

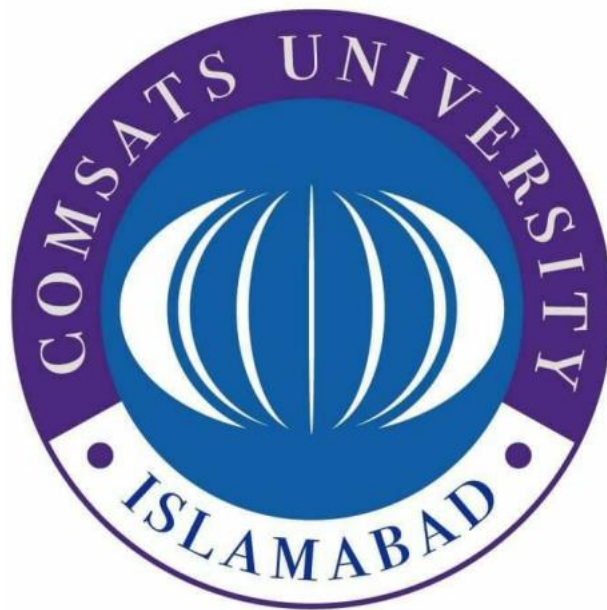
Internship Report

**“Media Hub Productions” (7 weeks)
(17th July 2023 to 31st August 2023)**

Submitted to: Mam Ayesha Mirza

Submitted by: Hafiz Talha

Registration No: SP19-BMC-008



**Media & Communication Studies, Department of
Humanities**

**COMSATS UNIVERSITY ISLAMABAD, LAHORE
CAMPUS**

Letter of Undertaking:

I am **Hafiz Talha** student of the **Media and Communication Studies Department, COMSATS University Islamabad, Lahore Campus**, under student ID **SP19-BMC-008** declared that I have completed my internship at **Media Hub Productions** as per requirement of my course and department. During my internship period, I tried to learn those skills which will support my career objectives. I hereby declare that this internship has been genuinely conducted for the prescribed duration of time and in case of any misstatement or false description the undersigned may be held responsible.

Hafiz Talha

SP19-BMC-008

Media & Communication Studies

Acknowledgement:

The internship opportunity I had with **Media Hub Productions** was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

Bearing in mind previous I am using this opportunity to express my deepest gratitude and special thanks to the CEO of **Media Hub Productions** who in spite of being extraordinarily busy with his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at their esteemed organization and extending during the training.

I express my deepest thanks to **Mr. Shahraiz Malik, CEO** for taking part in useful decisions & giving necessary advice and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge his contribution gratefully. I'd like to take this opportunity to thank **Mr. Sohail Riaz Raja, Head of the Department of Media Studies at COMSATS University**, for giving me the opportunity to do my internship there for seven weeks. In addition, I'd like to thank our instructor, **Mam Ayesha Mirza**, for her consistent help and the excellent role he has played as a guide.

It is my joy to express my heartfelt appreciation to **Mr. Nauman Nasir, Social Media Head, and Mr. Ali, Digital Marketing Manager, Ms. Fariha, Digital Marketing Executive, and Ms. Basmah, Customer Support Executive**, for their careful and planning and implementation of marketing, which was extremely valuable for both theoretical and practical aspects of my study.

I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives. Hope to continue cooperation with all of you in the future,
Sincerely,

Hafiz Talha

Media Hub Productions

3rd October,2023

INTERNSHIP LETTER



To Whom It May Concern

This letter hereby certifies that Mr. Hafiz Talha S/O Mr. Muhammad Yousaf, CNIC: 35202-1165487-8 has served at Media Hub Production as a Social Media Marketer, from 17 July, 2023 to 31 August, 2023.

During his tenure he demonstrated superb marketing knowledge and expertise and because of his marketing skills our company has successfully completed many targets. During this time, Mr. Hafiz Talha has carried out all his duties in a professional and sincere manner. He has not only assisted in marketing activities but has also made many efforts for training the junior marketing staff and keeping pace with latest marketing needs. His sincere approach towards work and his friendly personality has set high example among other staff.

We wish that he succeeds in all his future endeavors.

Shahraiz Malik
Chief Operation
Media Hub Productions

Executive Summary

In order to attain professional capability, it is important to combine both theoretical and practical approaches. Through attaining knowledge and honing skills, students are able to explore untested aspects of real life with confidence and power. As a part of my Media and Communication Studies degree, I undertook an internship at Media Hub Productions. This paper is a reflection of my primary hands-on experience. During my internship, I was fortunate enough to acquire priceless experience working in multiple departments at Media Hub Productions.

I was fortunate to have the opportunity to work at the Media Hub. This was my first experience of being part of an organization. It took me a bit of time to adjust to the culture and environment, but with the assistance of my colleagues and supervisor, I adapted quickly. The regular staff meetings provided me with the necessary information.

This report provides readers with an understanding of the history, mission, vision, office locations, main offices, and employee numbers of Media Hub Productions. It then outlines the department's activities and the tasks that I was assigned while interning there. The report begins with a summary of the Department's history.

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Overview of the Organization

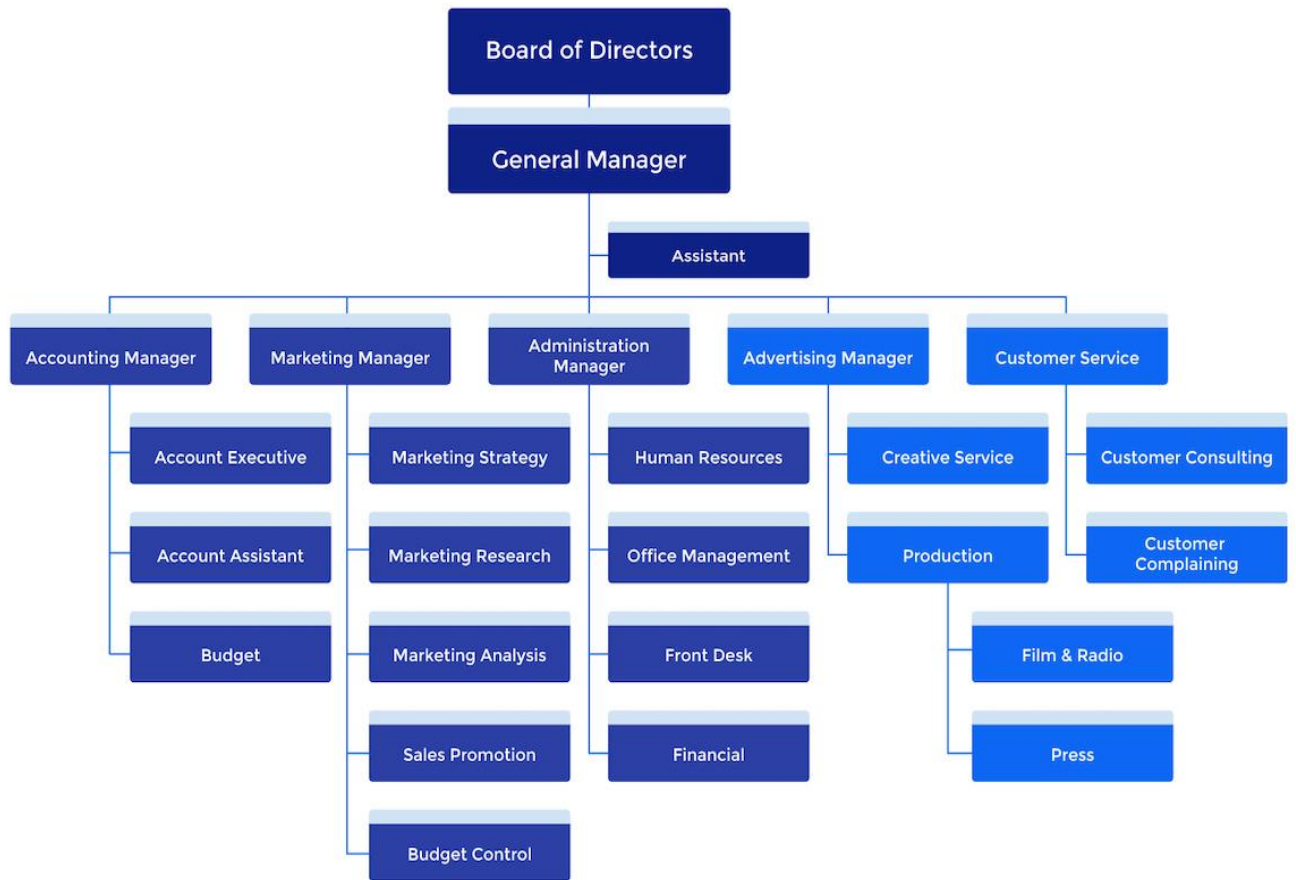
History:

Media Hub is a digital, marketing and a PR firm that combines the work of learned, skilled and technical designers, developers, filmmakers who have made it their mission to produce vibrant, meaningful and visually appealing content - using enhanced digital and film making equipment. It was founded in Nov 2016 and has an office in Lahore, Pakistan. Media Hub Productions is representing different businesses belonging to different industries such as IMEC, Innoviv and has managed multiple events professionally. Media Hub offers all types of works related with social media including web development, Ecommerce stores establishing, SEO, Website UI/UX designs and many more.

Introduction

Media Hub is a team of strategists, designers, branding specialists, business model experts and service designers. We help our clients to be great in brand positioning, digital marketing, social media appearance, web and ecommerce experiences with a solid brand equity which loudly communicates a brand message in a profitable way. Media Hub believes in working with as low as much time with great perfection. They help their customers to accelerate business transformation by converting ideas into innovation, secure and saleable business solutions. Their expertise are in social media and digital marketing such as Events Planning, Social Media Management, Graphic Design, Social Media and Electronic Media ads. They connect businesses with the people who avail their products and services. Their clientele is not only limited to big brands but they also focus on small scale business as they believe One big brand is good but working with 10 small brands with less efforts will be an efficient model. Media Hub strives to keep their team of professionals abreast with the latest market innovations in the field of digital media, 3D modeling, campaigns, marketing & PR, media production and design. In doing so, they take great care to incorporate the use of the latest technological implements and design-concepts in the work commissioned to them; thereby ensuring that their clients receive the best output conceivable, at market- competitive rates.

Training Model



Policy:

As a Digital Marketing Agency, Media Hub believes in standing behind their work with research and experience from actual problems we've defined, measured, and solved. Therefore, no decision, from strategy and development to design and user experience, is made softly. They guide their customers to accelerate business transformation by converting ideas into innovation, secure and saleable business solutions. They work hard to provide an expert touch and try to speak for all the businesses they collaborate with as one. As a team of strategists, designers, branding specialists, business model experts and service designers. We help our clients to be great in brand positioning, digital marketing, social media appearance, web and ecommerce experiences with a solid brand equity which loudly communicates a brand message in a profitable way.

Competitors:

Because of the growing need for digitization across all brands and industries Media Hub has a number of competitors in the market. As a result, new agencies coming on the surface on a regular basis, but only a handful can prosper in the face of strong competition and the drive to be more creative and come up with amazing ideas for marketing campaigns.

These are the following companies:

- **VM Interactive**
- **DA Artist**
- **Stocktoc**
- **SEO Web Helper**
- **TAC Digital Marketing**
- **Dice Marketing**

Organization Structure

Head office:

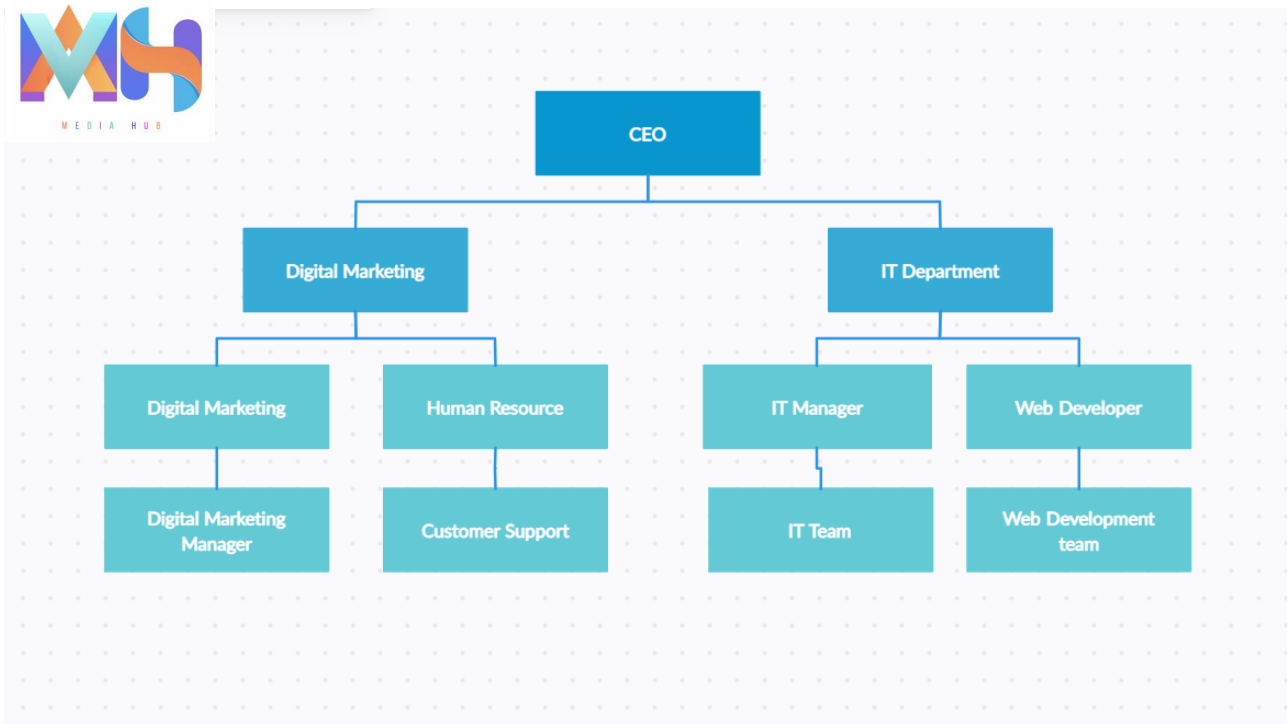
Media Hub's head office is located in Askari 10, Lahore. **Mr. Shahzad Malik** is the person who owns a stake in this business in Lahore, Pakistan.

Address: 304, Askari 10, Lahore Cantt, Punjab 54000.

Email: media.hubproduction@gmail.com

Facebook: <https://www.facebook.com/mediahubproduction>

ORGANIZATIONAL HIERARCHY:



DEPARTMENTS IN THE ORGANIZATION:

The following are the department in the organization

CEO:

Mr. Shahzad Malik is the chief executive officer of the company. **Mr. Shahraiz Malik** look upon operation matters of the company

Human Resource:

Manager: Mr. Tahir Mehmood;

The Human Resource department is what its name implies: it oversees the organization's human resources. The Human Resources department's duties include making sure that the staff members of

the agency are properly handled, fairly compensated, and given the necessary training. Additionally, it is responsible for hiring and managing employees.

Customer Support:

Customer Support Executive: Ms. Basmah;

Customer support executives, also known as customer service executives, supervise a team of client support people and ensure customer satisfaction. They make sure the crew has received the necessary training to promote top-notch customer service. **Ms. Basmah's** work is admirable and her dedication toward work is remarkable. It's been a very exciting and outstanding experience to work with her and it guarantees a continuing successful relationship with her.

Digital Marketing Department:

Digital Marketing Manager: Mr. Ali

Planning, designing, executing, and overseeing the complete digital marketing strategy are typically the responsibilities of digital marketing managers. In addition, they are in charge of supervising, directing, and educating digital marketers and other marketing jobs on the team. He is professionally managing and supervising digital marketing and social media marketing. I have worked in the digital marketing department. His way of educating and directing all strategies is so well.

Digital Marketing Executive: Ms. Fariha;

She is responsible for handling and managing social media platforms. She is in charge of timely uploading and publishing of a campaign, as well as maintaining an active presence on the client's social media. Additionally, they are in a position to maintain an active presence on their own social media platforms (the account assigned to a certain social media manager). Having an effective social media team may have several advantages for a firm. On the preparation of each campaign, they work

closely and in close cooperation with the creative team. Their intelligent insights and in-depth understanding of a variety of social media platforms help any campaign succeed more. Digital marketing is a race with two distances: sprint and marathon. The lower the acquisition cost, the higher the retention rate of the remaining prospects, and, once again, the larger the bottom-line margin. There are many more digital marketing outlets than we can list here, and we can assist you with each one. If you don't see it listed, just ask and we'll get you the information you need. Also, keep in mind that there are single-channel campaigns. This is where most of our new clients begin.

IT Department IT Manager: Mr. Nasir;

Coordination, planning, and direction of computer-related operations inside a company are under the purview of IT managers. He plays a role in identifying an organization's IT requirements and is in charge of putting computer systems in place to meet those requirements. He is a manager of an IT department and has a variety of duties. In some circumstances, computer networks are the only thing being discussed. In other situations, controlling telecommunications networks and other electronic support systems connected to business activities may be the main focus.

Web Development Department:

Websites are created and maintained by web developers. They are responsible for a website's general aesthetic. The technical elements of a website, such as its capacity and performance (website speed), are also handled by web developers (the maximum amount of traffic the site could handle at a given time).

Website

- Your website is your new location, and it must work as hard as you do.
- Website Design and Implementation
- Website Protection
- Funnels and Website Content Application,

Software, and Data

- They help you define the problem and create the best possible situation.
- Development of Apps
- Data Management and SaaS Data Science and Analytics
- Web Application (Dynamic Websites) Development.

Number of Employees

There are around 50 to 70 employees working under Media Hub Productions.

Main office:

- Lahore

“Organization of Internship”

Internship Framework:

The internship program I completed ran from 17th July to 31 August 2023. I worked four days a week, Monday to Thursday, for five to six hours each day. Additionally, I was expected to stay in contact with colleagues on the fifth day and report to the manager about the progress I had made. During this period, I was able to gain a lot of knowledge by working in different departments at Media Hub Production. This knowledge was essential to the goals I set for myself during the internship. Additionally, I was able to understand how a digital company works by regularly interacting with staff members and observing the tasks they complete on a daily basis.

Digital Marketing Department:

During the first two weeks of the internship, I have worked in a digital marketing department which is answerable for creating, executing, and dealing with the organization's overall digital marketing strategy. A digital marketing manager's average day can involve the following duties and tasks:

preparing and carrying out budgets and programs across various digital marketing channels, explaining the advantages of the digital marketing programs to clients, checking to evaluate if the goals of the digital marketing strategy are being met while it is being implemented, modifying and improving the digital marketing plan to produce the best outcomes possible, keeping up with the newest developments in digital marketing.

Social Media Department:

For the past two weeks, I have been part of the social media team which oversees the marketing strategies used on social media. As one of the most integral aspects of digital marketing, social media offers businesses the opportunity to easily keep in touch with their customers through the platforms they prefer. My duties have included researching the right social media networks for the company, and constructing the associated accounts and pages.

Web Development and E-Commerce Department:

For the last three weeks, I have been part of the web development team. This department focuses on creating both static and dynamic websites, which are essential in this digital marketing era. Static websites are normally composed of a User Interface and static content such as a company's portfolio or product information. Dynamic websites, on the other hand, have the capability of buying products and applying different logics, such as e-commerce or product websites. In addition, I have been taught how to work with databases and perform different operations. I have also become familiar with how e-commerce virtual assistant websites, such as Amazon, eBay, and Shopify, work.

Analysis of Organization:

My internship was with a digital marketing agency that had been in business for 8 years and had a fully working hierarchy, exactly like any other digital Marketing organization. The DVC or sponsored post that you see in your feed is the result of several individuals working together to come up with the concept. The entire process, from copywriting through post design, approvals, and eventually publishing, is a

Collaborative endeavor involving all of these departments

Objectives:

- To assess Media Hub Productions entire work activities.
- To assess the work process of a marketing/consulting firm.
- To understand how an agency works for its clients' activities.
- To learn more about Client Serving.
- Working on this report will provide you with information and experience.

Tasks Assigned:

- Write hashtags
- DVC Campaign design
- Project research
- Write taglines
- Photo and Video editing
- Ecommerce virtual assistance
- Product hunting
- Portfolio designing
- Theme designing
- How to run Facebook ad Campaign strategy
- How to run Instagram ad Campaign strategy
- Website development
- Website UI design
- Portfolio designing
- Product sourcing

Reflective Journal

Week 1

Day Date	Tasks	Describe	Interpret	Evaluate	Planning
17-07-2023	I gained knowledge on the fundamentals of digital marketing.	I understood the concepts of digital marketing, its capabilities, and the strategies used to execute it, and what constitutes a successful digital marketing campaign.	I have come to understand that digital marketing is not just restricted to a single campaign, but is a journey with many new things to learn.	I became aware of the significance of digital marketing and the ways in which brands are using it to promote their sales.	I gained an understanding of the significance of digital marketing and how companies are leveraging it to increase their sales.
18-07-2023	Research into the different types of Facebook ads is being carried out.	I have been investigating the various types of Facebook ad campaigns and their applications in meeting a campaign's objective.	I had just discovered Facebook pages and the different kinds of them.	I recognized the significance of this data in managing Facebook ads and discovering new strategies for campaigns.	This will assist me in comprehending the structure of Facebook in the future.
19-07-2023	I gained knowledge on how to use Facebook Ads.	I spoke to the trainer about Facebook advertising and what kind of ads can be used to achieve different objectives.	Gain knowledge on a range of methods connected to Facebook ads, including brand visibility, brand thought process, and brand transformation.	I comprehended that Facebook advertising is significantly dissimilar to conventional advertising techniques.	With my professional experience, I can create amazing Facebook Campaigns that are tailored to meet the desired goal.

Week 2

Day Date	Tasks	Describe	Interpret	Evaluate	Planning
24-07-2023	I gained knowledge about ingenious methods for designing Instagram and Facebook posts, such as grids, dimensions, and formats of ads.	For the mid end of season sale, we are obligated to create a grid for a furniture business. To start off, we need to devise a design concept and afterward, the design team will require us to give an overall look. We must give our imaginative ideas to make it attractive.	I discussed strategies for creating Instagram grids and Facebook ad creatives with the designers and director of the creative department, drawing upon my expertise in advertising creatives.	Gaining insight into the process of constructing a social media campaign proved to be an educational experience. I learnt about the numerous facets of Instagram posts and the essential factors that need to be taken into account when creating a marketing plan. Being an intern, I obtained plenty of beneficial knowledge from observing this.	From now on, I intend to observe the creative team's daily activities in order to learn from their techniques and improve my own creative thinking. I will make a concerted effort to work with the designers to gain insight from the specialists.
25-07-2023	Create a post for Facebook page on Solution providers.	We were provided with the specifications of all services. I composed an imaginative caption for the post, created	I conducted research on the services our client offers and how to make them stand out from other solution providers.	Understand how creativity relates to social media marketing and its importance for creating word of mouth for the company. Study	By studying my clients in the future, I will be able to create more creative posts for them.

		hashtags, and posted them on the Facebook page.	Additionally, I provided my own opinions and suggestions for the post.	the process used to generate this type of advertising.	
26-07-2023	Created a company profile.	We were tasked with writing content for a company and conducting research on their services, so that anyone who reads their profile will be able to get a brief overview of what they offer.	I looked into the company and its rivals and created a services list to make people aware of the company's offerings.	I came to the understanding that it is essential for any business to concisely explain what they offer to their target audience.	Creating a company profile with relevant content will be beneficial for me in the future.
27-07-2023	Created a company profile.	I was assigned to write material based on the services I had designed previously for the firm, with the guidance of my mentor.	After my initial research, I was able to compose a service about the company. My trainer showed me how to remove unnecessary details from my first draft in order to make it clearer.	Realizing that the shorter you make your explanation of your service, the more likely it is to draw your reader in actively. However, longer paragraphs will make them feel bored and they won't fully grasp your goal.	In the future, I will be able to craft a company profile with succinct and relevant information.

Week 3

Day Date	Tasks	Describe	Interpret	Evaluate	Planning
28-07-2023	Ashura Holidays				
29-07-2023					
31-07-2023	Studied about digital marketing and its different strategies.	Importance of digital media nowadays, its types ,how digital marketing has a greater impact as compared to traditional marketing and how they are being used in our daily routine	It's another thing to learn on the grounds that I had just found out about digital marketing however its details were significant and new to me.	I realized how digital marketing is important for your entire campaign and business can't get by without their digital presence.	In future it will assist me with planning various campaigns.
1-08-2023	Had a meeting with the CEO.	He told us about the company and their plans regarding launching a new campaign using digital marketing techniques.	We were asked to discuss our confusions and share our views on the meeting.	I've learned how to extract ideas from your daily routine and environment that will impact your business positively.	In the future, It will help me to extract ideas and if I had an idea how to explain it to the audience.

Week 4

Day Date	Tasks	Describe	Interpret	Evaluate	Planning
7-08-2023	Studied social media Marketing.	Read and watched different articles about social media marketing and learnt that without social media a person can't live so online business on social media platforms is very necessary.	It's good to study and focus on points that Flash my interest in social media marketing and develop my interest in it.	I understood that through social media marketing it has gotten too simple to consider your intended interest group and get audits about your item.	Knowing your target audience can make your mission effective.
8-08-2023	Learned About Facebook strategies and paid marketing on Facebook.	Illustrating social media objectives, the strategies we will use to accomplish them and the measurements we will track to gauge our advancement.	I just found out about social media campaigns yet the strategy thing was unfamiliar to me and the amount it is significant in marketing.	I understood that without great strategy your entire social media campaign will be a flop.	In my professional life it will assist me to make incredible campaigns with the best strategies.
9-08-2023	Studied up on paid marketing as well as on paid	Know more about the relevance of organic and paid traffic	Looked into Embeds website as well as examined them.	I found out that SEO helps build up your brand in the long term. A	In the future, it will help me in my profession.

	SEM.	related to this paid SEO. Different most beneficial websites are running successfully on the page SEO.		good ranking can make your brand visible and elevate your brand profile.	
10-08-2023	Learned about the importance of keywords.	Studied about the SEO tools, and how keywords are important to find out your target audience.	Collects the data about the keywords on different websites	I understand that keywords will elevate the brand profile and it will help you to rank your website on the top of the search list if you paid for it.	It was a decent experience and it will help me in future.

Week 5

Day Date	Tasks	Describe	Interpret	Evaluate	Planning
14-08-2023	Learn about Facebook Ad Library tool	One of the most useful and crucial tools for content development is Facebook's ad library.	Analyzed and Checked the websites of several brands to learn about their content generation methods.	I found that was quite beneficial in terms of building my confidence in terms of content development.	In the future, it will help me because This is a practice strategy to keep me on

15-08-2023	Studied social media Marketing and watched different campaigns on it.	After reading a variety of publications and case studies on social media marketing, I came to the conclusion that having an online presence is essential to modern survival. Therefore, running an online store via social media is very important.	Studying and focusing on aspects of social media marketing that arouse my interest is helpful in motivating me to learn more.	I realized that if you want to think about your target market and receive product reviews, social media marketing is too easy, yet complicated, and competitive for you. However, social media marketing may provide a wealth of information about your target audience that can be used in future campaigns	Learning about your target audience can make your mission effective and help you achieve all your goals
16-08-2023	Studied Ecommerce and how SEO and digital marketing is very	With the world changing from brick and mortar to digital presence	To compete with others, their SEO must be standing on top and content development must be strong.	I found out that in this evolving world your digital presence is very important as well as your	In the future it will help me to analyze SEo of different Ecommerce sites and how to improve it and

	connected with it.	Ecommerce stores are evolving with time.	Also response time matters on these websites.	SEO must be in accordance with Google algorithm.	make the website competent.
17-08-2023	Started studying Web development and Design	A basic introduction about web development is given for how many steps a website goes through.	Learned different techniques and tools for creating web i.e Wordpress, Woopress, HTML etc	It was all new concepts for me as I have never made a web and heard any of the words but it was a beautiful experience to get to know about the making of websites and how to define them .	In the future it will help me to create websites on my own with a platform of my own choice.

Week 6

Day Date	Tasks	Describe	Interpret	Evaluate	Planning
21-08-2023	Started learning basic HTML concepts.	A basic introduction about what and why we use HTML is given	Learned and applied HTML using Visual Studio Code	I found out that the building block of any website is purely HTML as HTML allows you to manipulate Website View	In the future it will help me to develop and understand HTML of different websites.

				and content	
22-08-2023	Learned about website styling through CSS	A basic introduction about what and why we use CSS with HTML	Learned and applied basics of CSS using Visual Studio Code	I found out that CSS is the factor which is responsible for beautifying website. HTML only gives you text but CSS plays the role for its beauty	In the future it will help me to develop and understand CSS of different websites linked with HTML..
23-08-2023	Learned about Wordpress website development	A basic introduction about wordpress is given.	Learned and practically used Wordpress for making a prototype of a website.	I found out that website making is not that much difficult as with wordpress you don't have to write lengthy codes but you can simply drag and drop your texts and pictures the rest will be done by wordpress itself.	In the future it will help me to develop websites using wordpress.
24-08-2023	Learned about video editing	A basic introduction about	Learned about Adobe Premier pro and	For myself it was an entirely different	In the future it will help me to understand and

	softwares.	professional editing softwares was given, why we use it, What are its purposes, its limitations etc.	practically saw its applications and how editing is done in this software.	concept. I have never experienced a professional editing environment but with the efforts and basic understanding of my trainer it was quite useful information for me.	pursue my career in post-production.
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Week 7

Day Date	Tasks	Describe	Interpret	Evaluate	Planning
28-08-2023	Learned about Adobe Premiere Pro.	A brief introduction about Adobe Premiere pro was given and I have applied knowledge practically.	Learned about Adobe Premier Pro and how it is used in the post production phase.	It was a new thing for me as I thought a lot of work was done in the production phase but now I have seen the number of things that were done in post-production.	In the future I can edit my own videos using Adobe Premiere pro.
29-08-2023	Learned	A brief	Learned about	It was a new	In the future I can

	about Final Cut Pro.	introduction about Final Cut pro was given and I have applied knowledge practically.	Final Cut Pro and how it is used in the post production phase.	thing for me as I thought a lot of work was done in the production phase but now I have seen the number of things that were done in post production.	edit my own videos using Final Cut pro.
29-08-2023	Learned about how to manage an event.	A brief understanding about the covering of successful events was given.	Learning about how to manage events with keeping in mind everything like when and what action is to take place.	We were asked to make a presentation of how I will cover an event and what steps I will take in different situations.	In the future it will help me in coverage of an event.
30-08-2023	Managed an event for the Multi Sectoral Nutrition Center.	With Basic concepts of everything applied to them in a practical environment and managed a governmental level event.	Learned about the pressure of work on these types of events and how to handle them with minimum mistakes.	It was a great experience for me as I have managed an event on my own. Yes the process was difficult but my trainer helped me with each step and explained	In the future it will help me to use my skills as my strengths and I will have the courage to solve real life problems effectively .

				<p>everything in detail which helped me to overcome my weaknesses and errors and ultimately with his encouragement I have finally managed a successful event on the governmental scale.</p>	
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Work Samples

Post Designed for ESS Factor

So my Trainer asked me to match the client description and try to make a post. He did give me a template and asked me to do the same. After a few attempts this was my design which was approved and is now displayed on the ESS Factor website.



Services Outlay for an Engineering Company

This is the service points I had carried out that will add to portfolio to not make it too much lengthy. I was given the whole document and then asked to find important keywords which will be beneficial for their portfolio. I gave my best and searched most of the words which then again my trainer excluded a lot from them and this was then the final services layout



Our Business / services / Resources

INTERIORS

ARCHITECTURAL DRAWINGS & 3D DESIGNS
ELECTRICAL WIRING
SANITARY & PLUMBING WORKS
FLOORING (CERAMIC TILES/MARBLE/WOODEN/VENYL)
CEILING (GYPSUM/FALSE CEILING/POP)
PAINT WORKS

LED LIGHTING

INDOOR LIGHTS
OUT DOOR LIGHTS
INDUSTRIAL LIGHTS
FLOOD LIGHTS
HIGH BAY LIGHTS
STREET LIGHTS
SOLAR LIGHTS

!

CCTV/SAFETY & SECURITY & NETWORKING

Main Page Design

The following is the design which was partially designed by me but fulfilled by my trainer



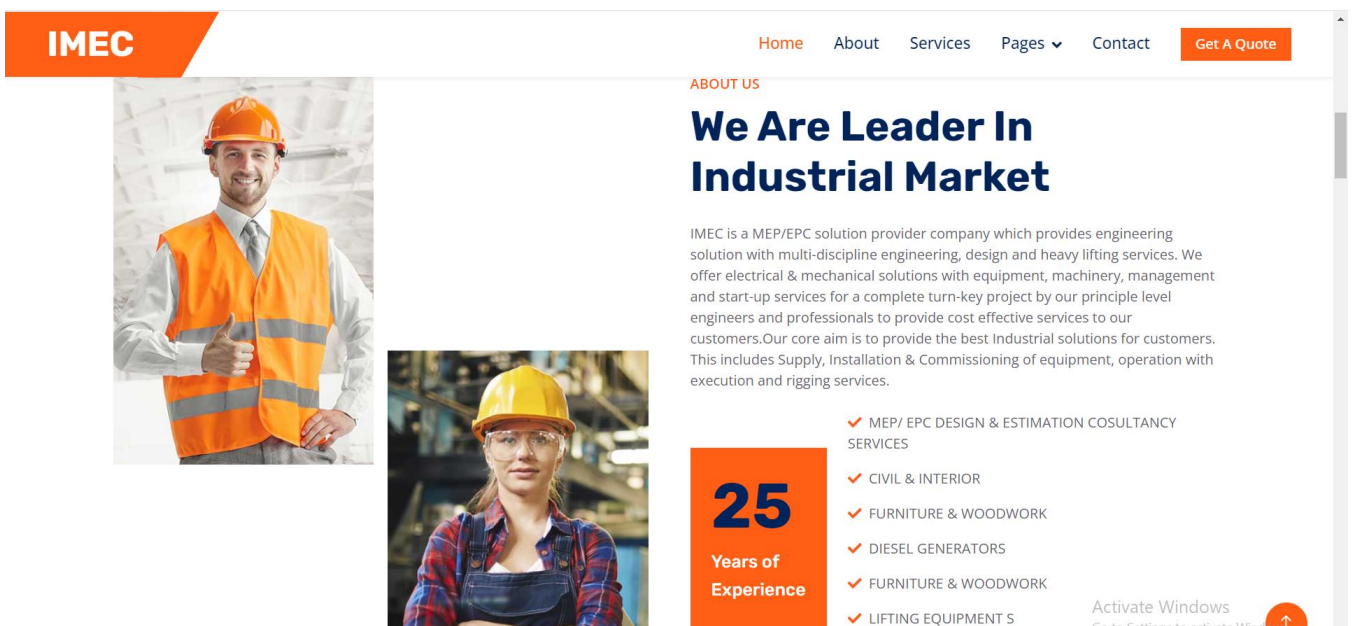
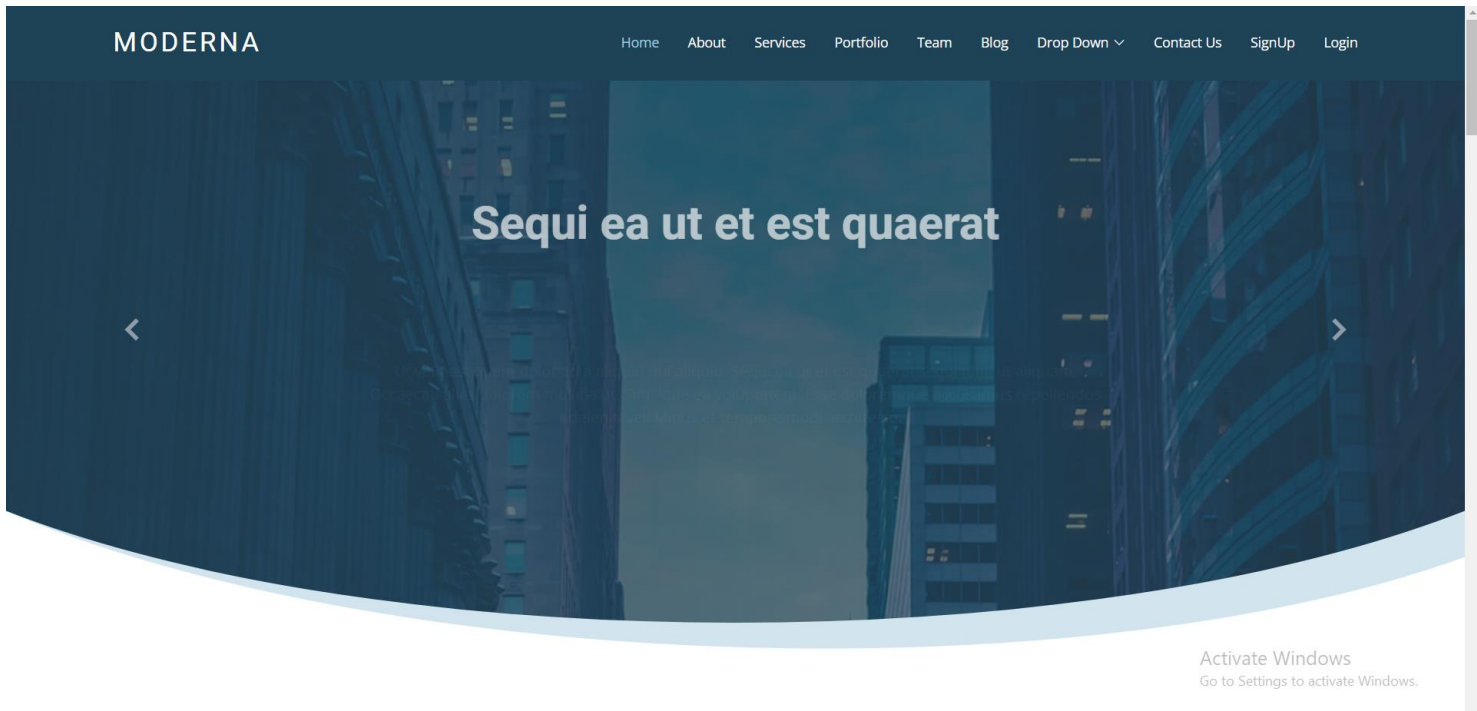
The main page design features a header with three images: a yellow square, a photograph of green industrial machinery, a photograph of a construction site with cranes and buildings, and a photograph of a yellow concrete pump truck. Below the images is the text "IM ENGINEERING CONSULTANT" in bold black letters, followed by the "IMEC" logo in red and black. A large blue silhouette of a crane and structural framework is positioned below the text. At the bottom, a red banner contains the email address "info@imec.com.pk" and the website "www.imec.com.pk".

IM ENGINEERING CONSULTANT **IMEC**

info@imec.com.pk www.imec.com.pk

Website Template

This was the fully responsive website template which was coded by me however some of the logics were applied by my trainer but most of the front end part was for my practice



Post Designing using Canva



Woodcase
FINE FURNITURE

OUR STORY

WOODCASE was established in 2012 and has since become one of the most trusted name in high-quality furniture.

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Critical Analysis:

The real world and theoretical understanding are two very different things. Even if theoretical work doesn't always translate to success in the field, it can still help broaden one's understanding of practical work. During my internship, I learned that various topics had specialized terminology, such as the acronym SOT in documentary, and testimonial in advertising. I also learned things I hadn't encountered during my six semesters at the institution. We grasped theories such as agenda setting and propaganda, and the role advertising plays in this. I also saw these theories applied to agenda setting. Different types of advertisement are used to achieve different goals, such as promoting a company's brand and products to increase sales. Digital marketing agencies focus more on how the company is helping people and making it distinct from other businesses. A comprehensive campaign centered on performance I discovered how a DVC is developed at the agency; the process is essentially the same, with the exception of a little variation in the audience targeted. There are four different steps that need to be completed. The first step was to make an audiovisual board, then we moved on to the storyboard, then the electrical board, and the sketch board was the final step. This process was followed in the agency as well, but when it comes to the AV board, there is a minor variation in the way that they design the story board. My education at the university taught me that an

AV board has two columns: one of them contains audio, and the other one includes visuals. The audio portion includes music in the background as well. On the other hand, I discovered in the agency that there are three columns that are produced. The graphics will be in the third column, while the first two columns will feature the background music and dialogue, respectively. One of the other things I picked up during my time working at Media Hub Group was that there are two distinct kinds of documentaries: those that focus on facts and those that explore emotions. Also a new thing which I have learned during this course was making responsive and dynamic websites using different website development technologies such as AJAX,JSON,ADO.NET and ASP.NET MVC etc .These skills have introduced me within IT sector as well as with digital sector too and I have realized this skill is much needed or I will say is necessary for one working as a digital marketer. Along with the web development the extra skill which I have learned was handling business of E-Commerce as a virtual assistant, yes I have read a course in which E-Commerce was taught but there I have learned practical example of it. Since Media Hub tends to work for the private sector, they have a creative edge depending on their employment. However, there are instances when they have to take into consideration an emotional component in order to connect with the audience and make the material more relatable in accordance with the experiences of the target audience. I analyzed a number of various campaigns and watched advertisements to gain an understanding of why commercials that appeal to an audience's feelings are more effective than those that merely present facts

Overall Analysis of an Organization

If I had to offer an overall evaluation of the organization, I would have to say that I loved their welcoming and learning atmosphere and their readiness to teach interns despite their packed schedule. Every single employee was helpful and friendly, and they never said no when I asked for their assistance no matter how many times I asked. They treat me the same way as I'm asking for the first time. They have shown me how to develop my skills as well as other things, such as my production and designing, Ecommerce and web development abilities, and educate me on how to do so. I gained a better understanding of how social media campaigns are distinct and much more interacted from print and television ones. Another item that came to my attention was that for an advertising agency, they should have active social media and a website as in this digital emerging world they play an important role in introducing your agency to the masses. Also Media Hub is operating quite smoothly and delivering outcomes that are good to their clients.

During the course of my internship, I came to the conclusion that Media Hub does not demonstrate any preference for a certain client or event. The agency does not have a predetermined strategy that it works on subsequently for particular businesses. They have a portfolio that includes a wide range of Clients, and their interactions with each of those clients are conducted in a highly professional and equity manner. The environment of the office was one that encouraged and inspired people to do their best work. My time spent with the creative team at Media Hub, which spanned around a month and half, was an unforgettable experience for me. The trainers made every effort to be cordial and were supportive whenever I called on them for assistance. The atmosphere was not harsh, but it was exceedingly merciful, and as a result, I had the opportunity to approach anybody for assistance and direction whenever I wanted. I am aware of the methods that are used to function well in agencies. My experience has taught me that working in a media agency requires a person to have an open mind in addition to the assigned responsibilities. This is necessary for the individual to be able to figure out how to do any kind of task in a variety of settings. Hence I have learned a lot of new things and has introduced number of skills in this time

SWOT Analysis

Strength:

Media Hub has solid ties with some of the most powerful tycoons in the marketing agency industry. They have solid relations with the Pakistani media, and Media Hub regards them very highly due to the lengthy association they have had with the company and the significant volume of business they do. The role of intermediary between the agency and the customer is played by the client service team. The people who work in the client servicing department of Media Hub's agency are doing an excellent job of meeting the needs of all of their customers, thanks to the hard work they are putting in. Along with such a high-quality client service department, Media Hub's staff possesses powerful business development tactics that are propelling the agency to new heights. Quality culture Because of their highly productive and forward-thinking quality culture, Media Hub is able to cultivate an exceptionally professional atmosphere within their corporations. Because of its strong standard operating procedures and strong work ethic, the organization has created a platform that its working community may use to excel. The Media Hub's mind-blowing creative team is the agency's greatest

asset and a major reason for its success. Their value and worth in the market has skyrocketed as a direct result of the creative and coordinated efforts of their staff. The fact that they have a large number of content creators on their panel gives them an advantage over their rivals, which serves as their one of a kind selling factor.

Limitations:

If we talk about the weaknesses of the organization, one of the weaknesses may be a shortage of staff. When their designers are overworked with 6-7 clients at once, it can sometimes stifle their ability to be innovative. I was pressed for time to accomplish the assignment before the deadline. Accounts are solid inside Media Hub's agency, but occasionally they have to go through some tough decisions. I've seen that their staff handles these kinds of problems incredibly well and skillfully, so I have confidence in saying that they will continue to do so. They only have a select group of customers, which I believe is one of their shortcomings and could be a barrier to new business. And the majority of them do not offer particularly high salaries. They are considered to be minor clients. As an agency, given that they have a strong portfolio, it is important that they put effort into developing their business in order to attract large clients. Therefore, it should not be all that challenging. Just a few revised tactics could be of assistance. During the course of my internship, I was also able to observe that there is a shortage of working people in the office.

Opportunities:

The agency has always had an opportunity because of the weaknesses of the company that is their main competition. Therefore, while keeping the Media Hub's agency in mind, always maintain a cautious check on other organizations and consistently put in a lot of effort to make them stand out from the crowd. Collaboration between organizations and agencies that are seeking careers in the digital media business can result in expanded possibilities and services; as a result, the organization as a whole can flourish and obtain more benefits. When it comes to promotion on a more extensive scale, collaborations can be of tremendous use. In addition to this, the agency has begun collaborating with production houses in order to provide their customers with a wider range of services. It is one of the newer, more up-and-coming brands on the market. These kinds of businesses are aware of the marketing requirements posed by their goods and services. The consumers' level of

knowledge and awareness about the food they consume continues to rise. Both natural disasters and current events present the organization with an opportunity to expand their strategy and solidify their position in the market.

Threat:

The failure of the agency to adequately publicize its services presents a potential risk to the organization. Because marketing is generally seen as the most important factor in the continued success and expansion of a media outlet, it also plays an important role in the marketing of that medium. As a result of the proliferation of new companies and brands, an increasing number of advertising agencies have sprouted up to take advantage of the lucrative opportunities available in this field. Because of this factor, competition among digital Marketing Agencies is becoming increasingly fierce. This risk is shared by Media Hub's as well, due to the fact that multiple marketers are contending for the same market share. The problem of clients' making late payments can have a devastating effect on an agency's reputation. Since late payments mean that salaries and maintenance fees are also paid late, the agency risks being blacklisted if the problem persists. Covid-19 is regarded as a risk factor for Media Hub for the same reason that it poses a significant risk to practically every organization and company throughout the world. Because the lockdown on COVID-19 and the precautions that must be taken require less traveling, it has become difficult for them to attract more customers. This is because, as a result of the current state of the economy, all firms are reducing their marketing costs and leaving agencies. Which leads to a great deal of problems for the organization because they are required to make salary deposits as well as cover other costs.

Conclusion:

The goal of this report is to understand an agency's work approach by admiring their clients. Despite the numerous constraints, the report was completed effectively. Its purpose. I had several limits as a result of this report, and one of the reasons was the pandemic condition is a limitation in and of itself. Meeting with the clients was quite challenging. Working late at night is often a challenge. However, the working atmosphere of the agencies is upbeat and friendly. The strategy and creative teams collaborate while having fun as well as happiness. Client input can be time consuming, therefore every team must prioritize its members under stress.

Recommendations:

After working with them, I can make some suggestions for improving their working system, which is critical for the agencies. They must maintain constant and strong communication with their clients. When clients are late in providing feedback, businesses should present more options to pick from and trigger clients first. Working hours should be adjusted specifically for Campaign periods. Working all night is exhausting.

References:

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