

PROGRAM BOOK FOR  
**SHORT-TERM INTERNSHIP**  
Virtual



Name of the Student: SIGAMALA KARTHIK

Name of the College: GOVERNMENT DEGREE COLLEGE, RAJAMPETA

Registration Number: 234030851064

Period of Internship: From: 15/05/25 To: 30/06/2025

Name and Address of the Intern Organization: Anjanaa's Foundation, Avanigadda.



2025

**An Internship Report on**  
**DIGITAL MARKETING**

*Submitted in accordance with the requirement for the degree of B.com  
(computer application)*

*Under the Faculty Guideship of  
Siva Ram Reddy N.B ~~M.Sc~~, M.S.c, M.E.d*

*Department of  
Commerce*

**GOVERNMENT DEGREE COLLEGE, RAJAMPETA**

Submitted by:

**SIGAMALA KARTHIK**

Reg.No: 234030851064

*Department of  
Commerce*

**GOVERNMENT DEGREE COLLEGE, RAJAMPETA**



## Student's Declaration

I, SIGAMALA KARTHIK a student of B . c o m ( c o m p o t e r  
a p p l i c a t i o n ) Program, Reg. No. 234030851064 of the Department  
of Commerce College do hereby declare that I have completed the mandatory  
internship from 15/05/2025 to 30/06/2025 in Anjanaa's  
Foundation, under the Faculty Guideship of Siva Ram Reddy  
N.B. ~~M.Sc~~, M.S.c, M.E.d Department of Commerce, GOVERNMENT DEGREE  
COLLEGE, RAJAMPETA

  
(Signature and Date)

## Official Certification

This is to certify that SIGAMALA KARTHIK Reg. No. 234030851064 has completed his/her Internship in *Anjanaa's Foundation* on DIGITAL MARKETING under my supervision as a part of partial fulfillment of the requirement for the Degree of B.com (computer application) in the Department of Commerce, GOVERNMENT DEGREE COLLEGE, RAJAMPETA

This is accepted for evaluation.

*B. Sujatha*  
(Signatory with Date and Seal)  
Lecturer in Zoology,  
Government Degree College  
Rajampet, Kadapa (Dt.)

### Endorsements

Faculty Guide *H. S. Prasad*

Head of the Department *B. Sujatha*

Principal *B. P. Venkatesh*

## Certificate from Intern Organization



This is to certify that SIGAMALA KARTHIK Reg. No 234030851064 of GOVERNMENT DEGREE COLLEGE, RAJAMPETA underwent internship in Anjanaas's Foundation from 15/05/25 to 30/6/25

The overall performance of the intern during his/her internship is found to be Satisfactory.

G. Nandini

Authorized Signatory with Date and Seal



## Acknowledgements

I wish to express my deep sense of gratitude to our Honorable Commissioner of Collegiate Education for giving me this opportunity and this encouragement to do this project. I would like to place my graceful thanks to UGC, APSCHE and Yogi Vemana University for placing short Term Project in our UG Curriculum. I am very thankful to, **Dr.B.Purushotham Reddy M.Sc, B.Ed, Ph.d** Principal, GOVERNMENT DEGREE COLLEGE, RAJAMPETA to take up this project.

I would like to express my deep sense of gratitude to my Project Mentor **Siva Rama Reddy N.B MSC,M.S.c,M.E.d** Lecturer in Commerce for his guidance and support given to me throughout the project work. I am very thankful for his constant encouragement, accessibility and valuable suggestions. I wish to express my thanks to other Staff Member in the department of Commerce for providing valuable suggestions regarding this work.

I am extending my heart full thanks to my internship organization and respondents of my project questionnaires for filling the questionnaires with a lot of patience. Without their cooperation support, it would have been impossible for me to complete this project work. I would like to take this opportunity to express my deepest appreciation and gratitude to my parents, friends and other people who have contributed to the completion of this work.

**SIGAMALA KARTHIK**  
REG NO. 234030851064



# DIGITAL MARKETING LOG BOOK

## Chapter 1: Executive Summary

This short-term internship provided focused exposure to the digital marketing sector, emphasizing practical application in content creation, social media marketing, search engine optimization (SEO), email marketing, and performance analysis. The study concentrated on leveraging digital strategies for business growth, customer engagement, and revenue generation. The internship culminated in a mini-project on "Instagram SEO with targeted ad campaign for an academic page," where theoretical knowledge was directly applied to enhance online presence and audience reach through content optimization and paid promotions. This experience offered hands-on insight into real-world digital marketing changes and strategies for measurable online impact.

# Learning Objectives :-

- Understanding Digital marketing fundamentals  
Exploring digital marketing concepts types, and applications.
- Content strategy & social media marketing :-  
Learning to create engaging content for platforms like youtube and Instagram.
- SEO and video optimization :-  
Implementing keyword search, meta descriptions, and video optimization for ranking
- Email marketing techniques :-  
Exploring audience segmentation, automation, and engagement strategies
- Affiliate marketing (conceptual) :-  
Understanding various monetization strategies
- Performance analysis :-  
Using tools like youtube studio, google analytics and native platforms insights for tracking and optimization marketing performs.

## Out comes achieved :-

- Development and implemented social media content strategies
- Designed engaging marketing materials using canva
- Applied SEO techniques to enhance content visibility and organic reach
- Conducted advance engagement analysis using platform-specific analysis
- Executed foundations email marketing campaigns using automation tools
- Strengthened reach and analysis ability through practical application and reporting
- Successfully executed a targeted Instagram ad campaign, demonstrating Paid Promotion effectiveness.

# Chapter 2: Overview of Intern Organization

## 1. Introduction :-

Anjanas Foundation is a non-profit organization based in Andhra Pradesh, dedicated to empowering individuals through education, skill development, health, agriculture, and community development. The foundation plays a significant role in fostering experiential learning through its well-structured internship programs.

## 2. Vision :-

To create a self-sustaining society by providing quality education, skill development, and opportunities for holistic growth, ensuring that every individual can contribute meaningfully to the community.

## 3. Mission :-

- To bridge the gap between education and employment by equipping individuals with industry-relevant skills.
- To provide inclusive learning environments that cater to diverse communities, including underprivileged and differently-abled individuals.
- To promote innovation, entrepreneurship, and sustainability through practical training programs.

#### 4. Objectives ;

- to offer structured internship programs that provide hands-on experience in various disciplines
- to collaborate and educational institutions to integrate internships into academic curricula
- to enhance employability by offering training in high-demand skills such as IT, business management, agriculture, and life sciences
- to promote research and development through skill-based learning initiatives

#### 5. Internship Program Overview :-

Anjana's foundation provides internships in multiple fields, ensuring a practical learning experience for students

##### a. Internship Scope & reach :-

- the foundation has provided 5,000 internships opportunities across various universities in Andhra Pradesh.
- Collaboration with institutions like Krishna University to formalize internship programs through MOUs.

##### b. Key training areas :-

- Information Technology & Digital Skill :- Python, Data Science, cloud computing, full stack, digital marketing, web development
- Business & Management :- office Administration, tax services
- Science & Agriculture :- Life Science, Agriculture, Forestry, Pharmacy

##### c. Industry Collaboration & Career Development

- The foundation works with leading companies across India, ensuring that trained interns receive priority recruitment drives
- practical learning experience. prepare interns for real-world challenges, enhancing their employability

# Chapter 13: Internship Part

## Description of Activities & Responsibilities:

The internship involved focused training and practical implementation of digital marketing strategies. Key activities and responsibilities included:

- Learning the fundamentals of digital marketing including its various types of their application
- Designing engaging visual content for social media platforms using graphic design tools like Canva
- Implementing search engine optimization (SEO) techniques with a focus on platform-specific strategies and automation
- Understanding and executing basic email marketing campaigns, including advanced engagement and growth
- Analyzing digital marketing performance using platform-specific analytics tools to track reach, engagement and automation
- Participating in a mini-project that involved creating and running a target ad campaign on a social media platform (e.g. Instagram)
- Engaging in discussions on digital marketing trends, consumer behaviour, and industry best practices.

## Working Conditions & Environment

The internship was conducted in a dynamic environment like a hybrid model combining online reach, content creation and practical campaigns and analyzing advanced engagement metrics. Interns fasten a collaborative and hands-on learning atmosphere.

## Equipment & Tools Used:

The internship utilized a range of industry-standard digital marketing tools:

- Content Creation Tools: Canva (for graphics design, thumbnails, banners, ad creation), and other basic video editing tools
- SEO Tools: Google keywords planner, as well as platform-specific
- Analytics Tools: Google Analytics, social media search, SEM

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  - Analyzing digital marketing performance using platform-specific analytics tools to track reach, engagement and automation
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The internship utilized a range of industry-standard digital marketing tools:

- Content Creation Tools: Canva (for graphic design, thumbnails, banners, ad creation), Protonix basic video editing tool
- SEO Tools: Google keywords planner, as well as platform-specific reach (e.g. Instagram search, YouTube search, SEO)

- Email marketing tool; Mailchimp or HubSpot
- (for email list building, template design and execution)
- Social media platforms: Instagram, YouTube, Facebook, LinkedIn (for content posting, engagement, execution)

Weekly work schedule

Week 1: Fundamentals of digital marketing

- Introduction to digital marketing: Definition, scope, importance and comparison with traditional marketing
- Types of digital marketing: Overview of SEO, Social media marketing (SMM), Email marketing content
- Understanding the digital consumer journey and market segmentation
- Case studies of successful digital marketing campaigns

Week 2: Content creation & visual design for digital fit form:-

- Principles of effective digital content: engaging, valuable and platform appropriate
- Introduction to visual design using Canva: Creating graphics for social media posts, banners, thumbnails, and ad creatives
- Understanding brand consistency in visual communication
- Hands-on exercises in designing content for various digital ~~and~~ channels

Week 3: Social media marketing & platform basics

- Understanding key social media platforms (Instagram, YouTube) as marketing channels
- Strategies for organic growth: Organic content formats (Reels, Stories, Carousels) and hashtag search
- Developing a basic social media content platform
- Introduction to platform-specific analytics (e.g. Instagram Insights, YouTube Performance methods)

- Week 4: Search engine optimization (SEO) Fundamentals
  - SEO foundations: How search engine works  
Keywords on-page vs off page SEO
  - Platform-specific SEO: optimization profiles, captions, and Platform Search functions
  - Understanding the role of meta description, tags, and alt text for discoverability
- Week 5: Email marketing fundamentals & Automation
  - Basics of Email marketing: building email lists  
types of campaigns (promotional, transactional, news)
  - Audience segmentation for targeted email campaigns
  - Introduction to email marketing platforms (e.g., Mailchimp): designing templates setting up automated sequences
  - Crafting engaging email content. Subject lines, CTA-to-actions, personalization.
- Week 6: Target Ad campaigns & performance Analysis  
(mini-project focus)
  - Introduction to paid advertising: understanding ad objectives, targeting options, and budget allocation (e.g., meta ads manager for Instagram)
  - Mini Project: Designing and executing a targeted ad campaign on a social media platform (e.g. Instagram) with targeted ad campaign for an academic page)
  - Analyzing campaign performance metrics, reach, impressions, engagement rate, cost-per-result and follow growth
  - Interpreting data from various analysis tools to assess campaign effectiveness and identify areas for optimization

## TASKS Performed & Responsibilities

- Developed basic digital marketing content plans for social media platforms
- Designed various marketing materials, including social media platforms
- Applied foundational SEO techniques to content to improve online visibility
- Assisted in the execution of basic email marketing
- Motivated and analyzed by performance metrics of digital content and campaigns
- Actively participated in the mini-project involving a targeted ad campaign, from strategy to performance review.
- Contributed to discussion on digital marketing trends and strategies

## Skills Acquired :-

- Digital Content Creation: Designing visually appealing graphics and understanding content
- Social media marketing: Basic strategies for audience engagement, content planning, and platform-specific SEO
- Search Engine Optimization (SEO): Fundamental keyword research, on-page optimization, and specific SEO
- Email marketing: Basic understanding of email list management, campaign setup, and content creation
- Performance Analytics: Ability to track and interpret key metrics (e.g., reach, impressions, engagement) for digital marketing platforms
- paid Advertising Basic: Conceptual understanding of targeted ad campaigns and budget allocation
- Project management (mini project): Executing a small-scale digital marketing project from planning to analysis







## Reflection :-

This short-form internship provided an excellent and practical introduction to the dynamic field of digital marketing. The structured approach, culminating in a hands on mini-project involving an Instagram ad campaign, allowed for immediate application of learned concepts. I gained foundational skills in content creation, SEO, social media, email marketing, and performance analysis, which are performance and my understanding of consumer engagement and online growth strategies, providing a strong stepping stone for further specialization in digital marketing.

# CHAPTER - 4

## Activity Log

### ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Digital Marketing definition, Scope & importance	Understanding basic digital marketing concepts, its role in modern business	Faculty/ Mentor 
Day - 2	Types of Digital marketing: SEO, SMM, Affiliate, Email marketing, Content marketing, Paid ads	Learning about different digital marketing modalities and their core functions	Faculty/ Mentor 
Day - 3	Traditional vs. Digital marketing	Comparative analysis of marketing methods, evaluating benefits and limitations of each	Faculty/ Mentor 
Day - 4	Evolution & trends in digital marketing	Understanding emerging trends, technologies (e.g., AI), and their impact on the industry	Faculty/ Mentor 
Day - 5	Case Study: Successful Digital Campaigns	Practical insights from real-world marketing strategies across different industries	Faculty/ Mentor 
Day - 6	Recap & Q & A Session	Reinforcing learned concepts and clarifying doubts through interactive discussion	Faculty/ Mentor 

## WEEKLY REPORT







WEEK - 1 (From Dt. 15/5/25 to Dt. 19/5/25)

Objective of the Activity Done: Learning to create us using copying marketing using canva

Detailed Report:

The second week was dedicated to Content Creation and visual marketing using canva. Students learned to design thumbnails, banners, and social media posts to enhance brand presence. Practical sessions involved hands-on activities where students created digital posters/infographics, which were reviewed and refined based on expert feedback.

## ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Understanding Instagram as a marketing platform	Understanding canvas, tools, interface and core functions for graphic design	faculty/mentor 
Day - 2	Instagram Profile & Content optimization Basics	Learning image composition, text formatting, and branding social media posts	faculty/mentor 
Day - 3	Introduction to <del>social</del> Youtube / social media	Understanding visual branding techniques for video content and channel aesthetics	faculty/mentor 
Day - 4	designing Instagram & Facebook Ad create	Practical application of design principles for compelling ad visuals	faculty/mentor 
Day - 5	Group activity: Creating a Digital Poster / Information	Applying design concepts in a collaboration real-world marketing project	faculty/mentor 
Day - 6	Review & feedback on Design	Learning from constructive feedback to refine design skills and improve visual quality	faculty/mentor 

## WEEKLY REPORT







WEEK - 2 (From DI 20/5/25 to DI 25/5/25)

Objective of the Activity Done:

Detailed Report:

The second week was dedicated to Content Creation and Visual marketing Using Canva, students learned to design thumbnails, banners, and social media posts to enhance brand presence. Practical session involved hands-on activities where students created digital posters/Infographics, which were reviewed and refined based on expert feedback.

## ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Understanding Instagram as a marketing platform	Learning how Instagram can be leveraged for business growth and audience engagement	faculty/ mentor 
Day - 2	Instagram profile & Content optimization Basics	setting up professional Instagram profile, understanding bio, highlights and content type (reels, stories, carousel)	faculty/ mentor 
Day - 3	Introduction to Youtube marketing & channel setup	Understanding Youtube's role as a marketing channel as steps to create/optimize a Youtube channel	faculty/ mentor 
Day - 4	Youtube video content formats & best practices	Learning about effective video format scripting bases, and audience retention strategies for Youtube	faculty/ mentor 
Day - 5	Basic social media Engagement Strategy	Understanding how to interact with followers, respond to comments, and build community,	faculty/ mentor 
Day - 6	Introduction to Platform Analytics (Instagram Insights & Youtube Studio)	Learning to leverage basic analytics dashboards to track initial reach impressions, and forecast growth	faculty/ mentor 

## WEEKLY REPORT

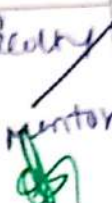




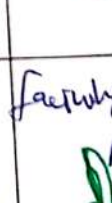
WEEK - 3 (From Dt. 26/5/25 to Dt. 31/5/25)

Objective of the Activity Done:

Detailed Report:

This week covered the fundamentals of social media marketing focusing on key platforms like Instagram and YouTube. Students learned how to optimize profiles and content for these platforms, explore different content formats (reels, carousels, stories), and understand basic engagement strategies. This week also introduced platform-specific analysis tools to begin tracking performance metrics, preparing them for data-driven content decision.

## ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	seo fundamentals - how search engines work	Understanding the basic search engine work crawling, indexing and ranking	Faculty/mentor 
Day - 2	Keyword research techniques & tools	Learning how to identify relevant keyword using tool like google keyword planner and search	Faculty/mentor 
Day - 3	On-page seo techniques (Titles, meta Description, Content)	Understanding how to optimize website content and html element for search engine	Faculty/mentor 
Day - 4	Off-page seo concepts (Backlinks, social signals - conceptual)	Introduction to strategies promoted outside the website to improve ranking	Faculty/mentor 
Day - 5	platforms - specific seo (Instagram, youtube).	Applying seo principles to Instagram profile, caption, hashtag, and youtube video title, description, and tags	Faculty/mentor 
Day - 6	Competitor seo analysis (Conceptual / tool-based)	Understanding how to analyze competitor strategies to identify opportunities for improvement	Faculty/mentor 

## WEEKLY REPORT







WEEK - 4 (From Dt 01/11/25 to Dt 06/11/25)

Objective of the Activity Done: Search engine optimization (seo) & visibility

Detailed Report:

This week focused on search engine optimization, equipping students with fundamental knowledge to improve online visibility. We covered how search engines operate, various keyword research techniques, and both on-page and conceptual off-page seo strategies. A significant part involved applying these seo principles directly to social media platforms like Instagram (profile captions, hash tags) and YouTube (titles, descriptions, tags) for better discoverability of content.

## ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Basics of email marketing & its importance	Understanding email as a direct and effective marketing tool for nurturing leads and customer retention	Faculty/ mentor 
Day - 2	Email List Building Strategies & Segmentation	Learning how to ethically acquire email subscribers and segment lists for target communication	Faculty/ mentor 
Day - 3	writing engaging Email Content	Creating compelling subject lines, body copy, and calls to action (CTAs) for email campaigns	Faculty/ mentor 
Day - 4	Introduction to email marketing platforms (e.g. Mailchimp/HubSpot)	Hands-on experience with setting up and importing email templates	Faculty/ mentor 
Day - 5	Basic Email Automation & Drip Campaigns	Understanding how to set up welcome series for consistent engagement	Faculty/ mentor 
Day - 6	Running a test Email Campaign & basic analytics	Practicing campaign setup and delivery then reviewing open rates, click-through rates, and conversions	Faculty/ mentor 

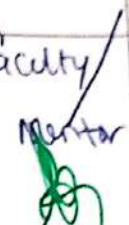


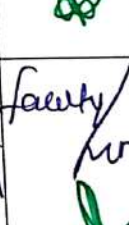
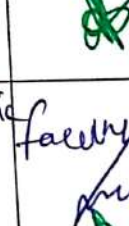
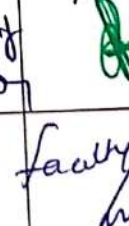
WEEKLY REPORT  
WEEK - 5 (From Dt 01/06/25 to Dt 13/06/25)

Objective of the Activity Done: Email marketing foundations / Automation

Detailed Report:

This week introduced students to the powerful realm of email marketing we covered the basics of building segmented email lists and crafting engaging content, focusing on compelling subject lines and clear call-to-action glands on exposure to email marketing platforms like mail chimp or hubstart allowed students to design templates and understanding basic automation features for nurturing audiences the week concluded with running a test campaign and reviewing its preliminary performance metrics

## ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to paid Advertising & Ad Objectives	Understanding the purpose of paid ads common platforms (e.g., meta ads) manage objectives	Faculty/Mentor 
Day - 2	Targeted Ad Campaign Strategy & Audience Definition	Learning how to define target audience using demographics, interests (e.g., for Instagram/Facebook ads).	Faculty/Mentor 
Day - 3	Ad Creative Development & Copywriting for paid Ad	Designing compelling ad visuals using Canva and writing concise, impactful copy for chosen platform	Faculty/Mentor 
Day - 4	Ad Campaign Setup & Launch (mini-product)	hands-on, setting up and launching a real (or simulated) targeted like Instagram via meta ads manager	Faculty/Mentor 
Day - 5	Performance Analysis & metric introduction	Analysis by ad metrics (reach, impression, engagement, result, follower growth) using meta ads manager	Faculty/Mentor 
Day - 6	Mini product review optimization insights & future steps	presenting campaign result discussing successful strategies identify future recommendations	Faculty/Mentor 

## WEEKLY REPORT







WEEK - 6 (From DI 14/06/2025 to DI 20/6/2025)

Objective of the Activity Done: Targeted Ad Campaign & Post-Ad Analysis (mini project phase)

Detailed Report:

The final week culminated in the practical application of digital marketing strategies through a target specific ad campaign, and create compelling ad creatives and copy. The core activity was the hands-on design and execution of a targeted ad campaign (e.g., on Instagram via meta ads manager) as part of the mini project. This involved a deep dive into analyzing campaign performance metrics and interpreting data to understand effectiveness and derive actionable insights for future optimization.

## ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Understanding Job role in digital marketing & Analysis social media management Ad Specialist Content Creator	Identified suitable career paths learned skills for self from each	
Day - 2	Resume writing, career optimization for digital marketing	Defined resumes with high quality interesting for visibility	
Day - 3	Creating a freelance portfolio Instagram Business, Google drive link tree	Built as portfolio with Compositon created & social content	
Day - 4	Setting up & optimizing new LinkedIn profile for digital marketing jobs	Created a covered profile with key skills Ad career analytics	
Day - 5	How to present portfolio in the interview Instagram Business setup Youtube Channel	Learned to show work professionally in the interview	
Day - 6	Overview of job boards & freelance platform	Understand the basic of applying for various macro services	

## WEEKLY REPORT







WEEK - 7 (From Dt. 21/6/25 to Dt. 26/6/25)

Objective of the Activity Done:

Detailed Report:

→ To help students create a strong digital marketing identity across job and content platforms free lance creating a professional digital print roles in digital marketing and creating freelance ready portfolios using Instagram present project done during the internship freelance basic were introduction students explore remote and big - based opportunities

# ACTIVITY LOG FOR THE EIGHTH WEEK


Day & Date	Brief description of the daily activity	Learning Outcome	Person in-Charge Signature
Day - 1	Certification Guidelines requirement, project Criteria, Submission format	Understood what is needed to be eligible for the internship completion certificate	
Day - 2	final work Completion posters and Campaigns Social Profes	Completed and completed designs and Campaign reports into a final submission folder	
Day - 3	writing Project Participation for Certification portfolios	Learned to capture each component or content design in 2-3 bullet points	
Day - 4	final Submission Internal review of portfolio	Submitted final work & received mentor feedback on quality & presentation	
Day - 5	Certification usage - where and how to upload LinkedIn	Learned how to use each and print the internship certificate to employers	
Day - 6	Get Feedback Personalized career suggestions Certification Distribution	Received final advice for mentors career directions tips, and official Certificate	

## WEEKLY REPORT

WEEK - B (From Dt: 27/6/25 to Dt: 03/07/25)

Objective of the Activity Done:

Detailed Report:

TO Guide students in  
Students were guided through  
and certification of final  
project earlier weeks into  
a presentable format mentors  
reviewed their work and provided  
personalized feedback clear  
instructions were application  
resumes and social platforms  
The program concluded with  
careers suggestions and distribution  
of digital (printed) internship  
Certifications. 

## Chapter 5 : Outcomes

The internship provided a Description of learning experience, culminating in several key areas that significantly contributed to professional and technical growth within the digital marketing field. work environment experience

The internship was conducted in a dynamic environment combining online search engines, this hands-on approach exposing to analyzing digital trends, designing compelling content, executing focused campaigns, and evaluating advanced engagement in a live or simulated setting. The experience balanced independent tasks with collaborative discussions, reflecting typical digital marketing work conditions, people interactions and team work

While the short-term nature might imply more individual work, the internship concept (or activity) fostered interaction with faculty particularly when planning content of conceptual group activities, reinforced problem-solving and innovative marketing approaches, facilities and work environment

The working conditions primarily involved digital tools and platforms, suitable for a hybrid or remote creation, analytics and email marketing the research and structured agenda from faculty methods

Continues

## Job role clarity and responsibility

The intern's role within the digital marketing activities was clearly defined, focused on by content planning basic SEO, implementation fairly advanced ensured in fundamental digital marketing scenario

## Protocols, Procedures, and Discipline

Interns adhered to structured schedules and meet deadlines for research Content Creation Professional behavior, time management, and Commitment to assignment tasks Ethical considerations were discussed and practiced

## Mutual support and motivation

The learning environment encouraged a supportive atmosphere, where a crucial role in guidance led ball session in provided constructive learning experiences, keeping identity core for improvement

## Time management and Productivity

A structured weekly schedule was instrumental in development effective time management skills multiple tasks, including research, content creation basic campaign monitoring and dashboard based optimize.

# Chapter 6: Technical Skill Acquired

This internship significantly enhanced my foundational technical skills across key digital marketing disciplines

## 1. Digital Content Creation

- Visual design with canva: proficiently designed visually appealing graphics, social media posts, thumbnails, banners and ad creation using canva
- Content formatting: understood principals of image composition, text formatting, and branding ad create canva
- Platform-specific: developed an understanding of effective content formats for platforms like Instagram (reels, carousels, stories) and Youtube (video content)

## 2. SEO fundamentals & Platform Optimization

- SEO Basics: understood how search engine work, the role of keywords, and the distinction of on-page SEO content.
- Keyword research: learned fundamental techniques for identifying relevant keywords using such functions
- Platform SEO: applied SEO principals to optimize social media profiles (e.g., Instagram bio, Youtube channel description) captions, hashtags, and video for better discoverability

## 3. Social media marketing & Advance Engagement

- Platform understanding: Gained knowledge of key social media platform (Instagram, Youtube) as marketing channels
- Engagement strategies: learned basic techniques to foster audience interaction, respond to comments, build a community
- Content planning: developed an understanding of creating basic social media content plan for consistent posting

## 4. Email marketing basics

- Email Campaign Setup: understood the fundamentals of building email lists and setting up basic email campaigns
- Audience Segmentation: learned how to segment email lists for more targeted and relevant communication
- Automation Concepts: understood how to monitor the initial performance of digital content and targeted ad campaigns

## 5. Performance Analysis / Basic Data Interpretation

- Platform Analytics Navigation: learned to navigate and extract basic performance metrics (reach, impression, view time, studio, and meta Ads manager)
- Campaign monitoring: understood how to monitor the initial performance of digital content and targeted ad campaigns

## Chapter 7: Managerial & Problem Solving Skills Acquired

The internship provided valuable opportunities to develop critical analytical and practical problem solving capabilities essential for navigating digital marketing challenges

### 1. Strategic Planning & Organization

- Content planning: Developed basic content plans for social media and email, understanding the need for and scheduled content
- Feedback Integration: Adapted strategies and content based on feedback from members and initial performance metrics
- Problem Identification: Learned to identify basic issues in campaign performance or content visibility and propose initial solutions

### 2. Initiative & Adaptability:

- Self-Directed Learning: Demonstrated initiative in exploring new digital marketing tools and concepts.
- Feedback Integration:

Adapted strategies and content based on feedback from members and metrics

- Problem Identification:

Learned to identify basic issues in campaign performance or content visibility and propose initial solutions

### 3. Professional Ethics & Marketing Standards

- Content Authenticity:  
understood the importance of creating original and authentic content.
- Advance trust:  
Recognized the Specifics of building and marketing trust the right through transparent marketing practices
- Compliance Awareness:  
Gained awareness of basic compliance requirements for online advertising and data handling (E.g., respecting advertising privacy)

# Chapter 8: Communication & Presentation Skills

Effective Communication was a core part of this program  
Critical for both Conceptual of strategies and result.

## 1. Written Communication & Content Strategy

- Structured Reporting: created basic reports summarizing digital marketing activities and initial campaign result (eg. this report)
- Engaging Copywrite: practical creating concise and engaging marketing copy for social media posts, ad create and email content
- Clear Articulation: improved the ability to clarify actual marketing objective and strategy in written form

## 2. Oral Communication & Discussion

- Presenting Insights (Conceptual): developed the communication ability and explaining digital marketing concept and campaign manner to faculty/peers
- Responding to Queries: learned to listen attentively and formulated clear responses strategies and performance
- Professional Interaction: engaged in professional discussion with mentor of on various digital marketing topics

## 3. Professional Interaction & Networking (Conceptual)

- Engaging with Experts: understood the value of interacting with digital marketing professionals and experts (even through case studies or online research)
- Applying Professional Etiquette: practiced professional communication in an interactive related to the internship

## Student Self Evaluation of the Short-Term Internship

Student Name: **SIGAMALA KARTHIK**

Registration No. **234030851064**

Term of Internship:

From: 15/5/25

To: 30/6/25

Date of Evaluation:

Organization Name & Address: **Anjanaa's Foundation, Avanigadda.**

Please rate your performance in the following areas:

Rating Scale:

Letter grade of CGPA calculation to be provided

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

*S. Karthik*  
Signature of the Student

Date:



## Evaluation by the Supervisor of the Intern Organization

Student Name: **SIGAMALA KARTHIK**

Registration No. 234030851064

Term of Internship:

From: 15/5/25

Date of Evaluation:

To: 30/6/25

Organization Name & Address: **Anjanaa's Foundation, Avanigadda.**  
 Name & Address of the Supervisor with Mobile Number **NAVEEN**

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

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

Rating Scale: 1 is lowest and 5 is highest rank

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

Date:

  
 ANJANA'S FOUNDATION  
 Reg No: 4/2020, BK-4  
 80G Certified  
 ANANIGADDA

INTERNAL ASSESSMENT STATEMENT

Name of the Student: SIGAMALA KARTHIK

Programme of Study: DIGITAL MARKETING

Year of Study: 2025

Group: B.com (computer application)


Register No/H.T. No: 234030851064

Name of the College: GOVERNMENT DEGREE COLLEGE,

RAJAMPETA


University: Yogi Vemana University

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	25	
2.	Internship Evaluation	50	
3.	Oral Presentation	25	
	GRAND TOTAL	100	

  
Signature of the Faculty

Date:  
Guide

Certified by

Signature of the Head of the B. 

Date:  
Department/Principal

Seal:

