

A Report Based on Internship Experience at *OVLEA Digital*

An internship report submitted to
The Department of English and Humanities
Of
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Declaration

It is hereby declared that

1. The internship report submitted is my original work while completing a degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Acknowledgment

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Chapter 1: A Brief History of *OVLEA Digital*



Figure 1: Logo of *OVLEA Digital*

Ovlea Digital is a digital marketing, PR, advertising and IT solution agency. They specialize in ideation, creativity, branding, activations, managing digital platforms, and media buying. The diverse area of entertainment covered in the event segment has helped in exploring my potential for creative writing and knowledge. They focus on brand awareness, service and product marketing, YouTube marketing, social media marketing and management, restaurant marketing, content creation, e-commerce consulting, and portfolio management to achieve desired results.

Ovlea Computerized is one of the fastest developing advanced IT organizations in Dhaka, serving clients across Bangladesh and abroad. They offer solutions for digital marketing, website design, software development, web planning, web improvement, portable applications, web-based businesses, area and web facilitating to building corporate personality, overseeing online

entertainment showcasing, software development, website design, app solution design, user interface design, motion graphic design, front-end and back-end design, user experience design, static post design, reel design, illustration design, copywriting, poster, calendar, brochure, visiting cards, menu, leaflet, catalog, brand book design and site design improvement administrations. For all of their customers' requirements, they offer solutions that are among the best in the industry. Their team members are unwaveringly committed to quality, efficiency, and innovation and share a drive to push the boundaries of technology. They serve the whole range of advanced showcasing arrangements on the menu and assist with choosing the right blend to accomplish the customers' promoting targets. They are proud to have a talented group of experts who have served as the company's foundation for many years. This group of experts has a weight measure of involvement, not simply as far as the quantity of years yet as far as serving a wide scope of client types.

Ovlea provides 360-degree digital marketing solutions and it basically does B2B marketing. It accepts retainers from clients, such as Omera LPG, who sign contracts committing to employ our services for a period of six months or a year. It also handles project-based work. For the best marketing services, it is one of the fastest-growing tech solution agencies. It has customers throughout Bangladesh. Additionally, it has foreign customers, such as Halal Kabob House. They have kept up with the most recent technology and industry trends thanks to their quality and dedication to their work.

Chapter 2: My Journey as an Intern



Figure 2: *OVLEA Digital*

As an intern, I joined Ovlea Digital on January 8, 2023. As a student with a fixation on media, my best option was to work in a marketing agency so that I could show my innovativeness and creativity. After entering the marketing agency, I discovered that it has a lot to do with business, despite my initial belief that it is a very narrow field. Actually, there is a lot to learn. I was concerned about finding an internship placement in my field of interest, so I looked for a suitable location before the start of my internship semester. I did a lot of research on marketing agencies close to my university. I began dropping off my CV and I had a great deal of interest. On the day my final exam ended, I saw a job announcement on social media and I applied for an internship in Ovlea. I was contacted by phone and invited to an interview. They interviewed me on January 4, 2023, in the evening. The following day, they confirmed my temporary position, and I joined the following week.

My on-site supervisor introduced me to my coworkers on January 6, 2023. He detailed each responsibility to me. I needed to introduce myself at the workplace by 11:00 a.m. and leave the workplace at 7:30 p.m. My main task was to compose duplicates and do every one of the essential works to appropriately compose the duplicate. Moreover, I needed to edit all that was made by the innovative tech group before it was distributed. I had to sit with the client and office

teams to make sure I understood everything before I could write a copy. I always presented a copy to the clients after I had written it and let my supervisor check it. Also, I had to do a lot of research to write the right copy. I had to thoroughly prepare for specific events and photo shoots. Sometimes I had to note down all the necessary details and look for additional information. I was not required to take photos on the spot since there were available resources. However, I ensured to keep track of the sources used. Even though it is not a production house, it provides the shooting team to produce AV and other marketing videos.

As a copywriting intern, I had to go to meetings to learn about the copy and the client's interests. I have gone to gatherings, both genuinely and on the web. My absolute first conference was at Omera LPG's administrative center at Gulshan 1. It was the third day of my joining. I was exceptionally anxious and lost, as I had never been to any conferences. My boss helped me to be agreeable and told me not to stress out. He talked about me as the recently recruited intern publicist for the Omera brand showcasing group. The gathering was tied in with a fire wellbeing effort and our undertaking was to do a handout and an instructional exercise. The brand administrator advised me to note down the catchphrases and their inclinations so that I could suggest them in my duplicate. My manager took me with him for the inventive brief. To compose a proper duplicate, the publicist needs to introduce the innovative brief. My second meeting took place in Gulshan 1 at the corporate headquarters of the East Coast Group. Here, we provided an audio-visual example that complied with their need for information on using solar power as a sustainable energy source. In addition, we talked about working with Omera LPG and organizing their display for a fair highlighting power solutions. I did not have a lot to say, but I did provide information on the past tasks we had completed for them. In addition, I had a notebook with me at all times, so I could record important information. My last business meeting was with Dragon Palace, a cloud kitchen

based in Gulshan, Dhaka. The launch planning was the topic of the meeting. We went there to talk about pricing for services and offer the company some good ideas. I created the PowerPoint slide to outline our services for Dragon Palace and looked into key influencers to get media coverage. The owner seemed to be pleased with our presentation and bundle. After some time, he made the decision to use our products and services. We handled every aspect of the project, including menu design, advertising, and logo creation. Before the creative team submitted anything to our boss, it was my responsibility to proofread everything. Every so often, I needed to remain a little longer on the off chance that there was a continuous task. I informed them once I was safely home. The office was a very supportive and secure place for female employees. It has a really lovely office in a small apartment. Additionally, my coworkers were warm and welcoming.

Ovlea treats its employees well. When employees need to talk about anything, the CEO of this company personally handles it. In fact, even though I was an intern, I received the same treatment as all of the other employees. I gained some useful knowledge of marketing and advertising connected with my life and profession. I was truly made to feel like I was more than just an intern with these inclusive activities.

Chapter 3: My First Event



Figure 3: Logo of *Crowne Plaza*

As an intern, my first event was very exciting for me. My onsite supervisor decided to surprise me with a comprehensive project that I had never anticipated participating in. One day unexpectedly, my on-site supervisor advised me to prepare for a conference, and I got excessively anxious hearing this. He told me to take a journal and a pen with me. In Gulshan, we stayed at Crowne Plaza, a five-star hotel. We entered the room after he scheduled a visitor for the meeting. The brand manager introduced us to the campaign team when the marketing team arrived. The strategy is for an amazing opening celebration at Crowne Plaza, a five-star hotel, and I took notes on the keywords that might improve my writing after listening to them to see what topics they were most interested in. I was mindful in the gathering with the goal that I missed nothing significant. I noted down everything for the logo copy like significant words, approach to composing, sentence type, featured words, extra data, significant numbers, and important deadlines. This was a big event for me and I did not miss anything. Additionally, my on-site supervisor gave me all of the details about the event. He called me and instructed me to update him daily. When I first heard this, I was shocked, but I defined that I will do everything I can for

the occasion. It was my first event, and it was an immense opportunity to demonstrate my abilities. Keeping in mind all of the points I had noted, I conducted extensive research through images and videos. My group worked on this job for over a week to accomplish alongside their imaginative parts like logo launching, press conference session, guest list, list of musicians and inferences. The primary purpose of their logo, as well as their brand and target audience. My team and I carried it out accordingly. The end result was satisfying, and the client approved.

On January 15, 2023, I attended the Crowne Plaza event at 11:00 am and I checked all the setup and posters in this event. The first meeting was a press conference, all of the media representatives and journalists came and interviewed the head of hotel manager and CEO. My team and I have checked all the details and packed the gift for them. In the evening the main event started where the chief guest and the CEO of the hotel came and launched the logo. On January 16, 2023, I attended the event at 2:00 pm sharp and waited for the influencers and musicians. The second day was quite different because the famous magician Rashik was there. The renowned host Rafsan Haque was there for the event. I attended an event and wrote reports based on the event. Writing the event part was fairly simple with all the necessary facts at hand. It was challenging to write articles summarizing details to fit a rigid structure. The report consists of brief details on the whole event like the copywriting part, the press media sections, the research from the well-known people who have been invited, and a listing of the celebrities who were invited to the event. My entire study is centered on the Five Star product launch, and it mostly depends on research data obtained during the event. The event report I wrote was almost like any formal event coverage. It was my first official on-spot reporting experience and similar to my event reporting experience in the ENG440 English for the Print Media course. I had to note down all the necessary details and

look for additional information. I was not required to take photos on the spot. However, I ensured to keep a track of the sources used.

Chapter 4: Shooting Experience with *Omera LPG*



Figure 4: Logo of *Omera LPG*

As an intern, I served no purpose at the location of the shooting, so I was not required to be there. My on-site supervisor once asked if I wanted to go shooting with them. Despite never being to one, I expressed curiosity. He said that he wanted me to know how everything works. We visited the Omera Office and talked about the settings B2B: business to business marketing is the fundamental focus of OVLEA Digital. Our customer, Omera Solar, hired us to do services for them. They advertised their products on the market while using our services to do so. They wanted a video for March 26.

Before going, I had to note down all the necessary details and look for additional information. I gave the delivery speech to all the employees who acted in this AV. We arrived at the shooting location at the Omera office earlier since we needed to wrap up before sunset. I gained knowledge of how a shooting team operates. Excellent equipment and direction are essential. The team collected footage from every angle possible. The marketing manager gave us an outstanding compliment when we were done shooting. My job was to assist the production team in making the AV. I assisted with their research, selection, editing, and analysis. Following the submission of the images, the customer suggested some edits. The most interesting part of the video is my voice over there. It took me and my team around five days to complete the AV to our client's satisfaction. My

writing paper is based on “Independent Day” and it was mainly based on research facts from the experience.

Before Ramadan, we had another photo shoot for *Omera LPG*, and I was excited to attend this event. My teammate and I had to note down what we needed for the photo shoot. For example, we needed many props for the shoot. I made a list of necessary food for the day of the shoot. It was similar to my event reporting experience and my formal on-the-spot reporting experience. I had to note down all the necessary details and look for additional information.

Omera LPG AV: https://www.youtube.com/watch?v=g4r7coLQ_Zg

Chapter 5: Application of Theories in My Work

It is pertinent to understand the concept behind whatever one does in order to demonstrate critical thinking skills. Studying is the only effective technique to learn something. At BRAC University, I had to take many courses, including Copywriting (ENG 404), Cultural Studies (ENG 331), Editing (ENG 401), Globalization and Media (ENG 333), Translation Studies (ENG 465), and English for The Print Media (ENG 440), in order to finish my undergraduate degree with concentration in Media and Cultural Studies. I was able to pursue my internship because of all the ideas I acquired in these classes. I used to have all of my required study materials on my desk to help me remember what I was studying in case I forgot.

- **Typography:** I usually have to use this technique in my field of work. I used vibrant colors to bring focus to particular words, capitalized keywords, bolded titles, and the right font size. Typography has an incredible capacity to add attraction and interest to a dry piece of writing. A headline, a body of text, and a conclusion compose a copy. The typeface varies according to each of its several functionalities. It develops a copy's personality. A copy's typography may make it seem funny, engaging, frustrating, exciting, motivating, or even scary. It takes into account the size, type, and line-spacing of the fonts as well as the spacing between letters, phrases, words, lines, and paragraphs. My client told me to write a copy for a healthy environment, and the copy should have clean and soft vibes. Therefore, I wrote the copy and used a font that was different from another copy.

For example,

“CLEAN & GREEN SOLUTION FOR YOUR EVER-GROWING ECONOMY”

The client showed that the authenticity of a healthy life requires a clean, healthy environment. Their copy refers to having clean air, water, and land. Clean environments help keep people

healthy, and plants offer peace of mind and fresh air. In addition, they emphasized the word in the content to show their true intentions. Also, to emphasize their authority and authenticity, the font size is larger in comparison to other contexts in the material.

- Headlines: Command headlines encourage the reader to make a purchase and go to a dealer. It is a must to start a command headline with a verb. For instance,

“Compare your desired gari before buying.”

My clients told me to write a headline for his page and sent me what kind of copy he wants. The topic of the copy is FREE Soda with Meal Special Orders at Best Halal Food Options near LA Airport, Inglewood, California. If you upload a photo of your meal and check in on Google or social media, you may get a free soda with every lunch special order. For example,

“Check in with your lunch pictures on Google or social media.”

- Stressing on benefits instead of features: This approach to copywriting is the most effective. The copy creates the impression that the product is telling buyers directly what it can provide. Providing information about the features of a product is information. However, the thing that this product can do to make someone's life simpler is to tell people about its advantages. For instance, instead of utilizing “Ensuring supply with a full strategy” I wrote “Ensuring supply through large scale solution”

As I previously discussed a portion of the upsides of being a media understudy, presently I will examine some of significant hypotheses that are firmly connected with my temporary job. I knew all about numerous hypotheses and ideas. For instance, I could connect with the idea of “Hyperreality” which is a contortion of reality under Emotionalism as well as Michel Foucault's

“Reconnaissance Hypothesis.” I could also identify with the term “globalization.” Reports’ occasions and subjects are picked and expressed to arouse the curiosity of whatever number peruses and watchers as could reasonably be expected. Standing out makes grinding and emotionalism. This mutilation of involvement can make Hyperreality when reality and reenactment obscure. Baudrillard characterized it as genuine without the real world. Now and again, we interface our feelings with bogus qualities from media outlets. Our concept is influenced and attention is drawn to fake news. Since misrepresentation has blended with the real world, we miss the inconspicuous twisting. As per Baudrillard, in this day and age, society is so dependent on the media that reality has turned into a spoof of itself. He makes this argument in relation to the modern world. Nowadays, people are unable to distinguish between influences created artificially and the real world.

Be that as it may, the idea of “Simulacrum,” which Jean Baudrillard characterizes in *Simulacra and Recreation* as something that replaces reality with its portrayals, is unpredictably associated with the Hyperreality hypothesis that he created (1981). As per Baudrillard, the cutting-edge world has become so immersed with fakes that it has become incredibly troublesome, in the event that certainly feasible, to separate between the genuine and the phony. I had the feeling that it was decorating reality somehow or another or utilizing enticing language to expand the worth of the contribution. This might be alluded to as the force of the media. I could associate with this hypothesis while chipping away at the banner and altering. I was approached to follow up the data that are now present in the news. Also, we needed to make the title and stories for the most part persuading and alluring with the goal that it can get the fascination of the main interest group. The media can impact individuals’ thought process. All that we read, hear, see, and need to observe today is the immediate result of media control. *Recreation*, Baudrillard (1983), undermines

individuals' capacity to recognize the genuine and the envisioned. Therefore, we are making an age in light of misrepresentation very much like Baudrillard characterized Hyperreality.

To conduct an alliance, we have passed on the significant influence that globalization has on the media, which in turn influences us. The rise in social networking is the most obvious effect of globalization. The spread of information and the approach of people from different regions of the planet has been essentially worked with by the advancement of media like papers, magazines, the web, and TV. Despite the fact that this impact has some drawbacks, the benefits far outweigh the drawbacks. We all feel the effects of globalization. We are now able to obtain all the news, advertisements and information from one region of the world to another in a matter of seconds thanks to significant advancements in globalization. I was able to get a firsthand look at how social media gathers all of the information from around the world during my internship at one of Bangladesh's most well-known marketing agencies. I got all of the country's news from the Ovlea local marketing agency, which included the multinational company's CEO and their local restaurant owner, while I worked there. In the wake of working there, it was simple for me to connect with the possibility that, due to office mail ID (Anusha99), the advantages of globalization, everybody is currently associated with the social media marketing data from one side of the planet to the other side.

As per Foucault's hypothesis of reconnaissance, disciplinary power went through critical change in the late nineteenth century on account of Jeremy Bentham's new plan, which came to be known as the 'Panopticon'. With the assistance of telescreens, the authorities maintain constant surveillance over each person receiving mental health treatment in this type of facility. In this arrangement, only those with power could see the prisoners, and the actual detainees were oblivious to the reconnaissance framework that was set up over them. Since this ongoing period,

we are persistently dependent upon the consistent perception of the individuals who use authority over us or who are in higher positions than us. This idea has likewise been modified to accommodate our advanced time. It is common knowledge that global surveillance has become easier as a result of technological advancement. The overall organization can get to all the data that we have put away in our cell phones and other individual contraptions. The data may be quickly restored from cloud storage if any of these devices are lost.

Consequently, I find it easy to connect the dots between the central tenet of this philosophy and my own experience working for a marketing agency. My email address was the only way into any of Anusha 99's networking sites, and all of my activities there were being recorded. By monitoring the "Daily Logs list," in which I was required to provide information regarding my work on a regular basis, my manager was also able to keep track of my activities at work. The fact that employers have the legal right to monitor their employees and that our data are all part of the same systems makes it possible for a wide range of other types of surveillance to be carried out, despite the fact that the latter is merely routine occupational monitoring and not surveillance.

Static and Motion Posts for Copy:

Throughout my internship, I invested the most time in writing sporadic short material for static and motion postings. Usually, these posts are used for ongoing advertising. Both static and moving posts are significant for many reasons. Static postings are used every day and every week to market, congratulate, create awareness, and highlight accomplishments. In contrast, motion postings are made to advertise events, express happiness, and so on. I wrote the copy for poster and gave the creative team instructions on how to emphasize keywords and choose the

font size. Most of the time, clients choose the fonts and colors for us, so we are not permitted to do so.

The hardest part was to satisfy our clients. I wrote a post about mindfulness for Omera LPG. In the wake of submitting to our clients, the manager was continually changing words and was unable to track down any suitable words for the post. I thought of four to five distinct duplicates and it took me an entire day to satisfy the client.

- ২১ শে ফেব্রুয়ারি আন্তর্জাতিক মাতৃভাষা দিবস : মোদের গরব মোদের আশা
- Clean & Green Solution for your ever-growing economy
- Ensuring supply through large scale solution
- দেশের সেরা এলপি গ্যাস দিয়ে রান্না চলবে আনন্দের সাথে
- Congratulations Bangladesh cricket team whitewashes England (3-0) T20
- তুমি জন্মেছিলে বলেই বাঙ্গালী স্বপ্ন দেখতে শিখেছে।



Figure 5: Sample of a static post



Figure 6: Sample of a static post



Figure 7: Sample of a static post



Figure 8: Sample of a static post

These were my copies, which were approved by my supervisor. The brand manager then came up with this copy, which seemed totally inappropriate for the situation, but we had to follow his lead. I learned that day that the client is the authority. The media course ENG 404: Copywriting taught me to write copy by teaching me about different types of products. As a part of these courses, I learned how to write copy for food, products, and so on.

Chapter 6: Editing and Proofreading

There is no alternative method to embrace the quality of proofreading every time before submitting any copies or writings, if you want to become a professional copywriter. My supervisor was constantly telling me to do that. My supervisor helps to become an expert copywriter and to avoid silly errors and assists with staying away from senseless mix-ups and becomes a specialist, recorded as a hard copy duplicate. Editing prompts altering. The slip-ups that are found in the wake of editing are rectified by altering. While editing and altering I needed to fundamentally focus on two things: one was to make the copy flawless and another was to make it cordial. I might utilize it to fulfill my clients, however, on the off chance that the duplicate does not bring assessed achievement, then, at that point, that would be a disappointment. This is the reason, being an assistant publicist, I needed to focus on the two clients and interest groups. In addition to considering how important it is to use words that suit, it is also important to do so in a pleasing way. The primary objectives of the copyeditor are to remove any barriers that stand between the reader and the message the author wants to convey. They also save time and money by identifying and fixing any problems before the book (or journal) is typeset, allowing the author to continue working uninterrupted. I had to pay close attention to two points, in particular when editing and proofreading. The copy needed to be reader-friendly and flawless respectively.

I created a script for a tutorial. It took my group almost fifteen days to complete this task and I completed it with an edit and afterward submitted it to my supervisor. He supported me to complement the script I wrote then submitted it to the brand supervisor. They required two days to assess with their group and designed it. My group and I did it in a similar manner. To make it more realistic, I had to pay attention to my word choice, sentence structure, keyword emphasis,

and word spacing. Reading, researching, analyzing, and practicing are necessary to become a proficient copywriter, editor, and proofreader. Instead of spending time in traffic, I read the news each day and examined billboards, banners, and other promotions. These really aided my efforts to increase my job efficiency. The end-product was fulfilling and I was able to show off my abilities.

Chapter 7: Challenges

As an under graduate, my most memorable test was to adapt to the organizational culture. I never had any corporate experience, but I had a little encounter telecommuting as a consultant. Accordingly, I was not required to figure out the tasks, yet comprehend how to squeeze myself into that work culture. At the outset, I just noticed and assembled information about who is doing what, how to work a few gadgets, how to write an easy route to accomplish something in a brief timeframe, and who is a specialist on what, so I can gain from him and have a legitimate utilization of my temporary job period. I got to know all my colleagues and made an expertly decent attachment inside two or three weeks. My subsequent test was to be proficient. My work from now was clearly something easygoing. Therefore, learning incredible skills was an intense undertaking for me. Attending conferences, arriving at work on time, participating in weekly meetings, having all of my speeches and tests prepared, dressing in a way that respects the workplace, using words to sound knowledgeable, providing examples of complete readiness, submitting work, and being ready to be asked for any additional information on that. It required me to invest to adapt to this and practice it in my day-to-day routine.

The third test that I needed to manage was adapting to the organizational culture as a lady. I did not feel that in this industry the commitment of a lady is that much contrasted with a man's commitment. While searching for a fitting position to do my temporary job, I did a great deal of examination. I had two choices in my grasp to pick the reasonable one for me. One was the new office area and the subsequent one was the advertising organization area. I eagerly decided to be in the advertising business to ensnare my imagination and development. In the wake of entering this industry, I found that the quantity of ladies working in this field is not exactly the quantity of ladies working in a news organization. Presumably this is on the grounds that the time adaptability

is not similar to the standard in other work fields. It essentially relies upon the clients. We need to work as per their requests. Here and there, returning home is past the point of no return. I might have accepted it as a danger and surrendered, but I did not. I decided to remain and learn in my field of interest. Furthermore, in the conference, the female workers do not communicate that much, most likely due to getting halted in the center or presumably due to not being chosen to be given over the undertaking. I was fortunate in this situation. My on site manager urged me to have my own voice and condense my own contemplations in each gathering. I was not apprehensive, not timid, and not humiliated and I had my voice to make my presence clear in this industry. Each time I left my own imprint, I was valued by my manager and associates. Also, I tried sincerely and did not stress, assuming it was past the point of no return. My hypothesis was clear, I need to learn, I need to adapt to the way of life and I must be sufficiently courageous to settle on any choices for my profession.

Chapter 8: The Hard Goodbye

My first job was with Ovlea Digital. I experienced a lot, developed a lot of relationships, and learned a lot. My supervisor and my coworkers were kind and treated me as though I were one of them rather than simply an intern who would most likely depart in four months. We occasionally hosted gatherings for various reasons. I will never forget the respect I received, even after I was an intern. My employer constantly advised me to voice my opinions when I went to meetings with him so that I could demonstrate my personality and not simply be seen as a female intern who would merely sit among others and have nothing to say. They offered me consolation even in uncomfortable circumstances by making kind gestures, ensuring that I was not abandoned. In fact, they used to ask me what I wanted to do when I graduated. They provided me with many suggestions that allowed me to maintain my flexibility. My employer offered me a permanent position as a copywriter for the creative team after I concluded my internship. Unfortunately, I was unable to accept his offer since I struggle with scheduling. Furthermore, because they were pleased with my performance and politeness, he paid me considerably more than they typically pay interns. I accept that my experience will assist them in developing and laying out a completely useful office in the showcasing business.

I gained a lot of knowledge about establishing a career, improving myself, and professionalism throughout my internship. Since I want to pursue a profession in writing, my closest coworker, who used to sit next to me, taught me a lot about technology in that field. For instance, I can use Chat to improve my writing skills, Google Blog Posts to publish my own writing online, Fiver to become a freelance writer and make money, SEO writing to advance my writing career, free Google Marketing courses to increase my knowledge and so on. I picked up all of the information from him. He also assisted me in choosing a topic and identifying the intended

audience. He introduced me to ChatGPT. The essential lesson he taught me was that technology is useful, as long as we use it to develop our talents, rather than taking advantage of its features. I learned discretion, having my own voice, introducing my considerations while not harming anybody, focusing on my necessities, searching for open doors, adapting to individuals to make a solid effort to get what I need. Consistently I used to set a bar and attempted to fulfill myself by satisfying my assumptions. It empowered me to defend myself without regard to it.

Finally, I learnt throughout my internship was professionalism. After joining, I learned that professionalism is not only required in the workplace but also in one's appearance, manner of speaking, approach, and presentation. I began keeping up with all of these. I developed the ability to portray myself with assurance in my words, work, and clothes. In terms of dialogue, I learnt to be direct, indirect, diplomatic, strategic, courteous, and straightforward. I always made an effort to make deadlines, and if I did not, I learned how to manage it in a way that demonstrates my confidence in my ability to do the task flawlessly.

Chapter 9: My Recommendations

Ovlea Digital is one of the fastest-developing advertising organizations right now. During my internship position period, I saw they have clients who just began their organizations, like, Halal Kabob House (a continental café in the US), Winged Serpent Royal Residence (cloud kitchen in Dhaka), Twofold Pony (Worldwide tire brand), and so forth. To clients who as of now have laid out efficient BAT (English American Tobacco), Omera LPG, Crowne Plaza and so forth. In a real sense, they have each sort of promoting administration for small, developing, and huge organizations. Thus, they need to deal with large ventures for enormous organizations and small issues for private companies. For instance, we had a task for a five-star hotel launch that we needed to submit in ten days. The program was successful. Then again, we had a few administrations to give to new eateries.

Ovlea does not have the labor supply to offer each client assistance. For this reason, we must generally be in a hurry. I would suggest expanding the labor supply, especially in the imaginative group, to accelerate everything. This is the way a fresher will likewise have the valuable chance to gain insight and learn. Furthermore, they can add more clients. My subsequent suggestion is to make the business correspondence group more grounded, as the Chief really does have the opportunity to go to each gathering, which is totally typical. In this situation, the business correspondence group will deal with it expertly. It will likewise show their organized and proficient adjustment framework. I accept that these will assist them in developing and laying out a completely useful office in the showcasing business.

Chapter 10: Conclusion

For my entire life, I have encouraged individuals to fulfill their potential as opposed to focusing on myself. I quit attempting to fit in and began focusing on what I needed. I struggled to fit in. I eventually gave up trying to fit in and began putting my needs first. I found it difficult to select a suitable bachelor's degree because my future and work depend on it. I made my decision without consulting anyone else but my emotions, and I do not regret it at all. Picking a fitting four-year certification was trying for me, as my future and profession depend upon it. I did not pay attention to anybody aside from my heart and I do not lament my choice by any means. This temporary position was one of my chances to snatch up and change my life. I invested a great deal of energy cautiously to pick my intrigued field of vocation. I realized I needed to beat the obstacles and push ahead. I picked such an expert field while functioning as a lady, which is not that acceptable in our general public. The publicizing business is very renowned in our nation, yet it is on the way to becoming a demanding one. I energetically pick the stream to congregate my profession. I acknowledged every one of the demands and transformed them into open doors. There are a few things that cannot be learned alone. To realize those illustrations, characteristics, and abilities, one should step into seeking them after my future life. Individuals will talk and attack, but having an unequivocally obstinate character has never let me down. I was my own team promoter. Having confidence in myself and being bold have consistently driven me to progress. Likewise, I got to know myself better by placing myself in another climate. I got to know my aptitude, limits, philosophies, and approach to responding to various occurrences that I had never confronted. It seemed like I went on an undertaking to realize myself better and to improve myself.

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6. <https://www.facebook.com/profile.php?id=100083728473030>
7. <https://www.facebook.com/Garibaree/photos>

Appendix

Figure 9: Congratulations Bangladesh cricket team whitewashes England (3-0) T20



Note: Congratulations Bangladesh cricket team 2023, collected from Facebook

Figure 10:

Pohela Boishakh



Note: Noboborsho celebration poster 1430, collected from Facebook

Figure 10: Shab e Qadar



Figure 11: Iftar mahfil 2023



Figure 12: "Check in with your lunch pictures on Google or social media."



Note: Check in with your lunch pictures on Google or social media, collected from Facebook.