



INTERNSHIP REPORT

Noshin Bashar

ID: 13104016

BRAC Business School

BRAC University

Organization: WebAble Digital



A Study of Digital Marketing Agencies In Bangladesh



Prepared By:

Noshin Bashar

ID: 13104016

BRAC Business School

BRAC University

Organization: WebAble Digital

Prepared For:

Mr. Shamim Ehsanul Haque

Assistant Professor

BRAC Business School

BRAC University

Letter of Transmittal

7th December 2017

Mr. Shamim Ehsanul Haque

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of Internship Report.

Dear Sir,

I am pleased to submit the report on my internship experience at WebAble Digital as a part of the requirement for my BUS400 course. In this report, I have tried to include my experience along with some relevant information to make the report informative and comprehensive.

Throughout this whole process I have attempted to follow your guidelines in every aspect of preparing this report and tried to include as much details as possible of my working experience at WebAble Digital.

It was a very enriching experience for me to prepare this report. I hope that this report will be up to your satisfaction.

Yours Sincerely,

Noshin Bashar

Intern, Fall 2017

WebAble Digital

Acknowledgement

I would like to thank my honorable instructor Mr. Shamim Ehsanul Haque to allow and support me to work on the topic I wanted to work. I would also like to thank my Supervisor Ms. Shagufta Nusrat (executive, Client Service, WebAble Digital) to allow me on the internship and guide me through it. I would like to show my gratitude to all the employee of WebAble Digital; they helped me with everything I have needed. I am honored to work with the most promising and helpful CEO of our country Mr. Ovick Alam (CEO, WebAble Digital) for his immense support throughout my journey. Ms. Monoshita Auyarani (Director, WebAble Digital) for his support to understand the brand while I was working. Without the help of everyone mentioned above, it would be impossible to understand and write this report. I am ever grateful to all of them individually.

Table of Contents

Chapter 1: Introduction of the Report

Introduction	2
Objective of the Report	2

Chapter 2: Brief Overview of the Industry

Industry Overview	3
Current profile of Leading Digital Marketing Agencies	4
Key Market Rivals	5

Chapter 3: Organizational Overview

Company Overview	7
Company Profile	8
Management Directory	9
Strategic Objectives	9
Functional Strategy	9
Services Portfolio	10
Functional Departments & their Responsibilities	12

Chapter 4: Overview of My Internship Department

My Assignments and Contributions	16
Working Environment	18

Chapter 5: Lessons Learnt from Internship Experience

Difference between Expectation and Experience	21
Influence of Internship on My Future Career Plan	23

Chapter 6: Conclusion of the Report

Concluding Remarks	26
Reference	27

Chapter 1: Introduction of the Report

Introduction

Internships offer students a period of practical experience in the industry relating to their field of study. This experience is valuable to students as a means of allowing them to experience how their studies are applied in the real world, and as work experience that can be highly attractive to potential employers on a candidate's CV. It benefits the students to relate their acquired knowledge with professional career. The prime objective of the internship program is to work under organizational environment so that we can turn up ourselves as professionals with real life experiences and can get an opportunity to reconcile the theoretical knowledge with real life situation.

The report is originated for the fulfillment of my internship program for which I have been placed in one of the leading digital marketing agency of the country "WebAble Digital".

Objective of the Report

The purpose of this report is to portray my understanding of the work done and experience gathered during the entire phase of the internship program in a digital marketing agency. It aims to find out how effective this learning experience had been in preparing an individual intern for the intense challenges those are about to emerge in the real life corporate world. Therefore, this report has been prepared to reflect the overall knowledge and understanding gathered during the internship period.

Chapter 2: Brief Overview of the Industry

Industry Overview

In simple words, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time. In the age of smartphones, internet connectivity and social networking in Bangladesh, the digital marketing industry is growing immensely. This growth trend has been impressive over the last few years with the number of agencies and sectors investing in digital marketing increasing at a rapid pace. Even though traditional marketing methods are still predominant with a high focus of companies on TV advertisements, billboards, and newspaper ads, the market scenario is ready to be transformed. Businesses are now trying to expand their communication - information, offering and benefits over the digital media which is creating vast opportunity for the people to observe and be informative about their brands. There is a grow in Ethical Consumers who likes to watch over the brands they are purchasing for day to day lifestyle, are very active to interact with their brands over the digital/social medias. There are 14 million active Facebook users in Bangladesh and a new subscriber is added to Facebook every 20 seconds. Additionally, youth comprise of almost half of the country's entire population, while 50% of the population is under the age of 30, making media consumption increasingly skewed towards digital as this age group is mostly interested in digital and electronics usage. These factors are increasing the credibility of digital frontiers in Bangladesh.

Current profile of Leading Digital Marketing Agencies

There are more than 50 new and old agencies working in the industry. Among which, 20 good and active agencies are:

Company Name	Founded
Analyzen	2008
G & R Ad Network	2009
19 (Nineteen)	2009
Invento Bangladesh	2010
Zanala Bangladesh	2011
Solutions 360 Ltd.	2011
Cookie Jar	2013
Beatnik	2013
Magnito Digital	2013
iDigital (Impress Group)	2013
Interspeed Marketing	2013
Webpers	2013
WebAble Digital	2013
Bagher Bachcha Digital	2014
Stratgeek	2014
Boomerang Digital	2014
Jarvis Digital	2014
Taskeater	2014
Red Orange Media & Communications Ltd	2014

Key Market Rivals

Magnito

Based in Bangladesh, Magnito is a digital creative agency delivering brand experiences. With a team of passionate marketing technologists, Magnito aims to simplify digital interactions for a select pool of ambitious clients. Magnito's select clientele in Bangladesh includes Kaspersky, Bay Developments, Grameen Phone, GPMusic, Banglalink, Unilever, Mobil, Omera, Ponds, Bangladesh Brand Forum, British American Tobacco, Bitdefender, Akhoni.com and Dell. Magnito offers digital advertising, social media marketing, web development, design and digital strategy and analytics services.

Analyzen

It was started as a web and mobile application development company based in Dhaka, Bangladesh. Since their beginning, they have constantly grown and excelled in services like Web based software, android and iPhone based mobile applications, game development, social media marketing and digital strategy making. Not only is Analyzen the first ever Digital Media agency in Bangladesh, it is also the first Bangladeshi Digital Agency to go global (Analyzen Singapore). They have the biggest client base in Social Media Bangladesh. Some of their clients are - Samsung Mobile, Unilever, Standard Chartered Bank, Reckitt Benckiser, Pran, Berger Paints, Cats Eye, Banglalink, Radio Foorti, Global Brand Pvt Ltd, Rohto Acnes.

Cookie Jar

Cookie Jar is a sister concern of Asiatic Ltd., skilled in Content Marketing, Content Creation, Campaign Management, Facebook Advertising, Google AdWords and Google Analytics and everything with Online Advertising and Campaign Management. Currently their clients are, HP, The daily star, DW, Chaldal.com, Bengal meat, Telenor.

StrateGeek

StrateGeek Digital is an award-winning digital marketing agency based in Dhaka, Bangladesh, that takes pride in conceptualizing and delivering some of the most ground-breaking online campaigns in Bangladesh history. Officially established in 2014, StrateGeek was previously the digital wing of Maverick Studios, and has been in operation since 2012. As an independent SBU, the company benefits from razor-sharp industry focus, while retaining the content-production and development capabilities through partnerships with its sister concerns, Maverick Studios (maverickbd.com) and Ice9 Interactive Ltd.

Chapter 3: Organizational Overview

Company Overview

WebAble is a digital creative agency passionate about community building and storytelling through design, content marketing and social media campaigns. They provide online solutions to boost presence, thereby increasing the brand reputation. Based in Bangladesh, with 40 digital marketing technologists, WebAble aims to simplify digital interactions for a select pool of ambitious client.

Goal of the Organization

To satisfy the valued customers, meeting their expectations by providing quality services on time and offering them the best value in terms of standard, quality, price, environment and other ethical practices.

Company Profile

Address	House 10/A Road 4, Gulshan 1, Dhaka – 1212, Bangladesh
Telephone	+88 01780 218 218
Email	poke@webable.com.bd
Website	www.webable.digital
Year of establishment	2013
Total Employees	40+
Key Services	Social and Web marketing
Key Clients	Yellow, Rahimafrooz, ACI, Ifad, Concord, Akij Group, Square, Bay, Globat, Yellow Café, BRAC Bank, Premier Bank, Beximco, Qubee.

Management Directory

Chief Executive Officer	Ovick Alam
Managing Director	Anis Hannan Chowdhury
Director: IT	Syed Shadab Mahbub
Director: Creative	Monoshita Ayruani
Director: Productions	Imtiaz Chowdhury

Strategic Objectives

- Gaining competitive advantage by lowering overall cost compared to that of competitors.
- Overtaking competitors by proving quality customer service.
- Achieving technological leadership among the peer group.
- Strengthening the company's brand position in national and international market.
- Keeping good relationship with valued and top priority customers.
- Providing necessary support to the customers

Functional Strategy

Operations

- Achieve 80% collection of monthly billing on the next month.
- Offer most customized services for the clients (like web site, event management)
- Increase and exercise more control over the various production jobs
- Pursue clients for job that is not used to be done by the agency but mutually beneficial (Example: Digital media buying and maintenance)

Finance

- Increase capital involvement in media which will result in higher commission margin for the company.
- Take benefits of early payments wherever permitted.
- Increase clients' capital involvement on external or third-party production or other jobs beforehand.

Marketing

- Increase the awareness and image of the company not only to the existing client but also other potential clients, cultivate better relationship with the clients beyond the business relationship

Services Portfolio

Digital Strategy

With years of brand management experience, team of energetic strategic planners will formulate client's ideal digital strategy, to position brands in the right way and reach out with the right contents to the right people at the right time and place.

Design and Visuals

The creative visual department of WebAble Digital has an exciting team of creative perfectionists, who designs the look and feel of the brand communication and customers' journey in the digital space with unmatched user experiences.

Content

Whether it is a set of innovative html5 rich media banners, an engaging video content or even a content-rich podcast, the in-house capabilities allow the agency to deliver digital contents at unparalleled scale.

Campaigns and Activations

WebAble has deployed award winning digital campaigns for leading brands. Based on client's brand's strategy, strategic planners will design and develop the right campaign, which will magically transform the engagement to business results.

Web Solutions

Being the pioneers in Bangladesh for introducing web based, mobile optimized campaign applications, WebAble Digital design and develop responsive websites that compliment any client's business goals.

Social Media Engagement

WebAble Digital's social media gurus is developing a tradition into a talkative brand, creating meaningful conversations with your customers using the most edgy social media strategies.

Mobile Marketing Solutions

With proven international track record and one of the strongest expertise in the market for managing mobile based technological products, Webable Digital can create mobile platform landscape to meet the client's need. Whether the objective is to engage consumers with captivating mobile contents or to drive sales with a mobile strategy, WebAble Digital will find the right fit.

Digital Asset Management

WebAble's team of in-house developers will develop digital assets in ways that compliment your brand. It focusses on responsive and mobile compatible products, which deliver an intuitive and smooth user experience for its customers.

Digital Media Analysis

As a Digital Agency, it understands the value of delivering profit laden contents to the right people at the right time at the right place. A team of digital media experts will devise the savviest digital media plan and execute it seamlessly to maximize the brand's reach and return on investment.

Offline Events

With a decade of experience in managing large scale events, the event wing, WebAble Events will take the ownership of integrating online campaigns with a meaningful offline presence. It will design and execute events and brand activations for you, which will have digital legs, to maximize your brand's exposure.

Functional Departments & their Responsibilities

Strategic Planning Department
Client Service Department
Content Department
Creative Department
IT Department
Operations Department
Media Analysis Department
HR Department

Strategic Planning Department

Strategic planning department is one of the major departments of this company. This team is considered as the backbone of WebAble. They are responsible for giving campaign plans and approvals for clients. They are also responsible for setting different route to serve effectively for efficient customers. Moreover, they are also responsible for making pitch/presentations for new clients.

- Researching and gathering data to develop well-informed strategic plans for clients
- Examining clients' businesses to get to know their brands and understand their objectives
- Producing cohesive and intelligent plans to bring success to campaigns
- Generating original ideas with other members of the team
- Presenting findings to senior staff members and clients
- Identifying potential problems and devising ways to rectify them
- cooperating with senior members or staff to receive feedback and create improvements

Client Service Department

The basic function of the client service department is to maintain relationship with the clients and prospects. They communicate the thought of both the parties between two parties. They are one of the most important parts of WebAble Digital because they are the persons to sort out the things customer needs and finding the need is one of the most useful ways to keep the client happy. This department is the heart of the whole organization and it co-ordinates within the functions of the various department in the agency.

- Client Services is also important for research purpose. This gives some important information to the management, like
- Effectiveness of the digital communication campaign
- Customer reaction and feedback about the digital communication campaign
- Finding out the reasons that make communication campaign fail to have more reach or engagement and brand experience.

Content Department

Content department of WebAble has two different types of sector. They are content development team and Community response team. Main duty of their content team is to provide contents for the clients. On the other hand, a main responsibility of community response team is providing information to the customers, answering different queries of customers which have been asked through Facebook pages.

Creative Department

This is the mind of the organization because it is them who make WebAble Digital popular and effective to the clients. They perform certain acts. Some of them are given below.

- Developing copy for communication on social media
- Developing weekly post calendar for communication for social media

- Designing the post creative for digital communication
- Visualizing the idea of campaign and contest
- Finalizing layout etc.
- Google advertisement, Facebook advertisement design

Human Resource Department

This department helps to find out the best people, who can suit with this organization. This department also motivates the employees in various ways.

- Recruiting of new employees are their concern.
- Training and development of the interns are going in a good way is also their concerns.
- Compensation, employee benefit, leave and service rules program and up gradation.

Chapter 4: Overview of My Internship Department

Strategic Planning Department

Planners execute and interpret research that enables the agency to keep in touch with the market and understand what the consumer wants. The Planning Department has access to social and demographic data and direct access to consumers through quantitative and qualitative research. Quantitative research deals in numbers, i.e. a large number of consumers are questioned about a client's product. This provides the agency with an objective view of the customer for the product or service on offer and gives an indication of the statistical likelihood of success or failure for a product. In qualitative research a small number of consumers discuss a product or creative concept in depth, allowing the client an insight into the consumer's attitudes.

Planning is a never-ending process of defining and redefining goals and objectives, developing strategies, and evaluating advertising results. The planning process begins before research and continues after the advertisement is run. Firstly, the Planners, usually in tandem with the account management team, meet with the client to define marketing and advertising objectives. Then the Planners meet with the agency's media planners and creative people to determine the appropriate advertising strategy. Research results are considered, and the evaluation of the agency's planning team is worked into a detailed marketing and advertising plan. With the client's approval, this plan becomes the blueprint for the agency's creative and media program.

My Assignments and Contributions

In my whole internship period I had a lot of experience of working almost every team to figure out what I am good at. The contributions and responsibilities are given below-

- Observing and researching different subjects
- Preparing Marketing communication plans
- Researching media and target groups
- Planning and organizing communication activities

- Developing media and communication strategies
- Presenting Ideas and Strategies via PowerPoint Slides
- Set up Marketing Plan (target markets)
- Searching for websites, blogs and locations to post event online
- Promote and post event on list of websites and Facebook groups
- Developing Digital Contents
- Maintaining proper relation with clients

My contribution was worth of the internship period where my only task was to serve my team members with utmost support and help them to ease their workload. I was mainly taken as an intern to help the team in their working processes. So, I was rotated among these 3 teams during my internship. They are following:

- Content Team
- Client Service Team
- Creative Team

I had mostly worked on creative team and Client Service Team. But I had also worked on the other teams and contributed according to my level best.

Initially, I did not have to put much effort as my job was to observe my fellow colleagues and gather as much knowledge about how the whole content department works are processed. So, in the first few weeks, as I was mostly working with some officers to gather knowledge about organizational working process and later I was able to learn a lot about the organization's culture. But later, it got really busy as I was given some responsibilities at the same time I also had to work with the other teams in their works. As an intern, my main responsibility was to assist my superior with their work.

As a Strategist, I want to come up with plans; new ideas and strategies on how improve the company position in the market. Working on this competency during my Internship, I observed and analyzed before coming up with strategies. I described that my goal was to try to come up with new ideas and strategies on how to improve the company's position in the market. Also, one my other goals is developing new ideas and strategies on how to attract the target group through communication resources.

Marketing and communication strategy

I prepared tons of Digital Strategy for campaign and regular communication posts. By implementing these strategies, the goal is to encourage the target group to visit the websites and social media pages. Another goal is to create brand awareness for selected companies. The social media goals were to increase the members, followers and views of the tools.

To find whether these strategies and goals were achieved, we use a social media tracking system. We monitor all of our posted tweets, group amounts, photos & videos views and promotions through the different social media to see if our strategies work.

Throughout my internship program, I have tried my level best to contribute as much as I could for the betterment of the organization. My target was to create such as an impression among the employees of the department that whenever I left the organization after completing the internship, they can feel the necessity of mine. Since, my assignment on the department was not based on any particular project; it would be difficult for me to quantify the overall value of my work.

Working Environment

According to world renowned psychologist Frederick Herzberg, working environment of an organization plays a major part in employee's job satisfaction. A positive, collaborative, creative work environment is what retains employees in the long run, and motivates them to work harder. One of the best features of WebAble Digital is its working environment. The working environment of WebAble Digital is simply outstanding.

Assessment of organizational culture

In the corporate world, no one can achieve his/her desired success without having a sound relation with superior and coworkers, and the same thing is also applicable for an intern also.

Being an intern, I have always tried my level best to maintain a sound relation with my supervisors and coworkers. In WebAble, the working atmosphere was so nice that every time whenever I faced any sort of difficulties or problems instantly they helped me out from that situation. Notably, all members of the department helped each other to achieve the greater organizational success. They were highly professional, punctual, and dedicated in terms of their day to day activity. As an intern, I have also tried to show my professionalism, punctuality, and dedication towards the work. Whenever I had to communicate with any employee of the department, I have always followed the professional way of communication.

All the employees of the department are very professional when it comes to do their jobs. On the other hand, when anyone needed help, they were always there to help out each other. From the first day, whenever I had any trouble in understanding anything, which I must admit that it happened a lot on my initial days of internship, each of the department's coworkers had helped me in every way they could.

Assessment of works done & behavior of coworkers

On top of that, all the employees of WebAble are very friendly in nature. At first, I was little worried that how I would work with so many people who are older than me and because of that reason I was a bit stiff in my starting days of internship. But within the first week my colleagues eased me up. And within no time I felt part of the huge WebAble family. We often used to have lunch together and also hanged out after the office hours. The treatment I got from them was very much appreciated.

The people within the department used to make the department very lively. Starting from the boss to the other employees, everyone used to make jokes and share incidents which used to make the place much more alive than the other departments. The physical environment too was excellent. Each department had multiple cubicles with PC for their employees. With sufficient lighting and fully air-conditioned department makes the working environment much more pleasant. After judging all the factors, I had to admit, the working environment is excellent at WebAble Digital.

Chapter 5: Lessons Learnt from Internship Experience

Difference between Expectation and Experience

There was a gap between my expectations and what I have experienced from my internship program. As a student of Marketing, it was my dream to pursue my internship on that particular area where I can show some of my analytical skills of problem solving and gather some idea about project management techniques and when I have started my internship program in a marketing agency, I have found some differences.

- **Academic Theories vs. Real Life Implementation:** Academic learning is very much different from experiential learning. During my class time, we have only learned the theories and the terms related to the fields. But in practical, it is necessary to be creative and being updated with the information about the industry you are working in. Marketing courses were ideally of great help to me. These Courses helped me a lot as I acquired the basics of Microsoft Excel during the Marketing Projects.
- **Don't Work Hard, Work Smart:** At first, I thought working harder, faster, and quickly is the key in an organization. But from my experience, I found that it was not the case. Working smartly is the key to do better. Working faster and quicker than everyone else is not the ideal deal here. Rather from my experience, I think working with full coordination of resource and team work helps to do the work properly while keeping everyone else happy. When different people are involved, the work is done easily with less effort. It is similar to group works in my BRACU life. In addition, if you work faster it will definitely work in your advantage but it can also create a disadvantage. The disadvantage was that if you work faster than it will raise one's expectation. Thus, an individual should not try to outperform others ruthlessly by giving their full 100%; rather s/he should work better than other by working together. It will also reduce the conflict among team member.

- **Formal vs. Informal Work Life:** One very notable key point is that, I was expecting that in the organization, everyone should always wear formal dress, talk formally, and work as hard as possible. But, I found from my experience that formality is needed in some situations, but we should be more casual. Casual dresses and casual behavior were welcomed more, and a strict office hour was rarely maintained. In WebAble, working hour is 10.00am-7pm. Most of the times, my team members would stay at office till 8pm or 9pm and complete their work before going home. Sometimes it would stretch to more than 9 pm. So, it was quite flexible and opposite to my expectations. We only needed to use formality in some specific cases. Everyone is empowered to do their work freely here. Working under different leader and department also brings value to work and it in turn helps to improve the career.
- **Importance of Job Experience:** What I understood while doing this internship program was experience in job is much more valuable than academic knowledge. There were many decisions taken only on the basis of experience. There were times when I saw the analysts were not giving orders for production even though the clients had good bank statement and collaterals. Those decisions were made only on the basis of previous learning and experience which cannot be taught by anyone. Through this internship experience, I have learned that real life experience and academic knowledge are not always similar.

So, it can be said that real life experience and academic knowledge are not similar always. Real life situations are far more practical and sensitive to different factors and these situations frequently changes. But if we shape our academic knowledge according to the needs of real life application, this academic knowledge can be very helpful in dealing with real life problems and can provide us a guideline as I was helped during the course of my internship program.

Influence of Internship on My Future Career Plan

I always had a dream to see myself working at an industry that has immense growth prospect. Working in a marketing agency was also a possibility for me and after working here for last few months, I must say, I see myself working in this sector even more. I think it is a fun job if we work in a good environment and with right people. I got just that in my internship at WebAble Digital.

Motivational factors

I have seen how cautious and punctual employees are when it comes to serve their prospects. Getting the job done always gets utmost priority. Everyone always put focus on meeting their deadline of submitting and completing a job. But at the same time, there is a friendly environment, and everyone is helping each other. This working environment always soothes a person and they feel that they belong there, and they are not outsiders which happened with me also.

This internship procedure has made me realize that I belong in this kind of working environment and I may consider this in the future and I may build my career in this sector. Although future is uncertain, and no one knows what will happen in the future. I may end up somewhere else, but I would very much like to see myself working as an employee in the future. I loved the generosity with which my colleagues guided me throughout my journey. They constantly motivated me and taught me different things about working in this sector. I also liked that there is always a chain of command in the organization and every decision follows the same guideline and is dealt with utmost care.

Whenever I had any trouble, my supervisor and other colleagues always helped, and I knew they will always provide me right guidance. This internship has definitely given me a reality check. This job may not be that easy, sometimes it can be a bit tough but the experience someone gets by working in such an industry is definitely worth the toughness of the job someone has to go through. Even if coworkers are helpful and friendly, that pain and toughness of the job will quickly fade away as I have experienced with myself.

Chapter 6: Findings and Recommendations

- Currently they have no separate HR department. So, they should come up with a proper HR department.
- They have a huge market opportunity in production on Web episodes. So, they should come up with some efficient visual storytellers to create a separate video production department.
- Most of the brands are spending huge amount of money in digital media buying. So, if they can open a separate media planning wing will have a greater impact on revenue.
- As this industry is embryonic and growing too fast, they should come up with some paid/non-paid training sessions for others.
- Most of the client in our country are always running short of time with their project. Because of that they always try to create immense pressure among agencies. This tight timeline has been approved by the higher management without knowing the reality. As a result, a large amount of workload is always there for each and every employee. To solve this administration can play a vital role to make sure no one exploit anything to create problems to others.
- To overcome this problem, they can provide two sets of designation to all employees; one
-according to the group
-according to the industry standards.

However, most of the agency in Bangladesh facing some serious problem in their organizational structure in that count WebAble has very little number of negativity in their design. This agency still creates the fascination towards the fresh graduates because it is one of the best place to build the career.

Chapter 6: Conclusion of the Report

Concluding Remarks

After completing my internship program at WebAble, it was my realization that I was so fortunate to be a part of one of the leading marketing agency of Bangladesh. Working as an intern and being a part of the WebAble family was a great honor for me. Additionally, the knowledge I have acquired from such organization will always be a lesson for me. I believe that such internship training will help me to furnish my future career. All the learning in WebAble during my internship would certainly enrich my resume and add value to my skills so that I can pursue my career in any industry. Writing this experience report has helped me discover my skills, and shortcomings. It helped me to focus in my shortcomings and take in more lessons so that I can strengthen my skills and knowledge. All the learning from content department of the WebAble Digital has given me in-depth knowledge about the how business is conducted in this sector. During this time, I faced a few road blocks, but I have learnt to overcome them by organizing my works and minimizing mistakes on the way. Internship program at WebAble has delivered what I expected. I achieved everything which I expected to, and the internship made my experience more than just the usual academics.

Reference

- Alam, O. (2016, September 9). *WebAble Digital*. Retrieved from WebAble Wins Gold at Commward 2016: <http://www.webable.digital/bable/webable-wins-gold-award-at-commward-2016>
- Burnett, C. (1933, April 26). *Life Quotes*. Retrieved from Brainy Quotes: https://www.brainyquote.com/quotes/carol_burnett_371189?src=t_life
- Contributor. (2017, October 15). *WebAble.com*. Retrieved from WebAble Digital Bags a 5-Star Performance at Digital Marketing Awards 2017: WebAble Digital Bags a 5-Star Performance at Digital Marketing Awards 2017
- Hassan, T. (2016, September 9). *webable digital*. Retrieved from Talent Management in Digital Marketing: <http://www.webable.digital/bable/talent-management-in-digital-marketing>
- Mahbub, S. (2016, July 25). *WebAble Digital* . Retrieved from Website Collaboration Digital Marketers: <http://www.webable.digital/bable/website-collaboration-for-digital-marketers-how-why>