to broaden its digital offerings and meet clients' changing needs as a result of the increased focus on digital advertising.

International Markets: Investigating foreign markets and extending the clientele of the agency outside of its home country might create new revenue streams and growth potential.

Data analytic: Using artificial intelligence and data analytic together can provide customers more individualized and successful advertising options.

Threats:

Technological Disruption: Rapid technological advancements may require substantial investments in training and adaptation to remain competitive in the digital advertising landscape.

Regulatory Changes: Evolving regulations in advertising, data privacy, and digital platforms may pose compliance challenges and affect campaign strategies.

Conclusion:

My time spent interning at Marshmallow Advertising Agency has been a priceless part of my academic journey and a huge boost to my prospects for the future. I consider the enormous value this internship has brought to my life, both emotionally and professionally, as I come to the end of it.

Over the course of my employment at Marshmallow Advertising Agency, I had the honour of collaborating with a group of gifted and motivated individuals who welcomed me into their group. The agency's dedication to originality and brilliance was evident, and it motivated me to improve my abilities and seek out novel ideas in the advertising industry.

This internship made one of the biggest contributions by allowing me to put my academic knowledge into practice. I got the chance to apply the theories and concepts I learned in class into practice by managing social media campaigns, developing interesting content, or examining performance indicators. My

learning was reinforced by the practical application, which also increased my confidence in using these abilities in real-world situations.

In conclusion, my experience as an intern at Marshmallow Advertising Agency has been life-changing. I now possess the necessary abilities, business knowledge, and self-assurance to pursue a lucrative career in advertising. I am incredibly appreciative of this chance and am looking forward to the interesting obstacles and opportunities that lie ahead.