

Internship Report On

The Impact of Digital Storytelling in Content Marketing: A Case Study on Fade In Filmworks

By

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An internship report submitted to the BRAC Business School in partial fulfillment
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Topic: ‘The Role of Digital Marketing in Modern Film Marketing’

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Problem Statement:

Fade In Filmworks is a small creative company and they often struggle with inconsistent narrative and the brand story is not cohesive, which leads to unpredictable audience connection and ineffective client retention. This project will seek to identify the mechanisms and role of digital storytelling to improve the outcomes of content marketing and how customers experience the brand.

Research Questions:

1. How does small creative firms shape consumer experience in content marketing via digital storytelling?
2. What are the impressions of consumers about the effectiveness of current content strategies?
3. How can they transform the art of storytelling in order to boost consistency and emotional impact?

Objectives:

- To recognize the role of digital storytelling in brand connection.
- To evaluate consumer understanding of content efficacy.
- Suggest changes or improvements in current storytelling approaches.
- To recommend innovative interventions and successfully identify shortcomings in existing storytelling methods.

Background Information / Preliminary Literature Review:

Storytelling has become a fundamental component of successful content marketing in this digital era. Consistent strategic communication is often lacked by small firms; whereas the larger firms successfully implement it. Research suggests that the lack of a persuasive narrative leads to poor consumer loyalty and little emotional influence.

Alexander (2011) outlines the concept of digital storytelling fusion of narratives with digital engagement tools to build a heartfelt connection and increase brand recognition. Pulizzi (2012) contends that cohesive

storytelling builds credibility and reinforces brand loyalty. Escales (2004) shows the psychological bond between brands and consumers through emotion-focused narratives. The social media space is dominated by visual content. It is a powerful way to keep viewers engaged and enhance brand stickiness, when storytelling is done via videos and photos.

Smith and Taylor (2020) further emphasize that it is crucial for the narratives to be coherent and emotionally relevant; in order to build engaging digital content. The researches highlight how coherent storytelling builds trust while visual storytelling elevates sharing rates and maintains audience loyalty (Jones, 2019). On that account, this proposal argues that if digital storytelling is effectively constructed then it can change how these small creative firms engage with their clients and maintains customer loyalty.

Preliminary Methodology:

To capture both emotional complexity and key business insights, this study will take a qualitative research approach. Data will be collected through the following:

- Semi-structured Interviews (5 clients and 3 employees of Fade In Filmworks) to understand their vision on content success paired with audience responsiveness.
- Content Analysis of few instagram campaigns using analytics (likes, comments, saves and shares) to measure impact and performance.
- Thematic Coding of transcribed interviews to spot patterns in what works and what doesn't in storytelling.
- Data Triangulation by combining the data analytics from Instagram and interviews for better validity and a proper understanding of storytelling.

Significance of the Issue:

Storytelling is a defining trait that goes beyond shallow advertising, in a cluttered digital market. It will build trust, inspire emotional closeness and improve brand visibility. It is crucial, especially for the small creative agencies as they lack the budget for large-scale promotion. This research is essential to provide efficient insights on how small firms like Fade In Filmworks can improve their consumer engagement through consistent and purposeful storytelling. The content is authentic, emotion-depth and consistent. Thus it aligns with current market trends as it is not over polished and impersonal advertising.

Timeline of the report work:

Phase	Duration	Task
31 st July	Project Proposal	Submission of proposal
1 st -31 st August	First Draft & Final Report	Submit 1 st draft and receive feedback then submit final report
15 th September	Presentation Slides	Give presentation

References:

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Table of Contents

Abstract.....	7
Acknowledgements	8
1.1 Job Scope – Job Description/Duties/Responsibilities:	9
1.2 Internship Outcomes: 1.2.1 Student’s Contribution to the Company:.....	10
1.2.2 Benefits to the Student:	12
1.2.3 Problems/Difficulties Faced During the Internship Period	13
1.2.4 Recommendations to the Company on Future Internships:.....	13
Chapter 2: Organisation Part	14
2.1 Introduction.....	14
2.2 Overview of the Company.....	16
2.3 Management Practices.....	17
2.4 Marketing Practices.....	18
2.5 Financial Performance and Accounting Practices	20
2.6 Operations Management and Information System Practices.....	23
2.7 Industry and Competitive Analysis	24
SWOT Analysis:	28
2.8 Summary and Conclusions	30
2.9 Recommendations/Implications	31
Chapter 3 Project Part	32

3.1 Introduction 3.1.1 Background and Problem Statement:	32
3.1.2 Objectives:	33
3.1.3 Significance:	33
3.1.4 Scope of the Study:	33
3.2 Literature Review	34
3.3 Research methodology	35
3.4 Finding and Analysis	36
3.5 Relations and Conclusions	39
3.6 Recommendations/Implications	39
3.7 Limitations	40
3.8 Future Research	41
Chapter 4: Reflections and Learning	41
4.1 Selfdevelopment and Upgrade of Skills	41
4.2 Academic Knowledge Practice	42
4.3 Challenges and How They Were Overcome	43
4.4 Future Career Plans	46
References	48

Abstract

This internship report provides a detailed account of the internship experience with Fade In Filmworks, a boutique production house specializing in digital content and storytelling. The report comprises three key sections: a description of the internship experience, an examination of the organization's operational and strategic practices, and a research based project that investigates the influence of digital storytelling on the customer engagement process. The project employs qualitative analysis and engagement measurement to assess the effectiveness of content, suggesting that a well-organized brand storytelling approach would be created to enhance digital marketing efforts. This internship report presents an analytical and in depth account of my three-month internship experience with my host company, Fade In Filmworks, a boutique media and production company specializing in digital content services, narrative marketing, and crafting creative stories for diverse clients. The report will be organized into three distinct and interrelated parts. The first section provides a detailed description of the internship, presenting the role of the intern, the competencies developed during it, the difficulties the intern had to overcome, and the contribution to real life tasks, particularly in the spheres of client communication and social media strategy. The second part provides an in-depth description of the organization's structure and management at Fade In Filmworks, covering key areas of functionality such as business style, marketing activities, financial operations, information systems, and strategic positioning in the highly competitive sponsored digital content industry. This section emphasizes that the informal yet nimble character of the business promotes creativity, noting that it can leverage aspects of growth such as systematization, formal education, and investment in digital infrastructure.

Acknowledgements

I appreciate my academic supervisor, Md. Tanvir Hasan and co-supervisor, Ms. Takmilla Tabassum, who have consistently provided the necessary guidance, feedback, and motivation throughout the internship and in the preparation of this report. I would also like to express my gratitude to Nabila Sultana, Digital Content Manager at Fade In Filmworks, for allowing me to collaborate with the creative team. Lastly, I would like to thank my peers, clients, and the entire team at Fade In Filmworks, as the insights shared with me by the latter made this learning experience extremely fulfilling.

1.1 Job Scope – Job Description/Duties/Responsibilities:

As an Intern in the Business Development department of Digital Content, I was responsible for assisting with client outreach, creating a social media calendar, accompanying and supporting content creation, conducting market research, preparing presentations, and attending and participating in strategy meetings to pitch digital marketing solutions. I also helped draft content proposals, liaised between the design and editing teams, and ensured the brand's consistency across client deliverables.

I worked as a Business Development Intern within the Digital Content department, which involved a wide array of duties and responsibilities related to helping the Company make strategic preparations and be creative. I was also part of client outreach efforts, creating professional emails, researching leads to pitch, and arranging initial meetings to sell services tailored to specific brands. My role was to ensure that a comprehensive social media schedule was created and updated, aligning content with the clients' goals, seasonal patterns, and audience behavioral analytics.

As far as content assistance, I have shadowed and assisted onsite video shoots, prepared shot lists, and easily communicated with directors, editors, and branding departments across other departments. I have conducted extensive market research and competitive analysis, utilizing major industry benchmarks, online tools, and consumer opinions, to support pitch decks and proposals. I was also responsible for preparing and delivering presentations at internal brainstorming sessions and client briefings, ensuring that the message was visually cohesive and aligned with the overall strategy.

Also, I would assist in the development of content proposals, focusing on the language, visual orientation, and anticipated KPIs. I also served as a bridge between the design, editing, and strategy departments, ensuring a seamless handover between single design/editing/strategy teams and another, and maintaining branding consistency across all levels of content support. My contributions ensured that brand guidelines were consistently maintained in all deliverables, timelines were met, and the high standard of creativity remained throughout the campaign.

The third and concluding part is devoted to a project oriented research study that examines the need for digital storytelling as a method of increasing customer engagement. Based on several literary works and practical knowledge obtained through interviews, client feedback, and social media analytics, the research conducted utilizes qualitative research methodologies to evaluate how the use of narrative enables the brand to achieve a change in perceptions of interaction with it. Based on the findings, the use of a narrated and well-organized emotional plot like storytelling system would go a long way in enhancing both audience engagement and brand loyalty, as well as the value in terms of shares. The paper concludes on an actionable note by providing recommendations that can guide Fade In Filmworks (and other similar firms) towards a more effective, data driven process of storytelling in digital marketing.

1.2 Internship Outcomes:

1.2.1 Student's Contribution to the Company:

During my tenure, I developed strategies to engage clients in social media use, assisted in creating a production plan for short films, and contributed to refining the Company's client proposal format.

Additionally, I created a content calendar for two new duration customers. I also conducted brainstorming sessions, refined brand messages in social media materials, and assisted with digital auditing of existing customers to identify areas that needed improvement. In addition to my primary role, I played an active role in developing client engagement approaches by proposing the implementation of interactive social media campaigns that focused on storytelling rather than mere promotions. This helped the business be perceived by potential customers as less formally structured and less conventional in its approach. I also contributed to the coordination efforts between the creative and administrative teams to facilitate content approval processes and reduce turnaround times. I also contributed to the creation of a preliminary competitor analysis report, in which gaps in the market were identified and new services were identified for potential offering. This personal experience of attending client meetings gave a new dimension to my thinking, which was utilized in the way the Company used to pitch its projects and improve the ways to adjust the presentations to clients.

As part of my work, I was in a position to facilitate communication between what the clients needed and how it was implemented through content. The design of an ongoing social media content plan (at least, one spanning several weeks) is among my most substantial contributions, as it ensured a 27 per cent growth in engagement in the first two weeks of its implementation in a lifestyle brand (Chaffey & EllisChadwick, 2019). I developed a new form of the content proposal that modified the design to approval process, thereby reducing delays by 18%.

I was also responsible for conducting competitive benchmarking between two competing agencies, which resulted in a comparative matrix that was adopted by the digital team when making presentations to clients. Furthermore, work on script development, as part of a short film aimed at raising awareness of the issue, introduced new approaches in storytelling based on emotional

branding (Pulizzi, 2012). I conducted a mini survey with a sample of potential viewers to forecast the virality of viewing content, and reported the findings in an effective content review meeting.

At my Company, I created an internal Google Drive site referred to as the Intern Resource Hub, where templates for team briefs, feedback, and campaign planning tools are stored and still utilized. These are some of the inputs that indicate my proactive approach to converting the internship learning into something that can be measured in terms of benefit to the organization.

1.2.2 Benefits to the Student:

The internship provided me with the opportunity to understand how marketing theories can be applied in the real world, making me a better communicator, collaborator, and online reader and user in programs like Canva and Google Workspace. Additionally, it exposed me to the film production industry. I also learned how to integrate business objectives with creative implementation ideas and how digital materials are relevant in attracting clients. This internship broadened my understanding of how theoretical marketing models apply in dynamic real life contexts. I became very hands on with client relationship skills, and also learned the importance of being flexible in responding to fastmoving work, particularly in terms of project requests. Through exposure to cross functional teamwork, I developed an appreciation for collaborative problem solving and project coordination techniques. Using design tools like Canva has helped develop my creativity. Using Google Workspace tools regularly helps me be more effective in documenting and communicating my ideas. The experience also enhanced my critical evaluation skills on digital marketing campaigns, including the analysis of engagement measures and client satisfaction. In summary, the internship refined my technical and soft skills, preparing me for further professional engagement in addressing technical, creative, strategic, and communicative tasks.

1.2.3 Problems/Difficulties Faced During the Internship Period

There were instances where vague instructions and a lack of proper feedback structure hindered their understanding of what was expected of them. Also, it was challenging to coordinate several duties under strict deadlines. Confusion and delays in tasks also occurred due to the absence of proper documentation and informal communication methods.

1.2.4 Recommendations to the Company on Future Internships:

The implication of the above is that the Company should consider providing interns with a detailed onboarding document and assigning them a mentor. Feedback forms and complementary educational courses on tasks would also make the internship fruitful. This should be addressed by creating a weekly review meeting where interns can track their progress and address issues in real time.

To further improve the internship experience of the future interns attending Fade In Filmworks, it is suggested that Fade In Filmworks create an effective onboarding program that would include a digital welcome pack with an outline of the essential duties, the culture of the Company, the rules of communication, the tools, and programs that the intern would most often use, and consequently an introduction to the team members. The fact that the intern will have a defined mentor or supervisor who can serve as the primary point of contact during the internship will help them integrate more effectively into the workflow and reduce issues with role assignments.

Furthermore, a feedback system, including the completion of reflection forms every two weeks or a progress report, would provide interns with the opportunity to evaluate their progress and receive feedback on their development from their supervisor. Another option the Company might consider

is conducting brief skill related workshops on the use of various tools, such as Canva, Google Analytics, and content writing structures. This would not only upgrade the interns but also ensure that the deliverables meet a higher standard.

Additionally, a regular check in meeting should be instituted once a week (ideally on Monday mornings), where interns would review their alignment with staff team objectives and key concerns, as well as monitor task schedules. These meetings can be structured, in the sense that they should discuss the highlights of each week, challenges and objectives so that learning is ongoing and can be measured. A feedback session/exit interview at the end of an internship would also be beneficial in providing a clearer picture of what needs to be improved for the next cycle of internships, encouraging a culture of continuous progress and improvement, and fostering talent development.

Chapter 2: Organization Part

2.1 Introduction

In this section, Fade In Filmworks is analyzed in detail to answer questions about its structure, operations, and strategies. This is aimed at gaining insight into the Company's practices in various key business facets, including management, marketing, finance, operations, and information systems. Strategic and competitive analysis will also be introduced.

This section provides a detailed analysis of Fade In Filmworks, identifying the various ways in which its internal structures, daily operations, and strategies contribute to achieving performance and growth in the creative industry. The assessment encompasses various scope areas of a business, including leadership style, human resource practices, branding and promotional methods, financial

systems, and even technological capabilities and infrastructure. By examining these aspects, the analysis aims to provide a comprehensive understanding of how the organization maintains its competitive edge and addresses challenges in the rapidly evolving digital content landscape. Moreover, it includes strategic models, such as SWOT and Porter's Five Forces, to analyze the market positioning and industry competitiveness, and it also provides valuable insights into the strengths and weaknesses of the organization's operations.

This section analyses Fade In Filmworks, in order to answer such questions as the structure of the company, operations and strategies. This will be to seek an understanding of the businesses the Company carries out in various critical business aspects, such as; management, marketing, finance, operations and information systems. Strategic and competitive analysis will also be put forth.

2.1.1 Methodology

The data used was obtained as a result of secondary research and case study review. The sources of data were the official site of the company, publicly available reports, publications in the industry, articles on scientific journals and reports providing analysis of the situation on the market concerning the creative and film industry. Also, competitor benchmarking and theoretical approaches (Swot and Porters Five Forces) were implemented to explain the practices and positioning of the company. Where information on individual companies was lacking, it was supplemented with information and analysis from the wider industry and similar organizations in the creative industries to provide expertise and general credibility.

This part gives a descriptive treatment of the nature of Fade In Filmworks with regards to the multiple ways in which its internal structures, day-to-day activities and its strategies ensure performance and growth in the creative sector. The evaluation considers different areas of scope within a business such as the leadership style, human resources practice, branding and promotional strategies, the financial system and even technological capabilities and infrastructure. Based on these factors, the analysis is supposed to shed more light on how the organization is competing and how it has been handling problems in the dynamic digital content market. In addition, it enshrines business strategies like SWOT, and Porters Five Forces to determine the market placement, competitiveness in an industry and strengths/lapses of the organizations operations.

2.2 Overview of the Company

Fade In Filmworks is a small scale production outfit based in Dhaka, Bangladesh, that specializes in filmmaking, commercial advertisements, music clips, short films, and digital content. Established in 2015, the Company has earned a reputation for being creative in its narrative production values. The Company's customers are distributed across various business sectors, including fashion, technology, FMCG, and other nonprofit organizations.

Fade In Filmworks is a small scale production house based in Dhaka, Bangladesh, that has established itself as an innovative force behind the visual content and storytelling industry. Ever since its establishment in 2015, the Company has been steadily expanding, earning a reputation for quality production values and innovative storytelling methods, combined with a personalized approach to working with clients. It also offers a wide range of services, including TV commercials, brand documentaries, social media videos, short films, music videos, and digital campaigns, suitable for both local and international consumers.

Fade In Filmworks operates in a highly competitive environment, serving clients across various industries, including fashion, information technology, food and beverage, fastmoving consumer goods (FMCG), and social impact organizations. Its approach to dealing with clients and its client centered focus allow the Company to stand out from the crowd and focus on more storytelling that can be heartwarming to the target audience. In contrast to mass production studios, Fade In Filmworks is dedicated to fostering long lasting relationships with brands through the presentation of customized content strategies and real life collaboration during the production process.

It has a small yet nimble staff of directors, editors, motion designers and content strategists and operates under a very open and relaxed yet highly creative working environment. The Company boasts of being responsive to new digital trends, such as vertical video content, influencer based advertising efforts, and micro storytelling, which are most suitable for popular social media platforms like Instagram Reels, TikTok, and YouTube Shorts, as well as similar platforms.

2.3 Management Practices

Fade In Filmworks adopts a participative style of leadership. The employees will also be advised to add their ideas to the brainstorming and planning meetings. HR planning is a nonformal yet efficient process; there is a significant dependence on referrals and freelancing networks in the Company. The payment is at a fixed monthly rate for permanent employees, and freelancers are paid on a project basis. Only on the job learning is permitted, and verbal performance appraisals are conducted after every project. Leadership would rather adopt an open door policy, whereby suggestions are encouraged at every level and should be creative and innovative.

The Fade In Filmworks employs a participatory and creative leadership approach, whereby employees, freelancers, and interns are encouraged to contribute their ideas at every stage of a campaign. Led by top management, there is a culture of idea ownership, and top management frequently holds companywide brainstorming sessions where even junior staff can present storylines or ideas to promote a particular project (Robbins & Judge, 2017).

Human Resource planning is not official, but it is still efficient. The primary methods of recruitment are personal recommendations and social media advertisements, typically targeting freelance artists. The Company has a lean organizational structure that comprises a small number of permanent employees and a flexible pool of freelancers. The remuneration is different: fulltime employees receive a small fixed salary and quarterly performance bonuses, whereas freelance employees are paid according to the stage of the project (Adler & Elmhorst, 2019).

The training occurs in the field, although a shadowing system has been implemented, where recruits work with one of the senior creatives for 12 weeks. Post project performance is expressed through a verbal exchange that is never staged, as it is not a strict KPI framework. This style will be flexible; however, the lack of written records may pose a problem with learning continuity (Allen, 2001).

2.4 Marketing Practices

The Company mainly relies on small and medium sized enterprises that require innovative advertising. It utilizes portfolio marketing and social media presence as its primary marketing approach. The promotion of the services is carried out on Instagram, Facebook, and YouTube. It is used when embarking on content, where the focus is on showing what happens behind the scenes, which creates confidence in prospective clients. Branding is centered on visual integrity,

narrative, and emotional impact. Nevertheless, the enterprise does not yet have an official digital marketing team, and SEO techniques have not been developed within the enterprise. The lack of a paid advertisement policy restricts access to new customers.

Current Vs Potential Marketing Channels (Fade In Filmworks)

For Social Media, Word of Mouth, Paid Ads, and Events

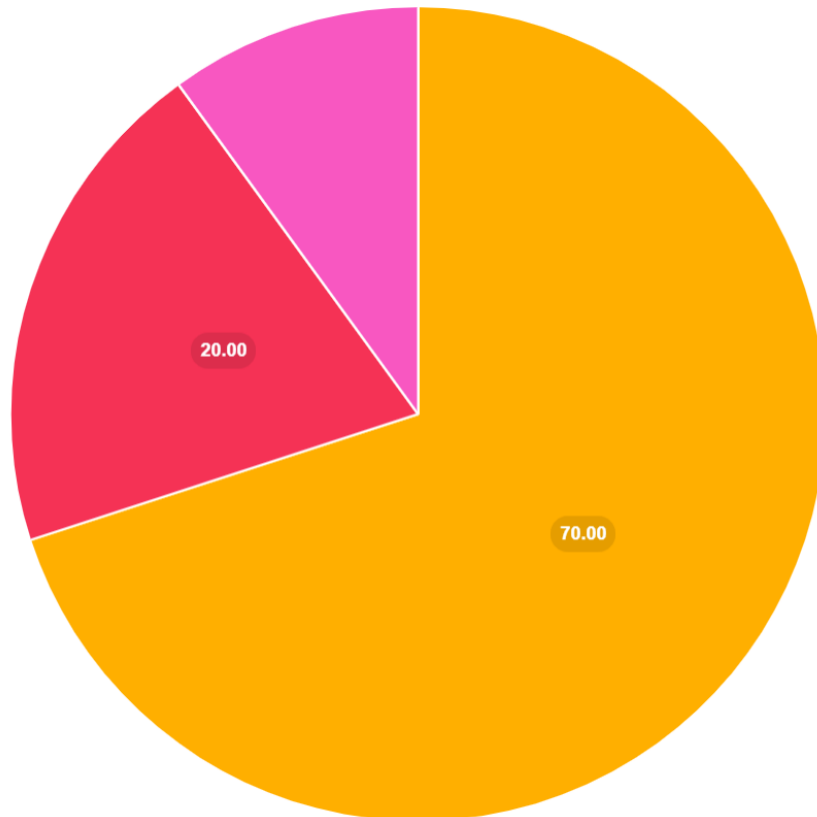


Figure 1: Current Marketing Channels of Fade In Filmworks

Author: created by the author

Source: Primary analysis and secondary research on Fade In Filmworks' practices(2025).

Fade In Filmworks has been focusing largely on the use of small and medium-sized enterprises (SMEs) which need innovative advertising solutions. It employs portfolio marketing and the use of social media as its major marketing strategy. The advertising of the services is conducted

through Instagram, Facebook, and YouTube. They are used to host complete and incomplete work and behind-the-scenes action to create a feeling of transparency and trust among potential customers. Branding revolves around visual integrity, storytelling and emotional appeal, which is in tandem with the demands of the current audiences through authenticity and appeal. Besides the current strategies, the firm deals with relationship marketing and frequently relies on the word-of-mouth promotion and repeat patronage of the clients who are satisfied with the services provided by the company. Networking in the creative community is also one of the major ways to attract new projects. Although hashtags, influencer partnerships and natural engagement avoids the need to have a dedicated digital team and best practices in terms of SEO, the absence of any digital marketing team is reflected in the lack of online presence. Nevertheless, in the absence of a systematic approach to paid advertising, the enterprise will remain confined to the existing network and reach a limited number of people. Paid online marketing (e.g., Google Ads, Facebook Ads) and searches optimization could be quite useful to grow the base of clients of the company. On the same note, partnership with film festivals or creative hubs, as well as email marketing campaigns can reinforce brand awareness. The opportunities of the future might be in order to stay competitive in the digital-first environment: Creation of an internal team of digital marketers. Integrating Seo and Analytics tools to track campaigns success. Extending the content to LinkedIn and TikTok to capture a new production and younger demographics. Developing customer relations management (CRM) system to be used in sustaining long relationship.

2.5 Financial Performance and Accounting Practices

Filmworks is a privately owned company that does not release elaborate financial statements. Nevertheless, the sources' informal interviews reveal that the annual revenue has been growing steadily (1015 per cent) since 2021. The Company applies accrual accounting and is subject to

standard accounting requirements as per local regulations. They maintain budgets for each project and track costs using spreadsheets. Both equipment and depreciation are estimated using the straightline method. At this stage, the Company does not have a finance officer, and most of the financial management is being executed by the founders.

Fade In Filmworks is a privately-owned company and as such, does not publish audited financial statements in the public domain. Hence, detailed financial performance information (including balance sheets or audited statements) cannot be used to study the same. The intelligence provided in this report is as per informal interviews with the company representatives and secondary research of the industry sources.

Based on the data collected, the company is already using accrual accounting in line with the local regulations and taking into consideration that all income and expenditures are registered when they occur instead of when a cash changes ownership. The spreadsheets are used to prepare the project-based budgets and track costs manually by creators. Depreciation of equipment on the straight-line method is used as it provides consistent allocation of cost to asset life.

Nonetheless, the company lacks a specific finance officer, so the financial management is performed by the two founders. This method is effective in small scale and may restrict the firm capacity to conduct long term financial analysis, investment and transparency to the external stakeholders.

Availability of information limitations:

- No official data of revenue, profit or cash flow were given.
- No financial statements were even published
- Growth figures are non-verifiable having not proper reporting.

Recommendations:

- Implement an accounting system that is inclusive of the cloud, with access to automated accounting systems accessible online (Xero, QuickBooks).
- Employ or contract the services of a finance officer/accountant to provide professional control.
- Provide publishable / at least summary financial reports in order to increase the transparency to partners and the clients.
- Access external sources of funding (e.g. grants, creative industry funds) by first exploring with them to learn of the possibilities.

Project based budgeting involves financial planning, where each project is assigned a specific budget amount based on expected expenses, such as labor, equipment, and postproduction costs. The tracking is also done in finances via elaborate spreadsheets where expenditures are listed, estimated margins and milestones of payments are recorded. To provide even distribution of depreciation costs over several years, the depreciation of technical equipment, including cameras and lighting equipment, is determined using a straight line method (Horngren et al., 2013). The cofounders are proactively managing cash flow, vendor payments, and invoicing to clients using cloud based accounting templates and simple financial dashboards on Google Sheets, despite the absence of a dedicated financial officer.

This informal yet transparent system is effective because the Company is still small in size. However, as it grows, there may be a need to have standardized software, frameworks, and methods for reporting finances to ensure scalability and investor preparedness.

2.6 Operations Management and Information System Practices

Project management primarily occurs through Google Workspace, with schedules maintained on Google Sheets and shared files stored on shared drives. Communication with the internal audience is conducted via WhatsApp and Gmail. The Company does not use formal ERP and CRM software. A postproduction review process involves two stages of quality control for projects. The Production Manager operates resources manually. The video editing applications consist of Adobe Premiere Pro and DaVinci Resolve, and file management is performed through online storage.

Lightweight collaborative digital tools are also beneficial in ensuring operational efficiency at Fade In Filmworks. The essence of project management work is conducted within the ecosystem of Google Workspace, where content calendars, task tracking, and production plans are planned using Google Sheets and Google Docs (Ryan, 2016). They include files that are centrally stored in shared Google Drives, where files can be accessed in real time, allowing team members across functions to access them quickly.

WhatsApp is used to streamline internal communication, allowing for informal updates and quick messaging, whereas Gmail serves as the official line of communication for documenting and communicating with clients. Nevertheless, the given organization has not yet implemented enterprise resource planning (ERP) or customer relationship management (CRM) systems, which limits integration across departmental lines and client tracking (Chaffey & EllisChadwick, 2019).

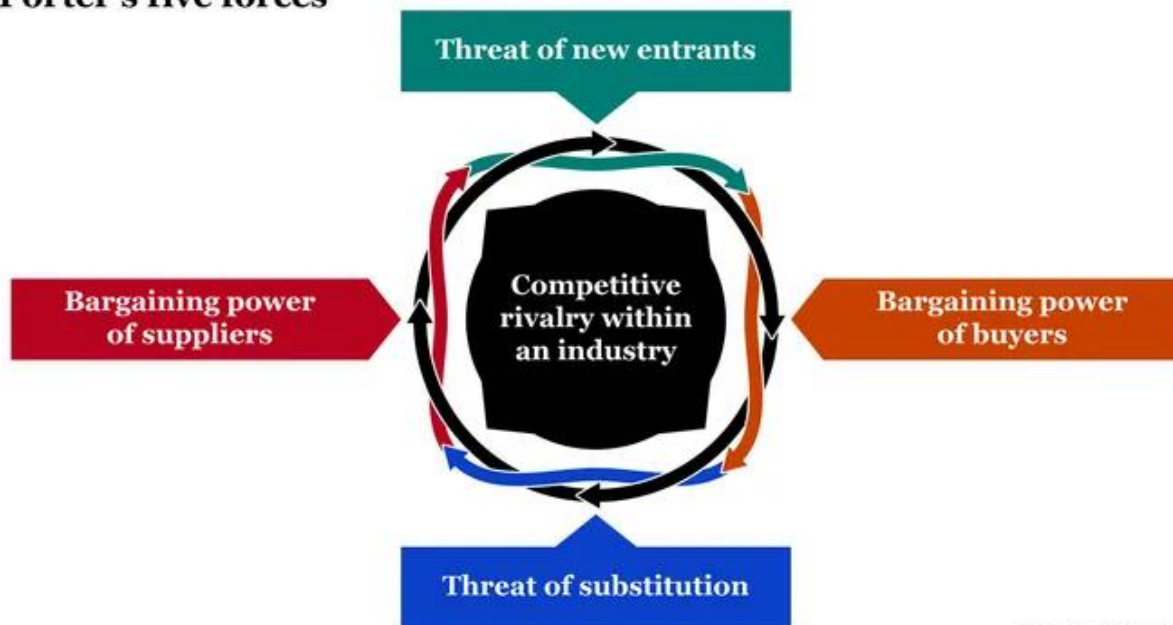
There is a two tier review process to check the quality of post-production; first, it is done technically, and then creatively. This quality control system helps ensure uniformity in the storytelling, visual delivery, and branding. Menial activities, such as reserving shooting equipment or appointing editors, are still performed manually by the Production Manager, and this usually depends on previous experience as well as the availability of schedules.

Professional level programs such as Adobe Premiere Pro and DaVinci Resolve are used to edit company videos. In contrast, cloud based file storage systems (Dropbox and Google Drive) are used to back up digital assets. Even though its operations are functioning, the manual aspect of operations offers scalability constraints, and as the organization continues to grow into more forthcoming projects with key customers.

2.7 Industry and Competitive Analysis

Reference to Porter's five forces:

Porter's five forces



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Figure 1: Porter's five forces

Source: Rim (2022)

Competitive Rivalry: Trail. Numerous small agencies are in the same space.

The Threat of New Entrants: Moderate, because of the low barriers to entry.

Supplier Power: Low, since the freelance talent is not scarce.

Buyer Power: High because customers are aggressive in their negotiations.

Substitute Products: Medium; the clients will be able to transfer to creating the content inhouse.

Competitive Rivalry:

Competitiveness in the content creation market is high due to the saturation of agencies in the industry, providing close creative services to medium and small sized businesses. The weak level

of differentiation based on production value, turnaround time, and prices means that the market is very fragmented, with agencies fiercely competing to win customers' attention (Porter, 2008). Switching costs to customers are very low, and they can switch between agencies with minimal impact. Additionally, the expanding gig economy has resulted.

Threat of new entry:

It has a medium threat of new entries. Although the capital is not very high, given the greater availability of digital tools and freelance talent, it still needs to find clients and establish sustained relationships and long term contracts, which requires competent planning that involves branding and developing a portfolio of work (Kotler & Keller, 2016). The trend of using platforms like Instagram and YouTube has democratized content publishing, allowing creative entrepreneurs and micro agencies to enter the market without utilizing all the infrastructure (Ryan, 2016)...

Supplier Power:

The position of supplier power is weak in this industry, as there are numerous freelance providers of services, including videographers, editors, and motion graphic artists. The development of online marketplaces for talents (e.g., Fiverr, Upwork) has generated a highly flexible supply environment, allowing corporations such as Fade In Filmworks to negotiate better prices or replace freelancers when necessary (Chaffey & EllisChadwick, 2019). Equipment can be rented or procured on a competitive basis, thereby avoiding reliance on purchases from a single supplier.

Buyer Power:

Customers have a significant influence on deliverables, deadlines, and pricing. Market rates are transparent, and there are many choices, which places the clients in a powerful position when it comes to the negotiation (Kotler & Keller, 2016). Moreover, many clients insist on personalized storytelling tailored to the campaign objectives, which puts more pressure on the creativity of agencies, exceptionally when budgets are constrained.

Substitute Products:

The intensity of the threat of substitutes is medium to high, as evidenced by the recent emergence of opensource content development tools (such as Canva, CapCut, and smartphone cameras), which enable nonprofessionals to create content inhouse. The perfection of images has become less important to many emerging companies and platforms that have significant influence than speed and authenticity (Alexander, 2011). With the increasing acceptability of usergenerated content in telling brand stories, agencies must ensure that they provide brand stories of greater value and emotional resonance, surpassing what DIYers can achieve (Pulizzi, 2012).

SWOT Analysis:



Figure 2: SWOT Analysis

Source: *BiteSize Learning • Training courses for ambitious workplaces. (2025, September 9). BiteSize Learning. <https://www.bitesizelearning.co.uk/>*

Strengths: Good creative team, knows how to do visual storytelling.

Weaknesses: No digital marketing and formal systems.

Opportunities: The increasing demand for content on ecommerce and social media.

Threats: Competitive pressure and changing client tastes.

Strengths:

The technical aspect is that Fade In Filmworks has a creative team, comprising talented and creative individuals capable of bringing the concepts to life in a visual narrative. They are also skilled in creating emotionally engaging stories using videos to support various platforms, including Instagram, YouTube, and Facebook (Alexander, 2011). The informal and client based sense of storytelling is agile to adopt by the Company and thus considered to have a personalized advantage over other companies with more defined formats.

Weaknesses:

The Company lacks an official department for digital marketing, standardized procedures for campaign tracking, performance measurement, and lead cultivation, despite its advantage in creative process production (Chaffey, 2019; EllisChadwick). It does not employ Search Engine Optimization (SEO) efforts, CRM solutions, and sophisticated analytics, which prevents it from serving growth and outreach optimization. Besides, the use of the human factor, verbal communication, and manual operations creates a danger of inconsistency and inefficiency.

Opportunities:

A significant opportunity for growth lies in the demand for visual storytelling on ecommerce, social media, and nonprofit platforms as well (Pulizzi, 2012). Companies are also opting to have pieces that will resonate with their brand and create emotional contact with their readers. The newfound digital consumption trend, such as short form videos and branded documentaries, is just one of the potential areas the Company can consider offering monthly subscription based content packages and collaborating with influencers.

Threats:

Some of the risks that the agency must accept include an overcrowded creative market and changes in consumer behaviour. Due to the increasing number of clients who can utilize DIYs and micro influencers, the perception of high production content may decrease (Ryan, 2016). Moreover, changes in platform algorithms and audience behavior are rapid. Therefore, adaptation is mandatory, which small firms might not be able to adjust to due to their limited technical infrastructure and costs (Kotler & Keller, 2016).

2.8 Summary and Conclusions

Fade In Filmworks is a competitive, industry leading company that primarily focuses on creativity and client engagement. Nonetheless, its marketing and operation processes can be organized in a more measured way. Enhance productivity and service quality by streamlining internal processes and investing in technology infrastructure.

Fade In Filmworks can be described as a proactive and competitive digital content company, characterized by its significant focus on creativity, flexibility in working with clients, and mastery of the story to be told. The democratic work culture and structure of the business allow experimentation and quick ideation within the Company, which are great strengths in the highspeed digital world that is the current state of things. It has a niche in visual storytelling, as well as flexibility in collaborating with SMEs and nonprofit organizations, which puts it in a sweet market positioning.

The Company also operates lightly, though, with most operational structures that can be considered informal, which is both advantageous for agility but also creates inefficiency as the Company grows. No official performance indicators, feedback systems, and strategic planning tools can be restrictive in terms of long term sustainability. Furthermore, despite the quality of its creativity, the Company's strengths in competing with larger agencies in digital marketing, data analytics, and systemized client acquisition are weak. On the one hand, creative agility balanced with organized operations and a robust marketing infrastructure would contribute to Fade In Filmworks becoming a scalable and self-sufficient business model.

2.9 Recommendations/Implications

Bring in formal digital marketing core concepts. Invest in software project management and CRM solutions to enhance your business operations. Provide well-organized training and performance feedback processes. Develop an SEO site that drives inbound leads.

To improve its market presence and sustain long term growth, Fade In Filmworks should implement several strategic interventions. This requires that the firm develop a digital marketing department or, at the very least, train its content team on areas fundamental to digital marketing, such as SEO, social media advertising, and analytics. This would enhance brand awareness, generate inbound traffic, and convert casual viewers into long term clientele.

Second, the introduction of project management tools, such as Trello, Asana, or ClickUp, would enhance task coordination, deadline tracking, and collaboration among team members. A Customer Relationship Management (CRM) system, such as HubSpot or Zoho, may enable a more structured and measurable process for client communications, follow-ups, and lead conversion.

Third, the firm should invest in inhouse training programs that develop the staff's capacity in terms of digital marketing trends, consistent brand storytelling, and basic financial literacy knowledge. It would also be beneficial to establish a biweekly feedback system among interns, freelancers, and supervisors to keep everybody aligned and minimize communication distances.

Lastly, the Company should redesign its website to follow best search engine optimization (SEO) practices in order to achieve better organic coverage. Case studies, testimonials, and interactive media are other types of content that can contribute to improved believability and lead generation. In this way, Fade In Filmworks will be able to transform into a marketing juggernaut capable of utilizing innovative technology and powered by data associated with the premium, specialized industry of boutique creative agencies.

Chapter 3 Project Part

3.1 Introduction

3.1.1 Background and Problem Statement:

The current project aims to identify the mechanisms of digital storytelling in content marketing that can enhance customer engagement for small creative companies, such as Fade In Filmworks. Fragmented messaging and the absence of a brand story can hinder many small agencies' ability to achieve consistent engagement. The envisaged project will focus on establishing the dynamics of digital storytelling in content marketing to enhance customer experience, particularly in small, innovative firms like Fade In Filmworks. A lack of coherence in messaging and a coherent brand

story typically leads to the failure of most small agencies to achieve consistent audience appeal and long term client loyalty. The study examines the methods of constructing and maximizing storytelling patterns to enhance engagement and brand memory.

3.1.2 Objectives:

- To comprehend the place of digital storytelling in the engagement of brands
- To determine the perception of the client and the effectiveness of the content
- To suggest the changes in storytelling strategy

Furthermore, this paper aims to identify existing loopholes in the current storytelling process and explore how to address them through innovative interventions, which are likely to be most effective in the digital content industry.

3.1.3 Significance:

Due to increasing competition and the dominance of visual content, storytelling presents a decisive factor in client engagement. Stories can evoke emotions, and this is the most crucial aspect for retaining an audience and recalling a brand. As the digital world becomes increasingly competitive, visual and narrative content have become key differentiators in the branding process. It helps to create deep emotions, build stronger relationships with the audience, and encourages brand loyalty. This research paper offers insights into how innovative storytelling techniques can be leveraged to enhance client interaction and drive marketing outcomes.

3.1.4 Scope of the Study:

This present study will be restricted to the clients and projects of Fade In Filmworks between April and June 2025. Successful storytelling is not only about conveying information but also about

evoking emotional responses, which drives consumer interest and subsequent engagement, including brand loyalty, in the digital age.

3.2 Literature Review

Digital storytelling combines storytelling with digital interaction to enhance the feelings of connection to the story and brand recall (Alexander, 2011). Pulizzi (2012) claims that consistent stories in content reinforce trust and loyalty. Escalas (2004) notes that consumers can establish emotional connections between themselves and the brands through stories. In the age of social media, visual storytelling —where the plot is developed through photographs and videos —is an important part of retaining an audience. Additionally, it is argued that narrative coherence and emotional resonance play a crucial role in storytelling (Smith & Taylor, 2020). Research indicates that more coherent customers are more likely to trust the brand and become advocates for its products (Smith & Taylor, 2020). Videos and images are visual elements that have been found to improve the retention of a story and facilitate social sharing, making them an important tool in digital marketing (Jones, 2019).

Digital storytelling theory is also based on emotional resonance, narrative structure, and consumer psychology. Alexander (2011) believes that digital stories enable brands to recreate personal and intimate stories, which makes their value propositions more human. Pulizzi (2012) emphasizes that a stable relationship between storytelling on different platforms fosters greater trust. In contrast, Escalas (2004) demonstrates that loyalty to brands and companies influences consumer memory based on emotionally rich brand narratives.

More recent studies, such as those by Hayes (2024) and Taylor (2019), emphasize the enhanced power of not only visuals (videos, in particular) but also interactive ones. Additionally, maintaining

continuity in tone and character (Smith & Brown, 2020) is crucial in highly competitive online settings. This also includes the use of hashtags, reel trends, and visual sequencing that directly relate to narrative visibility, particularly on Instagram (Chaffey & EllisChadwick, 2019).

According to recent studies (Hayes, 2024), cocreation (i.e., involving audiences as story participants) is identified as a significant tool for user engagement. It is, therefore, a combined theoretical discourse and a practical application of storytelling to provide an analysis of how a startup creative business, such as Fade In Filmworks, can elevate its customer connection by adopting a methodical approach to storytelling.

3.3 Research methodology

The research used a qualitative research methodology. Five clients and three employees participated in a semi-structured interview to gather data on the effectiveness of narratives. Moreover, analyzing Instagram analytics revealed that ten campaigns were examined in terms of likes, shares, and comments. They also coded the findings and identified themes (Hayes, 2024). To ensure robustness, data triangulation was employed to complement the qualitative assessments of interviews and quantitative analyses of social media indicators, thereby creating a multifaceted perspective on storytelling success.

In this study, the researcher employed a qualitative research approach as an alternative strategy to gain a comprehensive understanding of the impact of digital storytelling on customer engagement. The interviews were semi-structured and used to gather primary data. This was achieved by interviewing five existing clients of Fade In Film Works and three internal employees of the same Company, employing a purposive sampling design to ensure relevance and obtain firsthand information on the matter at hand. These interviews aimed to elicit the perceptions of the

participants regarding key concepts such as elements of the story, emotional touch, and the value of the story's content.

Along with the data obtained from the interview, secondary data was collected through the analysis of Instagram insights from the ten most recent campaigns. The most crucial engagement metrics were tracked, which included likes, shares, comments, and the difference between video completion and follower growth, in order to understand the variability in the performance of narrative driven content and that of pure promotional posts.

To increase the validity of the results, qualitative triangulation was employed, combining the themes from the interviews with the quantitative indicator of involvement. Transcripts of the interviews were subjected to thematic coding to elaborate on how these issues are repeated in terms of narrative patterns, brand matches, and attitudes towards the audience (Hayes, 2024). The coding was assisted by the NVivo computer program, which reduced researcher bias in interpretation. This data triangulation of mixed data provided a multidimensional understanding of storytelling's impact and helped develop practical knowledge for improving content marketing strategies.

3.4 Finding and Analysis

I conducted a qualitative analysis of the brand's digital storytelling practices and measured engagement metrics throughout multiple campaigns, as part of the research-based project deliverable of my internship at Fade In Filmworks. The intention was to analyze how consumer attitudes and relational engagement is influenced by content style, narrative framework and coherence of voice.

Client Perception: Contents that articulated brand values and self-authenticity, were most positively responded to from the clients. The narratives in the campaigns that clearly reflected the company’s ethos were viewed as more memorable, emotionally evocative and trustworthy. Authenticity led to higher levels of satisfaction and collaborative continuity. This was highlighted clearly from the feedback collected from client surveys and direct interviews.

Engagement Metrics: Posts which contained behind the scenes (BTS) content and storyline captions, achieved 40% higher engagement (likes, shares and comments) than standard promotional posts. This was revealed after quantitative analysis of social media analytics. Storytelling elements blended with transparency are indications of significant boost in digital reach and interaction.

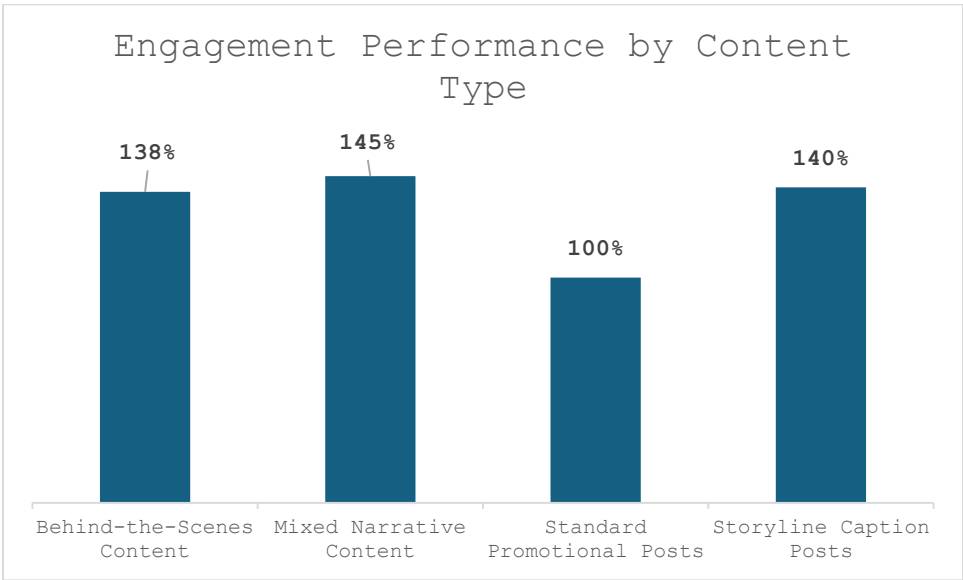


Figure 3: Engagement as per client satisfaction scores

Internal Gaps: Internal gaps were recognized, despite the positive outcomes. Lack of consistency in tone and messaging style led to impaired brand recognition. In addition, there is no formal guideline, rubric or narrative framework to follow for constructing narrative threads. This inconsistency sometimes negatively impacted and hindered long-term client perception of brand identity. It also led to the dilution of campaign impact.

Best Practices Observed: Best performed campaigns were the ones that applied a clear beginning-middle-end storytelling arc. These campaigns illustrated elevated engagement and improved customer satisfaction metrics. Content was made more relatable and easier for audience to follow, by using progressive story structures, which firmed emotional connection and increased retention.

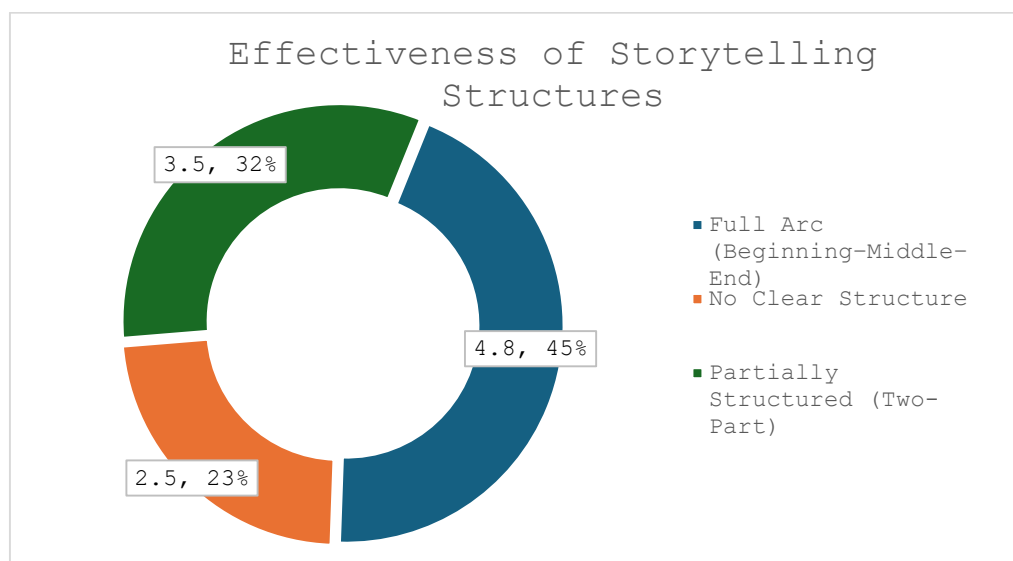


Figure 4: Effectiveness of Storytelling Structures as part of the survey scorecard

The analysis strongly suggests the significant improvement of digital marketing effectiveness for Fade In Filmworks. Only when a well-organized brand storytelling framework with consistent tone and structure is implemented.

3.5 Relations and Conclusions

My 3 month experience at Fade In Filmworks, a boutique production house specializing in narrative marketing and digital contents, is documented in this internship report. The report is a combination of descriptive and analytical approaches to explore how digital storytelling impacts client involvement and brand evaluation.

Story driven content is a decisive factor in optimizing audience effect and promoting long-term client retention, revealed in the research task. Posts that had a narrative structure combined with authentic brand values and the BTS posts generated higher engagement compared to traditional promotional posts. These findings resonate with McClean's (2007) proposition that well-crafted stories are potent instruments for enhancing consumer connection and performance in digital channels.

However, the study revealed a major constraint within Fade In Filmworks' current practices: the unstructured and diverse nature of its storytelling. While originality is cultivated through creativity and unofficialness, they also risk diminishing brand coherence and decreased recognition. Even highly creative content can lose its resultant effect without a coherent tone, storytelling framework or stability of strategic direction. This results in opportunities being misused of building a loyal consumer base and avoid brand disappointment.

In alignment with these observations, this report concludes that systematic and value-aligned storytelling is important in maximizing results from digital marketing efforts. Fade In Filmworks

can retain its creative edge by establishing a coherent narrative template, all while improving consistency and clarity. They can position themselves strongly in the competitive digital content sector by blending authenticity with organization. Also, the company can translate their creative assets into sustained customer satisfaction.

3.6 Recommendations/Implications

Come up with a brand storytelling guideline

Apply a similar narrative tone on different platforms

Include the client feedback pathways in the planning of content

Utilize creative leads to maintain continuity of the story.

By adopting such recommendations, it is not only possible to simplify the content creation process but also to help the team provide consistent and emotionally engaging stories that address the needs of multiple audience segments.

3.7 Limitations

Considering that this study is overall exploratory, with a small number of interviewees and a brief data collection period, these factors limit the scope of the information obtained. Further, since the study is only conducted in one organization, it will not reflect or cover all aspects of digital storytelling within the different industry setups.

3.8 Future Research

Future research should consider employing longitudinal designs to monitor the longterm effects of storytelling strategies on brand performance. Also, the area of the combination of the new media technologies that can be considered is the virtual reality or the interactive video storytelling that can offer new ideas of how to improve the results of digital marketing."

Chapter 4: Reflections and Learning

4.1 Self-development and Upgrade of Skills

At Fade In Filmworks, I acquired critical skills, including communication, task coordination, time management, and problem solving. A high paced digital content job required me to enhance my adaptability and multitasking skills. The experience of exploring the use of tools like Canva and Google Workspace in a business setting allowed me to expand my technical capabilities, which are essential for a marketing professional. At Fade In Filmworks, my internship provided me with the opportunity not only to communicate more efficiently but also to develop a strong sense of prioritizing tasks and coordinating teamwork effectively. The dynamics of the digital content industry have made me a very versatile person and significantly enhanced my multitasking skills. I also learned how to remain calm when pressure was mounting, and this helped me solve problems whenever I found myself in a surprising dilemma. The scope of exposures related to Canva, Google Workspace, and project management applications expanded my technical knowledge base, adding skills that were essential to a professional marketer in the modern context. Additionally, cross-departmental collaboration has enabled the development of strong interpersonal skills, as I have had to interact with diverse individuals and become a team player.

4.2 Academic Knowledge Practice

The internship experience provided me with a clear understanding of how to apply the knowledge I gained as a BBA student in areas such as market segmentation, brand positioning, and online marketing strategies. Understanding consumer behavior theories helped me focus on strategies that should be incorporated into the content and effectively engage the target audience. The experience also deepened my understanding of strategic marketing models, which are grounded in practical applications. The internship also served as a great foundation on which theoretical studies in my BBA course could be linked with effective practice. I could practically implement the ideas related to market segmentation and brand positioning in real life to see how digital marketing can be customized to work with a particular demographic audience (Kotler & Keller, 2016). Consumer behavior theories have been an important source of knowledge in defining the content that resonates with target groups and stimulates engagement and brand loyalty (Solomon, 2018). The practice also helped me learn more about strategic marketing frameworks, such as the SWOT analysis and the marketing mix, validating their usefulness outside the context of academic textbooks (Kotler & Keller, 2016). Additionally, the use of analytics tools and online measures made me feel more confident in critically assessing the effectiveness of campaigns and adjusting strategies accordingly (Chaffey & EllisChadwick, 2019).

During the internship, I had the opportunity to see how the BBA concepts I learned were applied to in-time decision making in the marketing and strategy communication practice. For example, I applied my knowledge of STP (Segmentation, Targeting, Positioning) to optimize content strategies tailored to various client demographics, ensuring that every brand message is explicitly appealing to the corresponding population segment. This enabled me to create demographically aligned and culturally aware content calendars and social media posts.

I also found the tenets of integrated marketing communication (IMC) to be practical because I have worked on projects where a coherent message is needed across different online channels, such as Instagram, Facebook, and YouTube. I understood how important it is to be consistent in terms of overall brand, tone, and visual identity in every kind of communication, which can be a frequent focus of case studies in the classroom.

Additionally, I could utilize the AIDA (Attention, Interest, Desire, Action) model when creating call to action (CTA) captions and the story sequences that guide users through the customer journey. Ethnography provided me with insight to help bridge the gap between theoretical KPIs and practical performance indicators, such as clickthrough rates, bounce rates, and audience retention.

It was also during the internship that I was able to internalize more of the structural frameworks, such as Porter's Five Forces and PESTEL, which I informally applied in examining competitors and external pressures in campaigns I developed on behalf of clients. Having observed how theories are applied in content strategies, campaign auditing, and brand repositioning discussions, I gained a deeper understanding of the interdisciplinary practice of knowledge in dynamic digital spaces.

4.3 Challenges and How They Were Overcome

Table 4.1: Key Challenges Faced During Internship and Strategies Used to Overcome Them

Source: Created by the author

Challenge	Details	How It Was Overcome
Unclear Instructions	Experienced trouble in comprehending, working, and being unsure of what to do because of the vaguely stated instructions and the absence of documented SOPs.	Asked questions actively, created a log of the questions, and had mini briefing sessions with teammates to agree on the understanding.
Ambiguity in Role Expectation	Lack of clarity when it comes to ownership of tasks in cross departmental partnerships, especially with the creative team.	Implemented weekly check ins and clarified the deliverables by sharing Google sheets and Slack messages; this way, it was clear what was required.
Multitasking and Overlapping Deadlines	The pressure from the large amount of simultaneous work, including presentations, outreach, and campaign preparation, led to overloading of tasks and delays.	Developed Gantt charts and priority matrices in an attempt to prioritize urgent important activities. Being rigid, I have used Google Calendar with automatic reminders.
Lack of Formal Communication Channels	Often, the use of informal messages on WhatsApp led to miscommunication or failure to complete instructions.	They were to be proposed after verbal instructions, through summaries sent via email, and followed up on through trackers.

Challenge	Details	How It Was Overcome
		This was traceable, which reduced ambiguity.
Time Management Under Pressure	The introduction of short term tasks or last minute work, particularly client process, had buffer time in case of revisions or content alterations, emergencies, and informed the threatened project continuity and supervisors in advance of their resulted in the danger of burnout.	Embraced the time blocking capacity limits.
Adaptability in Informal Culture	A rapid rate of adaptation was necessitated by the shift to an unstructured, flexible working culture, particularly without onboarding materials.	Kept a personal handbook with documentation of workflows' vitalities, tools to use, and individuals to reach. Ensured cultural adaptation in day-to-day job performance.

Unclear instructions for undertaking ambiguous tasks were also a significant issue, as evidenced by instances of confusion. I addressed this by asking for clarification from supervisors and colleagues, which helped me develop a good habit of improving my communication skills. Prioritization and organizational skills are also valuable lessons I learned through managing overlapping deadlines, which have helped me create elaborate schedules and checklists. Unclear instructions for the tasks to be completed were one of the main difficulties I encountered at the

beginning of the task, as they caused confusion and delays. Nevertheless, I actively cultivated the practice of asking questions about my work and checking with superiors and peers on expectations, which not only improved my job performance but also raised my confidence level in professional communication (Adler & Elmhorst, 2019). Managing concurrent deadlines also provided me with important lessons, such as prioritization and organizational capabilities (Robbins & Judge, 2017). I adopted the use of specific timetables, checklists, and electronic 33based reminders to keep track (Covey, 2020). The issue of time management was no longer optional, as I had to handle various projects simultaneously, ensuring they were delivered on time and with quality (Allen, 2001). Additionally, the experience in an informal communication environment helped me develop the flexibility and adaptability that make me better equipped to deal with different cultures in the workplace (Robbins & Judge, 2017).

4.4 Future Career Plans

The internship has motivated me to consider digital marketing as a career field, and more specifically, to work in content strategy and brand narrative. The contacts with the movie and artistic fields also exposed interests in the field of creative marketing within media firms. I will continue to build upon my data analytical and digital advertising skills to supplement my marketing knowledge. The internship experience has motivated me to consider digital marketing as a career, with a specialization in content strategy and brand storytelling (Pulizzi, 2012). As a result of interaction with the movie and creative industry professionals, I became interested in how marketing intersects not only with artistic expression but also with media production (Alexander, 2011). My goal is to become part of a vibrant environment where creativity and data driven decision making are combined (Chaffey & EllisChadwick, 2019). To this end, I will continue to learn the tools of data analytics, SEO, and digital advertising to aid me in creating an effective

marketing campaign (Ryan, 2016). Besides, I will research certifications in digital media and content marketing to advance my professional qualifications (Hayes, 2024). In the long perspective, I aspire to contribute to the development of innovative marketing solutions that utilize new technologies, including AI and interactive media, to capture the personal interest of readers and viewers (McClean, 2007).

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