



Daffodil
International
University

Internship Report

On

An Evaluation of Marketing Operations of Skill.jobs

Submitted to:

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Letter of Transmittal

To

Dr. Mohammad Shibli Shahriar
Professor & Director, MBA Program
Department of Business Administration
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Daffodil International University

Subject: Submission of internship report on “**An Evaluation of Marketing Operations of Skill.jobs**”.

Honorable Sir,

It is a great honour for me to submit the internship report titled “An evaluation of marketing operations of Skill.jobs”. This report has been prepared as a requirement for the completion of the BBA program. I have given my best effort to compile all the relevant information, experiences, and insights gained during my internship at Skill.jobs.

I sincerely hope this report meets your expectations and requirements.

Sincerely,

Sijan

Shakibul Islam Sijan

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Letter of Approval

This is to certify that the internship report entitled “An evaluation of marketing operations of Skill.jobs” has been prepared by Shakibul Islam Sijan, ID: 221-11-1480, as part of the requirements for the Bachelor of Business Administration (BBA) Program, Major in Marketing, under the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University.

The report is an original work carried out under my supervision and is hereby recommended for submission.



Dr. Mohammad Shibli Shahriar
Professor & Director, MBA Program
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Declaration

I am Shakibul Islam Sijan, a student of the Department of Business Administration, bearing ID: 221-11-1480, Major in Marketing, at Daffodil International University (DIU), do hereby sincerely declare that the internship report entitled “An Evaluation of Marketing Operations of Skill.jobs. has been authentically prepared by me.

While preparing this internship report, I have not intentionally violated any copyright laws or academic integrity policies.

I further declare that this report has not been submitted anywhere else for the purpose of obtaining any degree, diploma, or certificate.

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Finally, I want to share my heartfelt gratefulness to Allah Ta'ala for his countless blessings and guidance throughout the process of writing this report.

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Executive Summery

Methods and tools are employed by companies to encourage the existence of skills-based employment opportunities, attract capable individuals and enhance their employer brand and these are analysed in the investigation. This study aims to inform businesses in maximizing their efforts to recruit based on current trends and best practices in the Skill. jobs marketing industry. In the skill job market, organizations fight to attract their special groups of personnel. In turn, recruiting great candidates and building a positive employer brand are heavily dependent on quality marketing tactics. In light of such a growing demand for skilled workers in numerous industries, organisations are required to adopt smart marketing tactics so as to stand out from the competition. The push towards skill-based jobs is a lot about digital marketing now. In order to connect with potential applicants, organizations leverage a mix of digital channels including job boards, social media networks and professional networking sites. Using tailored promotion and content marketing, companies can interact with the appropriate talent pools and increase their exposure among niche experts. Organizations can also build relationships with interested candidates and showcase their employer value proposition via email marketing and online events.

In conclusion, in a competitive employment market, top talent must be attracted and secured through marketing initiatives for skill.jobs. Organizations can improve their recruitment efforts and create a strong employer brand by utilizing digital marketing, placing a focus on employer branding, developing talent communities, and embracing data-driven decision-making. For firms looking to stay ahead in attracting and retaining skilled people, keeping up with new trends and best practices in skill.jobs marketing is crucial.

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CHAPTER 1
INTRODUCTION

1.1 Background of The Study

The internship program at Skill.jobs served as a core element of Marketing study. The selection of this institution was motivated by Skill.jobs coordination with the skillset and marketing element of Business Administration programme. Skill.jobs is a skills development and job market matching company for the digital marketing, customer relationship management, hospitality and retail workforce. The rationale behind selecting Skill.jobs as its internship destination because the company's unique approach to linking job hunters and employers using skills-assessments, training, and various marketing services was forward thinking. This is in line with academic aspirations to obtain practical marketing knowledge, especially digital marketing, sales and data analysis.

This organization was a good match with the Business Administration and its ability to apply marketing principles, such as customer relationship management (CRM), integrated marketing communication (IMC) and data analytics. Hands-on with aspects of all these areas, the intern gained insight into how marketing strategies are implemented in a "real world" setting, excellent experience for subsequent employment in marketing or other business disciplines. The on-the-job work experience served to augment the academic emphasis on business operations, skills management and marketing strategy implementation which are critical components of a Business Administration certification.

As intern I had an important part in the execution of company marketing efforts, such as writing promotional materials and supporting seminar proposals, as well as participating in campaign analysis. This report also discusses insights obtained from practical 'Marketing' world and their congruence to student being a full-time student of Business Management. The intern also considered the obstacles experienced like juggling multiple stakeholders, learning new systems and staying creative whilst under pressure that further supported their professional and personal development.

1.2 Statement of the Problem

The internship at skill.jobs the investigation brought to light many problems that were driving the company's growth and efficiency and frequent management turnover adds to the instability and lack of motivation for new ideas. The service's pricing system is higher than the service itself and the lack of promotional measures weakens the brand's presence and its impact. But although the firm is well positioned in professional services, this potential is not fully realised. The brand image has less vitality than its competitors. In spite of this, the atmosphere at work

is on average positive and colleagues are helpful to each other. Solving these issues is crucial to get better results, power up the brand and gain success in the long term.

1.3 Objectives of the Study

The objective of the study is divided into two sections, that are as follows:

Broad Objective:

The broad objective of this study is to evaluate the marketing operation of skill.jobs.

Specific Objectives:

- To identify the marketing mix of skill.jobs.
- To evaluate various marketing operations of skill.jobs.

1.4 Methodology of The Study

The study employs a combination of primary and secondary data collection methods to achieve a comprehensive understanding of the marketing activities and operational processes at Skill.jobs.

Primary Data Collection:

- **Direct Observation:** During the internship, I observed various operational processes and these observations were critical in understanding how the marketing strategies were implemented in practice.
- **Interviews with company personnel:** Employees of the company were interviewed in order to understand the challenges, strategies and process involved in the working of this organization. These interviews revealed the thought process behind various marketing and operating processes.
- **Internship Logs, Daily Reports:** I kept weekly reports and posted a short comment at the end of each week. They were useful in ticking me off for the company and reminding of some marketing I had done.

Secondary Data Collection:

- **Company Website and Internal Reports:** Secondary information were also

extracted from the official web site of Skill.jobs in where it was available for the general profile, history, strength, services and organization structure.

- **Industry Articles & Working Papers:** Industry reports and papers had been collected related to marketing practices in the industry to develop an insight towards the broader trend in the sector. Academic papers and case studies helped characterize the company's marketing actions and operational constraint in an industry setting.

1.5 Limitations of the Study

I used a variety of graphs, charts and tables to assess the marketing department data. I used a variety of computer programs, including Microsoft Word and Excel, to do that analysis. Lack of sufficient practical knowledge of modern marketing practices. Some limitations are:

- A lot of the time, current information is not published.
- Comprehensive offers all the documents required for a thorough investigation.
- There are several reasons why the privacy policies shouldn't be made public.

CHAPTER 2

Company Overview

2.1 About Skill.jobs

Skill.job have devoted more than 20 experiences to the global labour market, working with today's latest trends in professions, expertise profiles, technological innovations and corporate aspirations. Skill, the first job portal of Bangladesh was the beginning of our company. jobs.com and Gaia was also changed over to Skill. positions, promoting the mission of the organization and service-model. We were trying to make something about where we worked sharper, more solid. Skill. jobs were originally launched in Australia, the U.K. and the United Arab Emirates transposed to Bangladesh and Malaysia. The Center is an intermediate help center; where job seekers can be trained to work in their related industry through the improving and expanding of your skills, providing opportunities for you, and as a servant to cater you in HR community. Instead of searching through separate databases to pick their best job applicants, companies can pick from the mass database search option on Skill. jobs allow you to find the right people with the right skills makes a difficult job of scouting for talent easy. We define Skill. jobs as a gig economy service that links employers to potential workers. Skill. jobs stay current with emerging trends and in-demand skills by offering hands-on training through workshops and online learning to ensure that students, recent grads, and jobseekers get the education they need to land their dream career. Additionally, Skill. jobs provide the people with needed training in many skills.

2.2 Business Philosophy of Skill.jobs

Vision:

Skill.jobs aims to establish itself as a leading global provider in skill development, specializing in connecting proficient human resources with suitable professions, thereby enhancing value for both individuals and organizations.

Mission:

Skill.jobs operates with a clear mission, to empower individuals by enhancing their employability through skill development and to simplify the recruitment process for employers. Skill.jobs' mission is to become one of the leading companies in Bangladesh by promoting efficiency, fairness, and operational quality.

- Efforts to diversify its domestic and international operations through the introduction of innovative marketing services have remained undeveloped.
- Skill.jobs believes in the importance of strong capital markets.

- Skill.jobs aims to maintain its competitive edge by advancing its marketing technology and data systems.
- Offering training and resources to help job seekers acquire relevant skills for skill Development.
- Streamlining the hiring process for employers through advanced tools and services.
- Ensuring that the skills of job seekers align with international standards and market demands.

This philosophy guides Skill.jobs in its efforts to contribute to the national economic sustainability by developing demand-based professionals from Bangladesh's resource pool. Skill.jobs maintain high standards in both corporate and business practices. It Provides high-quality marketing services designed to improve the well-being and success of individuals, industries, and business communities.

Goals:

In order to fully satisfy client expectations, we are expanding our company and service perimeter while growing and developing a solid customer base. This allows us to supply all types of contemporary marketing opportunities.

Through innovative products and services like new jobs, dream jobs, resume submissions, career counseling, career archives, job listings, banner ads, resume search, headhunting upgrades, and packages, Skill.jobs raises the quality of its clients. Whether private or public, every business or organization that has ever been started has been grouped into a category. Skill-based work is not an exception. We must first comprehend how businesses in this genre operate in order to comprehend how Skill.jobs operate. This business is well-established.

2.3 History and Current Operations

Skill Jobs, was initially called Jobsbd.com, was rebranded in 2013 to address the existing issues with job recruitment. First opened in 2000, Jobsbd.com was the first online job portal in Bangladesh, an innovative initiative that introduced the opportunity to look for work or employees on a digital platform. However, in 2013, the company has recognized the urge to change the approach due to increasing demand for skilled employees. That led to the project's rebranding, renaming it into Skill Jobs. The rebranding was vast, including the project's statement and transforming its value delivery approach. Thus, from the job portal, Skill Jobs

shifted to the influencing one, focusing on the educational and training aspects, which could help candidates become necessary for employers.

The journey of Skill Jobs into international markets started in 2014, when the company ventured into the Malaysian job market. The company's international expansion strategy started when the business-to-business platform expanded beyond its borders to bridge the gap that existed between skilled workers from Bangladesh and opportunities available in global labour markets. The choice of Malaysia comes from the fact that its labour market had historical demand for professionals from Bangladesh. Over the years, the platform has expanded and is planning to do the same in Australia, United Kingdom, and United Arab Emirates among other selected regions. Such expansions into foreign markets are informed by the need for skilful professionals to be allowed to migrate from Bangladesh to other countries with high labour demands, such as IT, engineering, and health sectors among many others.

Skill Jobs, in line with its mission of strengthening workforce capabilities, launched the Bangladesh Skill Development Institute in 2023. The primary objective of BSDI is to offer specialized training programs that address the needs of job seekers and works for corporates employees. BSDI has a focus on offering training participants in soft skills, leadership development, and any profession-specific technical including the tourism and hospitality industry and general management for corporate. It, therefore, boosts Skill Jobs' efforts to improve employability for individuals and ensure corporations work with a highly skilled and talented workforce. This initiative has further redefined Skill Jobs' role as the leader in workforce development, offering the link between education and skill-development before attaining employment.

Skill Jobs enables a job portal and a list of services to ease the application process for applicants while also maximizing qualifications. Compared to local job portals, Skill Jobs online job portal serves job circulars not only in Bangladesh but also abroad, allowing job seekers to apply for multiple job circulars with the procurement of a few kinds. Apart from the job portal, applicants can now utilize Pro Resume Builders to create resumes tailored to a highly competitive market. Job seekers can also examine skills with a skill assessment and utilize an employability test to obtain Skill Reward Points that can be added to their profile to further expand their reach. The reason examination and competence tests are so essential for job seekers is that they give an unbiased perspective on one's abilities. An examination explains how high a grasp of a task or subject the user has.

The training tools on the platform are varied to meet different job seekers' needs. While some can undertake virtual internships, other aspirants can only access e-learning courses to develop their skills. On one hand, Skill Jobs enhances hands-on experience by offering practical internships. On the other, virtual internships allow the job seeker to acquire a clue about a job of interest. Second, e-learning makes it easier for individuals staying in remote areas to continue developing their skills. The skills delivered on the virtual platforms include technical areas and soft topics such as leadership and communication.

Moreover, Skill Jobs serves as a source of other resources such as a Career Doctor for job seekers and HR guides for employers. Such resources allow job seekers to understand the market, their position in it, and how to find a job relatively easier. As for employers, the platform's resource pool matches skilled job seekers with job positions requiring their direct skills especially in the organization given the matching process is skill-based than educational qualification or experience-based. Additionally, Skill Jobs promotes company job fairs, permitting such organizations to find the database for qualified candidates validated by the platform's skills tests and training programs.

Today, Skill Jobs is adapting to the changes of the digital world, is investing in technology and innovation, and is developing in accordance with new requirements. By paying significant attention to the growth of skills, the selection of the most suitable candidates and appropriate places of work, global expansion, Skill Jobs strives to become more than a standard job portal. It is a set of tools to find a job, develop professionally, and advance in a career. It means that its aspirations are to help increase employability by developing skills available, filling the gap between education and vacancy, and building new job markets.

CHAPTER 3

Internship Role and Responsibilities

3.1 Role and Responsibilities

Most of my internship activity was focused on the marketing and sales Department. Naturally, mainly, I had much involvement with the job. I was not simply observing; I helped with as much work as possible. First, I participated in client calls to see how the manager works. Then, I helped prepare the university seminar proposal. I also updated some things in the CRM. Therefore, I was acquainted with almost everything related to the job's marketing side and practices of selling.

Key Responsibilities

1. Client and Lead Management:

- Updating and maintaining client contact lists.
- Collecting leads and assisting in lead generation activities.
- Communicating with clients, including making calls and follow-ups.
- Managing CRM data and maintaining reports to track client relationships and interactions.

2. Marketing and Campaign Support:

- Assisting in the creation of marketing content such as social media posts, campaign materials, and event posters.
- Contributing to campaign planning for programs like the i2i program.
- Collecting feedback from campaigns to assess their performance.

3. Data Analysis and Reporting:

- Organizing marketing data and preparing reports, particularly using Excel.
- Analysing campaign results and summarizing performance for future improvements.
- Preparing and submitting final reports, such as the internship summary report.

4. Event and Seminar Preparation:

- Assisting in the preparation of proposals for seminars or events.
- Designing materials for event promotion, including posters and banners.

5. **Collaboration and Communication:**

- Participating in team meetings to discuss strategies and future plans.
- Engaging in ongoing learning, whether it's observing communication with clients or participating in the strategic planning process.

3.2 Rationale of the Roles and Responsibilities

This is an operational and growth role. Each responsibility provides an essential part towards the efficient running and experience within marketing & client functions of the business.

1. **Client and Lead Management**

Rationale: Client relationship management is a fundamental aspect in any successful business. Frequent updates and professional management of the client lists make certain that the company never lacks current, accurate information about its clients. In this manner, one can provide for proper person-to-person slanting and prevent the coverage of irrelevant or uninterested Marketing. It is critical that the lead collection and generation, in which the employee assist is to create a solid pipeline of sales leads necessary for continued business success. As, Good communication with the client for example follow up is necessary to attribute a good attitude on the client and in order to maintain their customers. There's no room for chance as CRM data management and ongoing reporting means that client relationships are tracked, enabling the team to watch their side of proceedings and intercept any issues.

Strategic Benefit:

- Ensures that the company is not singularly focused on immediate clients but also other trends and opportunities.
- Helps the business to Identify and take hold of quality leads, bringing in more revenues.
- Ensures excellent customer service through communication and follow-up.

2. **Marketing and Campaign Support**

Rationale: the organization's marketing materials, whose voice is fresh and on-brand so that readers keep turning the pages. From daily social media stories/graphics to physical campaign collateral and event posters, this employee helps bring the visibility and participation at the heart of our brand to life. If brought into the campaign planning process supporting strategic marketing on employee brings in a full perspective with opinions and ideas that can influence the success of a campaign. The feedback garnered and input further refines and becomes a jumping block of marketing campaigns: it's the plate you're yelling against pressing it to the wall to see where is working and what's not.

Strategic Benefit:

- It empowers professionals to produce content that speaks to the audience and meets organizational goals.
- One will strengthen planning and alignment by using as a framework for designing and carrying out a campaign.
- By capturing feedback and leveraging performance data, marketers came back for optimization you got what was promised.

3. Data Analysis and Reporting

Rationale: organization and analysis of marketing data are crucial for evaluating the efficiency of the campaign and general marketing activities. Excel reports are important for preparing such data in an organized and easily understood way for the stakeholders. Furthermore, it is important to summarize the outcomes of the campaign as well. Comprehensiveness includes overall results of campaign performance, trends, areas of improvement, and best practices. It is vital to list these outcomes as part of the final report preparation since the information can be utilized in perfecting the future marketing strategies. Final reports also contain general achievement, challenges, and discoveries that can be beneficial for the decision-making process in the future, both during the internship and after its completion.

Strategic Benefit:

- Ultimately promotes data-based decision-making by delivering accurate insights on the effectiveness of marketing efforts.
- Evidence-based evaluation allows for continuous improvement targeting areas for optimization and maximization of resources in subsequent campaigns. Moreover, all actions will automatically be driven by KPIs.

4. Event and Seminar Preparation

Rationale: events and seminars that play a role in creating brands help generate leads and opportunities to interact with clients adequately. Helping prepare proposals sees to it that the events are aligned with the organization's strategy, focusing on providing a much-needed attraction that will draw in or maintain the attendees. Preparing adverts such as posters and banners sees to it that the event is seen by the rest of the market, and that the organization has a good face. This role has a direct impact on how the organization behaves externally including Market and competitors.

Strategic Benefit:

- Increased brand visibility and credibility. This can be done by securing well-planned, well-attended, and strategically aligned events.
- Creating leads and connections. This can be made by creating materials that matter and raise consumer engagement.
- Fully working event execution. It is essential to build and market the company as an industry giant and innovator.

5. Collaboration and Communication

Rationale: Staying involved in team meetings and optional learning resources, helps keep me in the loop with the company's high-level direction and strategy. Communication and collaboration are critical in fast-paced workplaces where team exchanges should be intentional and guided. The employee may also need practice and be able to benefit from participating in how they will communicate with the clients so that they understand what good inter-personal skills look like and can gain confidence doing so, something which will be highly desirable when they are client facing. Being involved in strategic planning could provide an opportunity for the employee to know and initiate key strategic initiatives without which both the personal and organizational development of the employee would be stunted.

Strategic Benefit:

Integration of the worker in the culture, and vision of the organization, thus, tying their objectives with broader organizational imperatives; unification of the members of the team under the same vision and goals; speeding up the pace of the worker's professional development through exposure to its market engagement.

Overall Rationale

Furthermore, each of these responsibilities allows the employee to strategically build their skills, ultimately benefitting the company's ability to successfully scale. For example, client and lead management ensure that the organization continues to stay relevant and reach new audiences; marketing and campaign support allow for the message to be current and the campaigns effective; data analysis and reporting give insights for optimal made decision and optimizations; even preparation and preparation for events and seminars help in spreading the word and driving engagement; and collaboration and communication encourage states united, strive to achieve the same goal. In this way, the mentioned responsibilities cumulatively form a high-performing marketing organizational unit. In addition, they facilitate the employee's own growth and experience in terms of diversity of business functions, making them versatile and valuable to the company.

3.3 Example of Marketing and Sales Related Task Completed

I have given me an invaluable opportunity to finally take the leap and start gaining hands-on experience in various fields of marketing and sales. These works have provided me a clear picture of the work trends and procedure involved in client interaction, sales outreach, campaign working etc. Here are some of them:

Familiarization with Sales and Marketing Systems:

I began by learning how the company's sales and marketing software worked. This also included noticing how client communication workflows were, lead tracking and sales pipeline management overall. This exposure has taught me how the company operates and does business with its clients to make sales.

1. Updating Client Contact Information and Lead Collection:

The first professional job I had was keeping a client address book and updating it by hand all the time, just to keep people in line. I also gained valuable tips for capturing leads to ensure you get the most out of your outreach campaign. The former emphasises the importance of a well-organised contact database in marketing campaign and sales acceleration.

2. Creating Social Media Posts and Marketing Banners:

I created attractive content for social media and designed banners and advertising materials for various marketing campaigns. It has taught me more about digital marketing and made a difference on how I can create posts that will grab potential customers. It's also shown me the creative side of advertising, specifically visual marketing.

3. Client Communication and Relationship Building:

I have been involved in client calls, proposal conversations and follow up as well. I would also reach out to different clients existing or current customers. Specifically, the ability to communicate clearly and professionally had a positive effect on client's relationships as well, building an open relationship with clients that often lead to repeat sale.

4. Marketing Data Organization:

Another considerable part of my duties was to sort and organize the marketing data. Tracking the effectiveness of campaigns would be impossible without these reports. Additionally, I learned to work with Excel, where all those reports needed to be prepared. Monitoring the results of the sales and marketing teams is one of the most crucial duties in this field. Dealing with the data in such a way helped me improved the reporting skills and gained some hands-on experience of performance metrics.

5. Supporting Seminar Proposal Preparation and Event Marketing:

Apart from the routine marketing work, I helped to prepare seminar offers addresses to higher educational institutions. Additionally, taking part in the creation of event posters and banners, which also needed to be designed and sent out. During this project, I got acquainted with the level of efforts requisite to marketing an event and the significance of persuasive ads.

6. i2i Program Campaign Support and Analysis:

I contributed to the i2i program campaign by working together with the team. I was involved in both planning and executing the campaign. Moreover, I assisted with the analysis of the feedback provided after the campaign to determine its value and efficiency. Overall, engaging in a dialogue with the group provided me to assess the successfulness of the campaign and what could have been done better.

7. CRM Data Management and Report Maintenance:

On my daily basis I updated the CRM system with the most recent client data. This is important to have an easy access to the most crucial client information so that the sales and marketing teams can easily customize their outreach. Another associated task was

maintaining and organizing reports. This is important for the follow- up of different campaigns.

CHAPTER 4

Key Learnings and Experience

4.1 Important Learnings

The internship at Skill.jobs were one of the few instances where marketing theories and strategic principles could be proven. The firm manages an online employment and training services marketplace by bringing professionals to join with companies in an integrated system. I can use my skills on marketing techniques in Segmentation, Targeting, Positioning (STP) Marketing Mix(4Ps) and strategies such as differentiated strategy and competitive advantage through an internship.

- 1. Market Segmentation:** One thing I understood after gaining work experience was to understand this concept on how market segmentation enables business to segregate potential clients. Skill.jobs segments with the demographic (age, education), psychographic (dream job) and behaviour (job search interest, participation in training) driver.

Later it occurred to me, how learning to collect data and plan campaigns taught me that segmentation was what enabled companies to do more personalized and powerful marketing programs. Separating the Wheat from the Chaff: Skill. tasks effectively pair services to user needs and lead users to better communication performance and conversion.

Segmentation is regarded as a prerequisite for efficient resource allocation in market, and it can also lead to increased customer satisfaction (Kotler & Keller, 2016). My practical experience at Skill.jobs, I experimented with this theory, and I did notice some improvements in engagement distances for segmented campaigns.

- 2. Targeting:** After having segmented the market, the company turned its attention to finding which were the most attractive customer segments. Skill. jobs mainly address young professionals and university-leavers entering the job market for the first time. With my internship, I helped analyse user data and engagement reports to discover which demographic sects had the best growth potential.

This taught me to always consider the various segment attractiveness determinants, such as size of market, growth potential and how well it fits with the missions and objectives of a business. By selectively targeting Skill.jobs marketing activity on the digital channels its most engaged users are visiting to reduce waste and boost performance.

3. Positioning: Another important thing I learned was about brand positioning- the way by which you created a unique perception of a company in a customer's mind. Skill. jobs is an all-encompassing professional growth and career development platform designed to promote trust while focusing on marketable skills and employability.

During my time as a social media content producer and curator, I developed an understanding of how cohesive messaging copy and visual identity work together towards building brand authenticity. Skill. jobs stand out from competitors (like Bdjobs, LinkedIn) by combining job posting with skills-based training catalog in an attempt to solve not the issue of employment or employability but both.

This knowledge has further increased my insights about positioning perceptual maps and how they influence competition strategy and the customer's mind (Armstrong & Kotler, 2020).

4. Marketing Mix (4Ps): I gained practical insight into the marketing mix and how theoretical marketing elements are applied to operational strategy.

Product: Skill. jobs provide a full-service offering in the market covering job listings, training sessions and employer branding services. What's the special value compared to other job boards, besides skill-learning focused?

Price: The company uses competitive pricing for employer subscriptions and premium listings to stay affordable while remaining profitable.

Place: Being an online platform, Skill. jobs provide via website and social media access to a network of distribution across borders.

Promotion: I was involved in online promotion through email marketing, social media content and campus job fairs. These marketing activities underpinned the company's positioning and website traffic performance.

From those, I learned about how the model of 4Ps worked together to enhance market performance as well as customer satisfaction (Kotler & Keller, 2016).

5. Differentiated Marketing Strategy: It was an opportunity to learn in 'the real world' a variety of studies and practice of segmented marketing as cluster-managing, instead of one-size-fit-all. For instance, Skill. jobs create separate marketing messages for students ('This is where you build your skills') and employers ('The complete recruitment solution'). This distinction serves to extend reach in distinct customer segments and builds relevance of the brand.

The finding was consistent with Armstrong and Kotler (2020) that differentiated marketing drives customer loyalty and the market growth through satisfying different segment-specific needs.

- 6. Competitive Advantage:** One strategic lesson I took from the internship was understanding how Skill.jobs maintain its leading position in the ever-evolving digital space. Its strong points are its involving approach to users, the implementation of training and employment services and a very good reliability record. Utilizing technology, data analytics and personal communication Skill.jobs stand out from the usual job board.

Drawing from the perspective of competitive advantage (Porter, 1985), I followed how these exercises allowed Aboitiz to continually improve upon their value chain activities primarily through digital innovations and strategic partnerships in order to be on the winning side in prevailing job market.

- 7. Analytical and Strategic Skills Development:** During the course of my internship, I used various analysis methodologies including GA (Google Analytics), survey analysis and SWOT (Strengths, Weaknesses, Opportunities & Threats) to analyse the progress of campaigns and degree of interest from users. Those exercises honed my skills of making sense of data and then turning that into something actionable from a marketing perspective. Applying academic theories in practice helped me to improve decision making, critical thinking and learned evidence-based marketing.

4.2 Rationale of Roles and responsibilities

During my internship at Skill.jobs, my duties and responsibilities corresponded largely with the structure and strategy of the company.

1. Alignment with Organizational Structure

Skill.jobs operate on a functional basis by function, meaning we employ staff to perform specific tasks such as marketing, content building, training and client service related functions. I worked as a marketing intern within the Marketing and Brand Communication Unit which is charged with preserving the brand's image, managing its digital platforms and contributing to the company's business expansion through promotional campaigns.

According to Robbins and Coulter (2018), a functional structure enables organizations to achieve efficiency through specialization, ensuring that employees' skills are directed toward achieving departmental goals that align with overall corporate strategy. My intern position was a part of this firm, so I did have something to do with its construction, as I played an integral role in maintaining ad support – content production, digital campaign organization, market research and rival analysis - to ensure that the department ran effectively.

2. Rationale of Key Responsibilities

a. Online Marketing and Content Production

I create social media content, and staged promo posts contribute to our mail marketing. These roles are instrumental in the company's efforts to grow its online footprint and interact with potential customers. It's in the all-digital wardrobe like Skill.com. management, a method of protecting your brand and gaining customers.

Powerful digital strategies act as a link between what customers expect and what brands can offer (Kotler & Keller, 2016). To me, my contribution was to help support this bridge by translating Skill.com services into a creative and informative message for job seekers and employers.

b. Research into markets and analysis of data

I was given the assignment to conduct a market and competitor research by using Google Analytics, insights from social media. This was a full time role that revolved around the company's data driven decisioning process to put relative datapoint stimulation at leader's fingertip. I would take customer engagement data and job category performance for targeting and promotions.

This is consistent with Mintzberg's (1994) informational roles concept in which data and information analysis informs planning and strategy development and in so doing ensures organizational action is evidence based, market driven.

c. Coordination Campaign and Employer Branding Support

Sourced and managed the development of content to align digital campaigns with non-digital: career fairs, webinars, employer branding. These manoeuvres were intended to increase Skill's profile. (both employers and potential applicants). My role also crossed departments

(marketing and business development were two of the big ones) to make sure everyone was on the same page around what we were going for with a campaign.

Daft (2015) added that interdepartmental collaboration plays an important role in functional structure to remain relevant and achieve organizational synergy. My involvement in this process taught me the heart of marketing operations being centralized communications.

3. Strategic Fit within the Organization

The internship tasks were designed to correlate with the jobs at Skill.jobs value creation process. While an agency is focused on skill-building and matching people with jobs, my job also was involved with mainstreaming training courses that gauge market need for certain job skills sets and ensuring the careers available were being marketed.

This strategic connection illustrates what Dess et al. (2018) refer to as functional integration, in which each job — including at the internship level — serves the organization's overall strategy for improving employment access and skill development in Bangladesh.

4. Contribution to Organizational Goals

The responsibilities I'm responsible for directly contributing to three major org objectives:

Brand Awareness: I helped Skill. jobs with content and digital promotion to help make sure the product was visible to consumers, too. brand communication refreshes for staff.jobs in brand.

Engagement with customers: By using interactions metrics for the campaign, I grew exchanges with users and satisfaction.

Market Intelligence: My reporting and research assisted management in making decisions through the evidence presented that opened opportunities for growth.

These contributions illustrate the beneficial role that internships play in aiding an organization's needs, both immediate and long-term, while helping interns develop professional skills.

4.3 Connection with Academia

The internship at Skill. worked to be a capstone activity that reflected the BBA (Marketing) curriculum by connecting foundational concepts to business practice.

1) Theory-to-Practice Integration (STP & 4Ps)

Projects involving segmentation, targeting and positioning were based on the strategic models developed in Principles/Marketing Management. Constructing audience personas, targeting segments and a refined value propositions mirrored classroom structures and demonstrated their utility in a realistic environment (Kotler & Keller, 2016). Similarly, organising campaigns around Product–Price–Place–Promotion, illustrated how the 4Ps work together in a digital environment (Armstrong & Kotler, 2020).

2) Marketing Research & Analytics

Coursework in **marketing research** and **statistics** was applied through questionnaire design, test interpretation and analysis. Thorough practice of using dashboards to answer analytics questions fortified the skills of problem definition, measurement, data cleansing, interpretation and managerially recommendation- the very process that received attention in research methods courses (Malhotra et al., 2017). This was also a work which promoted the higher order skills of Blooms taxonomy (application, analysis, evaluation).

3) Consumer Behaviour & Branding

Classroom-based models about motivational, perceptual, and social influence processes were used to inform how messages for specific target audiences (students, graduates and employers) might be framed. A live brand guidelines and tone-of-voice rules experience put lectures on brand equity and positioning into context (showing how consistency in touchpoints creates differentiation (Keller, 2013).

4) Outcome: Constructive Alignment with BBA Goals

The alignment became constructively well framed: the objectives (analyse markets; design strategies; evaluate performance) were enacted through authentic activities with overtly demonstrable effects (engagement, leads, conversions). This fusion serves to illustrate the manner in which internships translate academic exposure into workplace competency and capital for a marketing grad.

4.4 Examples of Experiences

Through my internship with skill.jobs, I had various experiences that could be related to my career development in marketing. As a result, such experiences helped me to develop my

technical skills and soft skills. Furthermore, this experience has contributed substantially to my personal and professional development, making me more confident and competent and prepared for future challenges in the marketing field.

Client Communication Skills: During my internship, I also regularly participated in client calls and follow-ups. This experience helped me take my communication skills to a new level. In any environment, clear and competent professionally framed conversation helps entrepreneurs gain a partner, but it also remains an essential key to any personal growth as well.

Team Collaboration: During the project campaign of i2i program, I was able to work together with my team more. Therefore, because of this project, I learned what it really means to work as a team and problem-solving skills. Working together allows me to bring new ideas and to get the best result, which has helped me to support the team's goals. From a broader perspective, I have learned that it takes a team and from many people to finish a marketing or selling product.

Data Organization and Analysis: Another large part of my internship was sorting and organizing marketing data in Excel tables. I believe this practice has been most beneficial for me as it was an entirely practical experience that, has improved my analysing abilities and allowed me to understand how to evaluate the effectiveness of a marketing campaign. In terms of my professional experience, working with data is crucial to understand how, what exactly impacts consumer behaviour, and how it can be applied to improve marketing policies.

Digital Marketing Experience: I have also participated in the writing of social media posts and the creation of promotional banners. Through this, I gained hands-on experience in the use of digital marketing tools and content development and how to capture the audience attention through visuals. This and its previous applications have built my experience in marketing and confidence level in digital skills.

Event Marketing Understanding: Overall, participating in the seminar proposal preparation and the event promotion has further developed my understanding of event marketing. Initially, I knew that marketing involves well-thought strategic planning and producing promotional materials that can attract prospects. During the promotion of the first and the second event, I have received more confidence in promoting events for myself and felt more qualified for the marketing responsibilities.

Feedback and Continuous Improvement: Campaign analysis and feedback evaluation was another essential concept I took from the activities of this unit. This concerning the need for learning from past efforts and the importance of feedback. As one develops a growth mindset it can come in handy to make one's work better and create a feedback loop for personal development and professional growth.

CHAPTER 5
Critique and Reflections

5.1 Critical Evaluation

The internship at Skill.jobs provided a strong and practical foundation in Marketing mix (4p's) and segmentation, targeting and positioning. Through tasks such as updating client information, managing leads, and maintaining the CRM database, the intern gained valuable experience in data management and observe the importance of a well-organized client system for effective sales acceleration. Participation in campaign planning, the i2i program, and performance analysis further enhanced skills in teamwork, creativity, and critical thinking. Overall, the role offered broad exposure to content creation, event marketing, data analysis, and campaign execution. However, the experience could be improved by giving interns more opportunities for independent decision-making and involvement in higher-level strategic projects to deepen their strategic understanding of marketing and sales.

Skill.jobs has a unique advantage as a skill-focused job portal in Bangladesh, but it needs stronger strategic alignment in product clarity, pricing justification, employer targeting, promotion intensity, and brand positioning. By adopting the recommended improvements, Skill.jobs can significantly enhance market share, strengthen employer trust, improve jobseeker engagement, and establish itself as a leading digital career ecosystem in Bangladesh and beyond.

5.2 Major Findings

Based on the analysis of Skill.jobs' marketing mix and STP strategies, the following consolidated findings have been identified:

1. **Product Findings:** Skill.jobs offers a rich product ecosystem combining job listings, training, assessments, and employer branding. However, the wide range of services can confuse new users due to unclear product structure and weak differentiation from competitors like Bdjobs and LinkedIn. The value proposition is not communicated strongly, and UI limitations reduce user experience.
2. **Price Findings:** Pricing is competitive, but many employers perceive the costs as higher than the service value due to limited brand strength. Pricing transparency is limited; package benefits are not clearly communicated. Lack of consistent discount strategy and absence of subscription options reduces long-term engagement.
3. **Place Findings:** The company largely depends on its website and social media for service delivery. Lack of a dedicated mobile app limits access for young jobseekers

who prefer mobile platforms. Regional penetration outside Dhaka is low, and international expansion remains underdeveloped.

4. **Promotion Findings:** Promotional activities are mostly organic and rely heavily on social media posts, seminars, and job fairs. Lacks paid advertising, influencer/ambassador programs, and storytelling-based branding. Visual branding and messaging are inconsistent due to limited brand guidelines.
5. **Targeting Findings:** Primary targeting of youth audiences is appropriate and effective. Targeting of employers is not structured; industries like IT, garments, and FMCG are not specifically targeted. Retargeting through CRM and digital tools is underutilized.

5.3 Recommendations

Based on the findings, the following strategic recommendations are proposed:

1. **Strengthen Product Structure and Value Delivery:** Skill.job should Introduce clear service bundles (Basic, Premium, Enterprise) for both jobseekers and employers. Redesign the website interface for better navigation and clarity. Launch a mobile app to improve accessibility and user experience. Ensure stronger integration between training and job placement like job placement guarantee programs.
2. **Adopt Transparent and Value-Based Pricing:** I would recommend to improving communication of package benefits to justify the pricing, introduce subscription-based pricing for employers (monthly/annual plans). Also create affordable student bundles for skills training + job assessment. Implement clear, consistent discount policies for targeted campaigns.
3. **Expand Distribution (Place) Strategies:** They need to Increase presence in regional campuses (outside Dhaka) through partnerships, improve technical performance (SEO, page speed, mobile responsiveness), Build international partnerships for migration-ready jobseekers (Malaysia, UAE, KSA) and ensure seamless integration of online and offline career activities.
4. **Strengthen Promotional Strategy:** I would recommend marketing team to develop a unified brand guideline for consistent visual identity and messaging. Increase investment in paid digital advertising (Facebook Ads, Google Ads, LinkedIn Ads). Start a campus ambassador/influencer program to expand youth reach. Promote success

stories of placed candidates (“Skill to Success” campaigns). Use retargeting ads and automated email marketing to boost conversions.

5. **Improve Market Segmentation:** By creating detailed employer persona profiles (SMEs, corporates, agencies, HR firms), segregate jobseekers based on goals: beginners, upskillers, career switchers, overseas aspirants. Use psychographic data to personalize training and job recommendations. Segment training programs by industry needs (IT, hospitality, garments, FMCG).
6. **Enhance Targeting Accuracy:** They need to adopt industry-specific targeting for employers. They should use CRM analytics to implement automated retargeting campaigns. Also target overseas jobseekers with specialized career migration programs and customize campaigns for university-level segments based on faculties (CSE, BBA, Humanities).

5.4 Key Challenges Faced

1. **Managing Time and Priorities:** The varied responsibilities such as revising client information, communicating with clients, generating content, arranging events and analysing data made it a big problem managing time. From the routine emails to clients and ensuring my work was all organized to creative tasks such as creating content and drafting proposals for seminars, I had to pull together a good schedule management system that prioritized me and put multiple balls in the air. In some cases, it was a management of time that led to this feeling of I just have all these things, like the press, and so on.
2. **Learning New Systems and Tools:** I had to learn the company’s sales and marketing tools, which were complicated-and not like any tools the intern was using previously. Having to use CRM systems, or Excel to analyse data and software for managing campaigns are high entry barriers. The new systems sucked, especially because the intern wasn’t used to them yet. In addition, lack of access to resources and poor knowledge led to confusion and slow progress.
3. **Creativity Under Pressure:** The excitement of being able to generate social posts, marketing banners, etc. was great, but also nerve racking as well. The challenge was meeting creative expectations, ensuring it stayed within brand guidelines and creating at speed. It was pressure to consistently produce top-notch work, and it became

difficult, especially when working on a byline or inexperience with the company style and target audience.

4. **Client Communication and Professionalism:** Being actively engaged in the client communication, be it follow up calls, proposal interactions or simply calls, was a little daunting for an intern who has never faced such things in real times. It was difficult keeping up the end on professionals who were senior to or more experienced than us. Effective communication and trust building skills are also a learned experience for the intern, who reported difficulty in learning to use so-called “polite insistence” on appropriate cases – especially when discussing sensitive or complicated subjects.
5. **Management of Data & Performance Metrics:** Analysis from marketing was a broad area to explore anyways but this all just felt too big, especially with things like big data and in-depth reporting. In the midst of marketing performance and campaign conversions there was some understanding of data analysis tools. I was responsible for accurate compilation, summation and interpretation of information or criteria for oversight of data analysis.
6. **Handling Multiple Stakeholders:** In event marketing and seminar proposal, the intern found difficult of cooperation with different stakeholders. Coordinating with different departments, understanding the needs of clients and fulfilling team member’s expectations were simply too much. Each party had their objectives and therefore, it was important to connect them with the intern’s tasks, which demanded good communication and organization.
7. **Learning to Assess Campaign Effectiveness:** contributing to campaigns like the i2i that led to so much exposure, both in respect of the planning and analysis, but it also meant (as is previously mentioned) gauging success of a campaign was tough. “It was certainly very difficult in the early days to figure out which KPIs mattered and how to accurately interpret what users were telling us. It also felt daunting for the intern to offer suggestions or optimize campaign, as they might have not found their voice equally strong and professional, compared to others due to being less experienced.
8. **Balancing Routine and Strategic Tasks:** There were some things like data keeping, updating contact lists for clients that are pretty interesting in the running of the business but got a bit boring after a while. It was hard to juggle this kind of behind-the-scenes

tasks while still getting the high of actual campaign work and content creation but doing so was key to not feeling overwhelmed by everything that came with the internship.

9. **Team & Culture Fit:** Fit and working with the team took time to get used to. And it was a challenge building a business relationship with at least some of the team members, because he hadn't spent every day working in corporate America for his entire career. It was a process to be comfortable and actually participate in conversations and the stuff we were talking about. It was also maintaining the balance of wanting to help but not second-guessing other people's jobs or experience.
10. **Receiving and Acting on Feedback:** Receiving feedback, especially negative feedback, was an important part of the internship but also difficult at times. An intern couldn't take criticism and use it to make their work better. That, in turn, resulted in frustration and confusion as improvement did not always necessarily feel within reach when feedback was far from crystal clear.

Conclusion

While the traineeship was a great learning curve, it was also tough at times and required flexibility, persistence and good time-management. How did you overcome these challenges? Getting used to the new systems and juggling between creative duties and routine work, fitting in with everybody and building good communication with each has helped me get through them. In negotiating these obstacles and drawing learning from them, the intern was able to grow in ways that would benefit him in his remaining career

5.5 Learnings from Challenges

I received invaluable lessons throughout the internship by coming across different obstacles and working to overcome them, which has moulded me as a person. These were the primary lessons I learned as I jumped through these obstacle:

1. **Better Time Management and Prioritization:** All that multi-tasking was actually teaching me how to prioritise and manage time. I trained myself to break them down into little tasks with super-duper short deadlines so that I wouldn't get buried. It also conditioned me to stay flexible, and keep flexibility in my plan whenever new projects or deadlines emerged, so that I was able to take an organized approach.
2. **Rapid Adaptation to new Tools and Systems:** When I had to learn new systems and tooling on the job, it taught me how to become flexible and resourceful. But the learning

curve was steep at first, and I kind of got used to seeing new tech as a stepping stone to something else. My ability to use CRM systems, use Excel, and other marketing specialized tools have increased as well as my comfort level with technology and leaning on technology to support me in the task I'm supposed be contributing.

3. **Creative under pressure:** I learned how to work creatively under pressure from that kind of request for quality creative that had to be done quickly. I had to figure out how I was going to function in a fast-paced, high-creative-scoring world and also have my work fit within branding. It gave me the chance to hone my creative process by coming up with fast ideas and following through fast too.
4. **Better Communication and Professionalism:** I was scared to talk to clients but then I realised that you need to speak with confidence and be short and sweet. I learned to listen deeply to my clients, and ask the right questions, while maintaining professionalism on sensitive matters. It was an eye-contact-facial-expression-sound- that helped me haggle and issue in words I think would even work in a business setting.
5. **Better data analysis and reporting:** Getting through all that data, and performance measurement, was tough, but it gave me such a great appreciation of the details and helped me have this really analytical mind. I did actually learn how to organize data and make sense of it and deliver in a way that's both sort of things that are straight forward, have action attached. I've even learned more about measuring and improving campaigns, which means I'm now an even better decision-maker using data.
6. **Measuring Marketing Campaigns:** One of the many things I learned from having an internship was learning how can you tell if a marketing campaign was successful. I discovered the importance of the right metrics, and how it is to really engage feedback in order to make this next go-around even better! It also taught me to provide the action-oriented recommendations for how to improve a campaign.
7. **Balancing Routine and Strategic Work:** It taught me to remain patient and persistent both with the grind work as well as the strategic projects. A few of the standard jobs might be slightly like, "Oh I never had to go to college for this" and it's a must do and does assist in keeping the family along. About that balance, it reminded me of how important it is to contribute your time and resources on the ground level but also look for strategies if your capacity allows you, we need both in healthy doses to get us where we would like.

8. **Integration into the Team:** I struggled with team fit in the beginning, but I learned that everyone's strengths are different and I had to give it time as the relationship building process is not immediate. I learned during my internship to pay attention and learn from people while also making yourself useful. I learned how to be more social, and how to work better with my colleagues when collaborating or even just a discussion.
9. **Embracing Feedback and Continuous Improvement:** Getting that criticism, that praise, it was one of my best learning experiences ever. I learned to take feedback not as criticism, but something that was going to help me grow. I pro-actively asked for clarification if necessary, and I utilised feedback to enhance the quality of my work; after receiving this feedback, I developed more insight into my strengths and development needs. Through this I learned that the magic key was to be resilient and never stop improving myself.

Conclusion

In general, the problems I encountered in my internship were crucially important to build my personality and profession. I came out of it knowing how to properly manage my time and priorities, learn new tools rapidly, perform creative work under strict deadlines, speak confidently with clients and analyse data while still working with stakeholders in a harmonious way.

5.6 Overall Reflection

It was an internship that played a major role in shaping who I am as a professional today. So, in reflection-mode I can share with you that these challenges and by the way opportunities of doing those things gifted me some huge new skill sets, expanded my view of what was going on in the world, and added a lot more hands-on learning to just Ping my career along.

Professional Growth:

1. **Technical Skills and Adaptability:** The most important way I learned how to develop my professional abilities during this internship was by becoming more tech-savvy. I self-taught my way around everything from CRM to data analysis in Excel, so I'm no stranger to specialized marketing software. That kind of sometimes painful learning

curve was also an exercise in being resourceful and adaptable and gave me the confidence to learn new tech quickly and in a work-setting.

2. **Time Management and Efficiency:** The hardest part for me was to know what I should be working on. But it didn't force me to be more productive in any meaningful way only to better structure where and when I do work, and how much, learning still more about what I need in order to climb back out of the pit. It's helped me dissect monster projects in an effort to turn them into smaller, bite size tasks and develop more sustainable goals that do wonders for how much I can accomplish. What this reinforced to me though, is that when the work life balance feels like it's slipping away from you, everything comes back to good time keeping.
3. **Communication and Professionalism:** We also saw amazing improvements in client communication, and professionalism. I was fine speaking with clients and discussing with colleagues. I was developing those professional skills, how to have a conversation. I paid attention to client goals, asked good questions, expressed ideas." And those conversations also taught me the importance of active listening which I will never forget throughout my career. It's something that can be brought to bears upon prompts in any sector in which partnership and customer facing activity are important.
4. **Data-analysis and Decision Making:** through my data assignments, I learned more about the role of data in decision-making of marketing content and learning how to manipulate and analyse data sets, figure out what the key metrics were telling me how to take action off of those taught me how to think critically. Everything about brand and campaign impact knowledge was advanced. The way I started using it to my own advantage in order to optimise future strategy not only sharpened up my analysis but also helped me appreciate the dose of tracking-learning-acting behaviour in business.
5. **Creativity Under Pressure:** Rapid work with tight turnarounds almost made my creative processor overheat. I had to elevate marketing material that was high end and in line with the brand. I eventually habituated to being able to 'turn on' creative and move fast. This core competency of speed and feeling the pressure to come up with something is just so useful, especially in any kind of role you do that's marketing oriented.

Personal Growth:

1. **Self-Confidence And Self-Esteem:** This put me out of my comfort zone and reduced my fear of talking with clients and spark joining the strategic conversation. Over time, I became more confident in what I was capable of doing and started to trust my ideas. I learned to overcome this, which boosted my self-confidence and let me know that I can belong in a corporate environment.
2. **Teamwork and Relationship Building:** Being part of the new team, working with people belonging to different occupations also forced me to strengthen my relationship. I was taught how to shadow others effectively, listen to multiple points of view and contribute constructive thoughts. I also learnt a lot about how to work in a team, how one person needs to give explicit and respectful instructions to someone else based on the role they're playing at that moment – stay simple, mutual reinforcement is very valuable when it comes to achieving some shared objectives.
3. **Flexibility & Adaptability:** It was a very stressful internship so I needed to be very adaptable on some level. I picked up that adaption to new materials or coping with the time-pressure of a competition – including the ability to manage frustration when things turn tough has no place. I learned to move on from my failures, accept and appreciate feedback as growth, and I got better. It's a trait that will serve me well in whatever jobs to come, because it means I can handle challenges with an attitude that is positive and growth oriented.
4. **Embracing Feedback and Continuous Improvement:** At first it was difficult for me to receive criticism but over time it became a way of learning for myself and growing. I learned that feedback is the key to professional growth and taking it literally every second can make me grow as an educator more than I would have ever thought possible. It's a way of thinking that has taught me to look for feedback in the future, when I can and where I can, because I now know it will help my progress and my career.

Conclusion:

This internship has been a wonderful one that I'm sure will serve to aid me personally and professionally. From growing my skills to working under team pressure, it taught me how to learn a nice mixture of I built up my technical and teamwork ability put into verbal use. The intern has also allowed me to become strong and believe in myself that is something I am definitely carry forward whenever there are adversities. I am sure that the things I gained in this period will help define my professional carrier and deal with workspace with a better face.

CHAPTER 6
Conclusion and Policy Implication

6.1 Summary of Key Points

Summary of Key Points:

The internship experience in Skill.job reflecting on what that role was about (duties, responsibilities, challenge/learnings) at that time. The company, originally named Jobsbd.com went through a branding change in 2013 and is now one of the leading players in job recruitment, with its skill development programs for candidates. The work focused mainly on the marketing and sales part.

Key activities included:

- **Client and Lead Management:** Keep system updated with client and help in creating leads.
- **Marketing and Assist in Campaigns:** Write social media posts, create campaign materials for candidates and support planning.
- **Data analysis and reporting:** Collection of marketing data, preparation and evaluation of performance reports / campaign success.
- **Events and Seminars Preparation:** Support pre-seminar set-up, build marketing materials and assist with marketing for the seminars.
- **Collaboration & Communication:** Collaborate with Team & Clients Participate in staff meetings and client calls/meetings; Participate in development of marketing plans.

I was able to learn it all in the internship which included client communication, digital marketing, data management and event promotions.

6.2 Final Evaluation of the Internship Experience:

The internship at Skill. job is a perfect Fit for learning marketing sales job in the real world within challenging work environment. The intern was able to collaborate with multiple teams, including supporting the marketing team on various campaigns like leads generation, sourcing content and promoting events. As much of a challenge as this was, the role taught me in full: client servicing, how to execute campaigns and decision making based on hard data.

Strengths:

- **Varied Responsibilities:** From writing to interacting with clients, the internship provided a broad look into marketing.

- **Skills Development:** You will receive practical training in use of CRM platforms, Data analysis, Digital marketing tools and client relationship management.
- **Collaboration:** Team working and providing feedback on draft was another area of growth for the intern.

Challenges:

- **Time Management:** They were unable to manage their workload and prioritise tasks and deadlines.
- **Adjusting to Systems:** It was challenging in learning company CRM and data analysis software, but it was a good experience on my resume of new skills learned.
- **Pressure of Creativity:** an intern was required to produce creative work under pressure and in tight deadlines. That might have been tiring, but it made everyone at work an incredibly resistant person.

6.3 Impact of the Experience on Future Goals and Plans

I am confident that my career goals and post-graduate plans have been directly influenced by this internship. Intern Experiences The chance to get real experience with digital marketing, communicating with clients and managing campaigns has made this intern more passionate about marketing. It increased the awareness of how the role of analytics can be crucial in decision making, leading intern to think about attending another school or pursuing a certificate in marketing analytics.

The intern's open-mindedness and problem-solving skills have been improved through a difficulty during internship for example multitasking and mental strain. All valuable talents to have on ones resume for future employment in fast paced, frenzied work floors.

This time has also solidified the intern wanting to learn more, especially in digital marketing and getting better campaigns. From Tomorrow's Company the events are gazed through this intern at a better future of strategic planning and greater skill in marketing analytics.

6.4 Conclusion of the Report

The skill.jobs internship is opening people mind giving them technical and soft skills. It made me become a better marketer with the variety of works from client service to digital marketing. There were difficulties associated with the management of time, system adaptation and creative pressure that clearly made us ponder in regard to adaptability and

resilience. The learning is well complimented with the feedback that helped me not just grow as a team player but also in my game.

Future realisations gathered during the internship was definitely the stepping stone to define the direction of this intern's career and everything felt open regarding using data led decisions, understanding more digital marketing or being better at dealing with people who make up our clients. I am More Confident to face new challenges in next job for marketing & business development.

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Faculty of Business and Entrepreneurship (FBE)

Department of Business Administration

Internship Log Book

Student's Name:	Shakibul Islam Sijan	Internship Site:	Skill.jobs, DF Tower (Lavel- 7A), H#11, Rd 14, Dhanmondi, Dhaka.
Supervisor's Name:	Md. Mamunur Rashid	Week Beginning:	01/06/2025
Internship Coordinator/Advisor:	Dr. Mohammad Shibli Shahriar		

During my 16 week internship, I gained extensive hands-on experience in sales, marketing, and client communication. The program began with an orientation where I learned about the organization's sales and marketing system and observed how client interactions were handled. Over the weeks, I updated client contact lists, learned lead collection methods, and assisted in creating social media content and campaign materials. I also made client calls and follow-ups, which strengthened my communication skills. In addition, I organized marketing data, prepared Excel-based reports, and helped draft proposals for university seminars. My involvement in team activities grew as I participated in planning the i2i program, collecting campaign feedback, analysing marketing results, and supporting the development of event posters and banners. I also contributed to CRM updates, attended marketing meetings to understand future plans and worked on promotional strategies for upcoming job fairs and seminars. Furthermore, I gained experience in writing professional collaboration emails to university clubs and organizations. In the final weeks, I took part in brainstorming sessions to improve Skill Jobs' digital presence, learning more about content strategy and audience engagement. Overall, this internship significantly enhanced my practical marketing skills, strategic thinking, and understanding of real-world marketing operations.

Summary of Internship Activities

Week & Date:	Description of Activity
Week 1:	Attended orientation, learned about sales & marketing system, observed client communication.
Week 2:	Updated client contact list and learned about lead collection. It helped me understand how businesses manage customer information and identify potential clients.
Week 3:	Assisted in creating social media posts and campaign content. Developed better understanding of content strategy.
Week 4:	Made client calls and follow-ups, improved communication skills.
Week 5:	Organized marketing data and learned Excel report preparation. That Improved my data-management and analytical skills.
Week 6:	Helped with preparing university seminar proposals. learned how to organize information, draft professional documents, and coordinate requirements for academic events.
Week 7:	Worked with the team on i2i program campaign planning. It helped me understand how marketing campaigns are developed. It improved my teamwork, creative thinking, and planning skills while giving me practical experience in organizing campaign activities.
Week 8:	Collected feedback from campaigns and analyzed marketing results. helped me understand audience responses and measure campaign effectiveness.
Week 9:	Supported in preparing event posters and banners. Develop basic design skills and understand branding requirements.
Week 10:	Updated CRM data and maintained reports. learned how to manage customer information accurately, organize data efficiently, and ensure records are always up to date.

Week 11:	Joined marketing meetings and learned about future plans.
Week 12:	Assisted the team in analyzing past campaign results and identifying improvement areas. Learned how to interpret marketing metrics and KPIs for better planning.
Week 13:	Supported in preparing promotional plans for upcoming job fairs and university seminars. Strengthened skills in event marketing and scheduling coordination.
Week 14:	Helped draft and send collaboration emails to different university clubs and organizations. Gained practical experience in professional communication and proposal writing.
Week 15:	Contributed to brainstorming new marketing strategies for Skill Jobs' digital presence. Developed a better understanding of content strategy and audience engagement techniques.
Week 16:	Prepared and submitted final internship summary report.

Intern Signature:		
	Shakibul Islam Sijan	Date