

Final Project

Internship Report on the Branding and Graphics Design

Activities of Brand and Visual, Beige and Tylo

Submitted To

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Letter of Transmittal

September 25, 2025

Md. Kamruzzaman Didar

Head, Department of Innovation & Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on the Branding and Design Activities of Brand and Visual, Beige and Tylo

Dear sir,

It is my pleasure to present a project report titled “Internship Report on Branding and Design Activities for the Brand and Visual, Beige and Tylo”. I was guided throughout the preparation of this report, drawing on primary and secondary sources and my experiences.

As a grateful person, I would like to thank you very much for your time, knowledge, and encouragement that contributed significantly to the course of this work. Your guidance has been very valuable and I am very grateful.

I would most humbly ask that you accept this report and provide any criticisms or advice on how to enhance the same. Please excuse any oversights, and know that I am committed to addressing them.

Sincerely yours,

Abrar Al Shaekh

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Declaration of Student

I am Abrar Al Shaekh, ID 221-45-027, Department of Innovation & Entrepreneurship, hereby declare that the presented Final project report on “Internship Report on the Branding and Design Activities of Brand and Visual, Beige and Tylo” prepares the framework that ensures a fit between my Job and the market, after completing my research regarding my Job.

This work has been exclusively submitted to Daffodil International University. No portion of this report has been previously submitted for assessment in any other academic programs, nor has it been utilized for any fellowships. Additionally, the findings contained herein have not been published in any journals or magazines.



Abrar Al Shaekh

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Certificate of Approval

This is to certify that Abrar Al Shaekh, bearing ID No. 221-45-027, is a regular student of the Department of Innovation & Entrepreneurship, Faculty of Business and Entrepreneurship, Daffodil International University. He has completed his Final Project on “Internship Report on the Branding and Design Activities of Brand and Visual, Beige, and Tylo”.

I have gone through the project and found the business expansion idea feasible. I wish him every success in life.



Md. Kamruzzaman Didar

Head, Department of Innovation & Entrepreneurship

Daffodil International University

Acknowledgement

With the kind help of almighty Allah, we have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. We want to extend our sincere thanks to all of them.

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Abstract

The paper presents a critical reflection of the internship practice and professional experience of the author with three separate organizations: Brand & Visual, full-service marketing agency; BeigeMedia, global on-demand videography and creative platform; and TYLO, local startup which deals with oversized fashion. Overall, the author was advanced hierarchically in such placements as an intern creative visualizer, associate, and a remote international designer and then as a leader in marketing operations leader of a start-up environment. The primary objective of this report is to critically analyze the learning experience through such experiences in comparison with the academic underpinning of the innovation and entrepreneurship that the author possesses and simultaneously include the responsibilities, projects, and deliverables of each of the positions. The developed core competencies include; strategic marketing, innovative problem solving, inter-industry flexibility, branding and visual communication expertise, and entrepreneurial leadership. The global media based initiatives contributed to mastering cross-cultural communication skills and design practices that were scalable, agency work contributed to mastering accuracy and branding skills, and leadership in the area of the startup contributed to developing growth-oriented approaches and skills of decision-making based on entrepreneurship. Lastly, the report has a conclusion with the general significance of these experiences to the professional development of the author, a summary of weaknesses in the skill sets and a recommendation of the personal development plan in the next 12-18 months. All this has been in aid of the career of the author of the intersection of design, entrepreneurship and the innovation of marketing, which offers them the flexibility and foresight to survive in a dynamic corporate environment.

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Chapter-1

Introduction

I have served with the Brand and Visual as a Creative Visualizer Intern and through gradual appraisal, I have advanced to the position of Associate Creative Visualizer. The key activities were the conception of social-media artefacts, identification logos, brand manuals and organizational profiles. It was an educational experience that emphasized professional dynamics in which abstract branding takes place. Concepts are translated into regular visual recognitions, hence entrenching the roots of my design expertise.

I was subsequently hired as a Graphics Designer on a distant basis under Beige Corporation. Within this role, I generated advertisement content, social-media visualizations, proposals, and templates in accordance with governmental activities. The role required a skill in maneuvering in a cross-cultural environment and increased my expertise in balancing creative work with actual business measures. What is more, it depicted how visual communication is directly connected to measured commercial success.

As the Marketing Manager at Tylo, I was responsible for planning and carrying out marketing exercises, managing the firm's social media platforms, and the management of the firm's web development. The start-up environment provided me with realistic experience in leadership, strategy development, and resource distribution, as well as enhanced my understanding of entrepreneurially driven companies that work in specialized markets.

Throughout these three engagements, I focused on five key competencies, namely industry-agnostic flexibility, branding and design skills, creative problem-solving, strategic marketing, and campaign planning, complemented by social-media advertising skills. All these jobs supported and developed these skills in terms of the institutional structures and industry-specific demands.

1.2 Objectives of the Report

The main aims of the proposed project are:

- To connect theoretical knowledge in the areas of innovation, branding and entrepreneurship with the practical experience of different organizations.
- To gain hands-on experience in the various industries, i.e. a marketing company, a global media company, and a local start-up, as well as understand how each of them does communication, innovation, and development.
- To improve professional skills in branding, design, creative problem-solving, marketing strategy, and social media advertising, and learn to apply it in various business contexts.
- To immerse oneself in the field of entrepreneurship by joining a startup and learning how constrained resources, planning, and creativity can be used to develop a business.
- To critically reflect on these experiences to form a future career that focuses on entrepreneurship and innovation.

1.3 Scope of the Project

The report discusses my three-year work experience with three organizations, namely, Brand and Visual, Beige Corporation, and Tylo. It focuses on:

- **Industry Overview:** A brief of the three industries, marketing services, global media, and other upcoming fashion-related retail businesses.
- **Job Functions and Duties** - A description of my efforts and roles as a Creative Visualizer, Graphic Designer, and Marketing Manager.
- **Skills and Knowledge** -A list of the creative, technical and managerial skills gained, especially in branding, marketing strategy, and adaptive flexibility.
- This article is a reflection on the role of the two posts in enhancing a better understanding of problem-solving, innovation and entrepreneurial strategy.

- **Comparative Insights** The systematic analysis of the similarities and differences between the industries exemplifies the flexibility that would be needed to achieve success in diverse situations.
- **Future Direction** - A discussion of how these experiences have influenced my career goals, particularly my desire to take up entrepreneurial and leadership positions.

The report will be limited to my first-hand professional experience. It does not take the companies in question in-depth, but concentrates on my individual growth path, skills improvement, and applying the academic knowledge to real-life situations, which are the main goals of the Innovation and Entrepreneurship program.

Chapter-2

Introduction to the organizations

In order to see my academic career and performing experience in the internship, it is important to examine the institutions which I have applied. The schooling institutions I have attended are in other disciplines such as the design of fashion, communication worldwide, and creative marketing. These settings also provided me with practical experience of how innovation and entrepreneurship are applied in the real world as opposed to what I have read in the books. Herewith, I shall discuss the roles at the Fashion University, Global Media College, and Creative Marketing Lab, their relevance in the innovation sector, and how the courses and projects that I have participated in allowed the respective programs to flourish and contributed to my personal development.

2.1 Brand & Visual

Overview

Brand & Visual is a creative firm that has its roots in Dhaka and has been making branding and communication a nightmare over a period of eight years. They have your covered on all levels, brand image creation, logos, brand book, and social media to company profiles, websites, user interface/experience design, or advertising campaigns. Essentially, their primary consideration is to transform business objectives to a visual expression that facilitates the clients to access their audiences in a proper manner.

Industry Position

The agency operates in the industry of advertising and creative services, which have experienced a booming growth in Bangladesh as a result of the increased level of demands regarding the digital communication. It partners with large companies as well as start-ups. Some of its outstanding customers include Airtel, ACI Motors, and RR Kabel. The company is a mid-sized agency, which provides a wide range of services, which makes it competitive with smaller design agencies on one side and international companies on the other.

Mission & Vision

- **Mission (implied):** To help organizations communicate clearly and effectively through visual communication to achieve their identity and reach out to people.

- **Vision (implied):** To be one of the most creative agencies in Bangladesh, which will provide a full-fledged solution to branding, designing and digital communications.

Relevance to Innovation & Entrepreneurship

Brand & Visual shows how these ideas and creativity can be converted into business value. It uses design and digital capabilities to help customers stand out in the competitive markets. To the students of entrepreneurship, the firm offers a case study of how branding firms may cooperate in innovation that helps the startups and the established firms to grow with the help of effective communication strategies.

Department Worked In

I worked in the Creative Department and our focus was building brand identities, marketing campaign design, and communication materials. This department is crucial because it helps to bridge the disconnect between business goals and what the customers think of the brand and the department is especially useful to the start-ups entering the market.

2.2 BeigeMedia

Overview:

BeigeVideo/ BeigeMedia started in 2017, initially as Beige Video, located in Los Angeles. It is also a service where the client can hire videographers and photographers on demand. The site links customers to expert creators worldwide, and it is quick and quality-assured with the help of AI tools. The firm has also collaborated with renowned clients like Amazon, Rolls-Royce and Harvard University, demonstrating that the company has penetrated the international markets.

Industry Position:

BeigeMedia works in the media technology and production areas. Also known as the Uber of videography, it combines the aspects of the gig economy, content creation, and online services. Instead of competing outright with the traditional manufacturing firms, it creates a niche as a modern-day alternative, which is more flexible, scalable, and open-ended.

Mission & Vision:

- **Mission (implied):** To help the professional photo and video services become more accessible by connecting the clients to creators through an easy-to-use technology platform.
- **Vision (implied):** To be the best marketplace of creative production of media worldwide that is enhanced with technology.

Relevance to Innovation & Entrepreneurship:

The company creates a new service space by combining technology and creative industries, which is made in accordance with the principles of the Blue Ocean Strategy (Kim and Mauborgne, 2004). It follows Lean Startup principles (Ries, 2011) in its consistent testing and refinement of its model to suit the needs of the customers. BeigeMedia reflects the value creation of a platform-based business, not via its creation but the association of clients with creators and the management of their interactions.

Department Worked In:

Marketing & Branding Team — I also helped in ad design, proposal, and brand designs that were used to communicate with clients. This team was instrumental in attracting and retaining clients, which brought out the connection between design work, business development, and entrepreneurship in a technology-driven firm.

2.3 TYLO

Overview:

TYLO is the pioneer in Bangladesh that deals exclusively with plus-size men fashion. It was designed to fulfill an obvious need in the apparel industry. The company advertises oversized shirts, t-shirts and panjabis in an online shop and the items are sold in sizes that are usually unavailable in the normal fashion stores of Bangladesh. As an idea, Live Your Life, TYLO can raise the concept of inclusivity and build confidence by providing people with more options in style and comfort.

Industry Position:

TYLO is a company that operates in the fashion retail and e-commerce sector, which is growing and competitive in Bangladesh. It is also among the earliest brands in the country that wholly concentrates on plus-size clothes and this has earned it an early lead in this niche market. The brand also differentiates itself by catering to a particular subset of clients that the other mainstream clothing stores disregard.

Mission & Vision:

- **Mission:** To open a trusted online shop in Bangladesh that will specialize in high-quality and fashionable plus-size clothes.
- **Vision:** To enhance online fashion retailing in Bangladesh through inclusiveness, trust and customer satisfaction.

Relevance to Innovation & Entrepreneurship:

TYLO is an example of niche marketing (Dalgic and Leeuw, 1994) as it focuses on a specific customer group that has not been sufficiently targeted. It is representative of Effectuation Theory (Sarasvathy, 2001) since the brand builds its products and its identity by working closely with its customers, and is also constrained by the resources common to a start-up. The company should be regarded as an example of how to identify gaps, which is an essential entrepreneurial skill because it involves seeing the opportunity in the domain where the needs of customers are not fulfilled yet.

Department Worked In:

Marketing Department — My role involved campaign planning, development of social media content, company web construction, and brand communication. This department was a key factor in developing the identity of TYLO on its feet, so it is an excellent case study of how startups can establish presence and customer confidence in a minimal amount of time.

Chapter 3

Description of the Internship and Job Program

In the last three years, I have gone through an experience of different internships and roles that have greatly affected my competence and view. I have worked with three different organizations, namely Brand & Visual, BeigeMedia, and TYLO. All these functions provided lessons that transcended beyond the day-to-day, and how creativity, flexibility, and leadership interact in a working environment.

At Brand and Visual, I began as an intern Creative Visualizer and eventually graduated to an Associate Creative Visualizer. I focused on this in the realms of graphic design, branding, and interaction with the client. This was my first introduction to the workings of the creative processes within a formal agency environment. I not only learnt how to create logos, posters and brand guides but also to communicate in a manner that appealed to the identity and vision of a client.

This was not the case with me at BeigeMedia. I was brought on board as a remote Graphic Designer who needed to create ad visuals, proposals and communication material to the international clients. This position demanded flexibility, the ability to work at different times of the day, the need to learn how to cooperate with other people having different cultural backgrounds, and understand how to use technology to improve creative processes. It was indeed a test for me to see how design and communication are developed in dealing with a global audience.

Finally, in TYLO, a Bangladeshi plus-size fashion company, I worked as a Marketing Manager. This role was an entrepreneurial and dynamic one, unlike other positions that I previously had, which were more structured. My responsibilities involved the organization of campaigns, designing the message of the brand, and handling the company website. In the case of TYLO, I was required to combine both an ability to make strategic decisions and creativity with a design background. This job gave me the personal experience of what it is like to start a business at the ground level.

Put together, these three jobs will help demonstrate a definite pattern: starting with the development of my technical capabilities in an agency, moving to the global-scale experience in a media-tech company, and finally pursuing strategic leadership in a startup. The trip helped me in a very vivid way to tie my academic interest in the field of innovation and entrepreneurship to the real world.

3.1 Purpose and Goals of the Internship

These internships and jobs were primarily aimed at relating the lessons of my course in Innovation and Entrepreneurship with the real-life experience of the workplace. It was not merely about getting things done but about learning how to address the real challenges, translating classroom ideas into the real world, and becoming a professional who is able to think and act like an entrepreneur.

The objectives of my internship and employment programs can be explained as follows:

- **Theory to Practice:** To transform the academic study of innovation, entrepreneurship and the business strategy into practice within actual organizations.
- **Skill Development:** To acquire professional skills in branding, design, communication, marketing strategy and leadership.
- **Industry Exposure:** To be exposed to the three very different industries and observe how entrepreneurship is practiced in each of them: creative marketing, international media-tech, and fashion retail.
- **Flexibility and Problem-Solving:** To understand how to adapt to a structured environment, such as an agency and adapt to a flexible environment such as startups, and creatively solve problems.
- **Career Alignment:** To challenge myself by doing creative and managerial tasks, which would allow me to form a better vision of my future career.

To be precise, these programs had more than work experience as a purpose and goals. They designed a systematic experience of self-development, professional preparation, and entrepreneurial mindset- making me ready for the tasks I aspire to handle in the years to come.

3.2 Specific Role within the Internship and Job Programs

The experience I had in three organizations: Brand & Visual, BeigeMedia and TYLO presented me with rather different roles to play, and each of them provided new scopes to my learning.

Brand & Visual – Intern and Associate Creative Visualizer

My first experience was at Brand and Visual, where I had been hired as an intern but was mostly engaged in making social media posters, company profiles, company logos, and brand books. I was under the direct supervision of experienced designers and this assisted me in refining my technical abilities, and I also realized how designs had to be in line with the expectations of the clients.

This position was later broadened when I was promoted to the post of Associate Creative Visualizer. I began brainstorming ideas to develop a campaign, came up with design ideas for the clients, and handled minor projects independently. That was the developmental level at which I shifted from doing tasks to being creative and owning the responsibility.

BeigeMedia – Graphic Designer

My duties at BeigeMedia changed to a different field altogether. I worked with clients who were located in different parts of the world remotely. My responsibilities included creating advertising illustrations, designing graphics for social media platforms, and making proposal forms for companies in the private sector and government projects. The role involved making fast decisions and being flexible. Since I was operating in various time zones and dealing with people who held varying cultural orientations, a sense of good communication and flexibility was as vital as my design skills. Unlike in agency work, this position was more of a fast-paced one, and this position required me to produce results with shorter deadlines and a broader scope of project requirements.

TYLO – Marketing Manager

TYLO also allowed me to assume leadership. My responsibilities in this role were not merely design, but general marketing management. I coordinated and controlled campaigns, controlled social media content, briefed the creative team, and supervised the production of the company web website. Since TYLO was a start-up, there was no predictability in work, and that is why I had to play different roles. I can spend one day doing branding, and the following day I may create sales-oriented imagery or oversee web changes. The job had a great entrepreneurial aspect, and it made

me understand how to combine imagination with decision-making within a highly flexible but very rewarding setting.

3.3 Internship Duration and Schedule

Brand & Visual

- **Internship Period:** I had three consecutive internships, each of which was three months long (January 2022 to September 2022).
- **Length of Employment:** From October 2022 onward, I was promoted to a full-time Associate Creative Visualizer.
- **Type:** Full-time, mostly office-based, with a standard six-day work week. Occasionally, hybrid or remote when required.

BeigeMedia

- **Length of Employment:** I was hired as a Graphic Designer in March of 2023 and was working remotely.
- **Type:** Full-time remote job, flexible hours to fit the schedule with the different time zones to balance between international client-related finalized work and internal projects.

TYLO

- **Length of Employment:** I began working with the company on an informal basis at the start of 2022 and assumed the position of Marketing Manager in mid-2023.
- **Type:** Full-time position with a hybrid approach, where I concentrated on campaigning, running digital marketing operations, and being in sync with the start-up team.

3.4 Expectations During the Internship

Each internship and employment that I took part in had its own expectations. They were motivated by the things that were needed by the organizations of mine and what I was supposed to accomplish as an Innovation and Entrepreneurship student. Together, they made a development channel- they pushed me to move out of small duties towards bigger duties.

Brand & Visual

At Brand & Visual, I was supposed to work as a junior creative and assist senior designers. My job was to help produce design materials like logos, posters, brand books, and company profiles—always within strict deadlines. Beyond just creating visuals, I was expected to pay attention to how client communication worked, how campaigns were planned, and how strategies were shaped. These lessons slowly prepared me to take on projects of my own

BeigeMedia

BeigeMedia was a very different place in terms of expectations. Being a remote worker, I had the confidence to independently handle projects with little to no oversight. Ad creatives, proposal templates, and social media visuals that were up to the international clients standards were the outputs I was expected to produce. I had to, however, adapt my way of working to the different cultural styles and brand voices, as Siberia did work with such a diverse range of clients from all over the world.

TYLO

The demand at TYLO was for me to take a greater part in the whole process. It was expected of me to perform not only a designer's duties but also a partner's role in creating the brand's marketing and identity. Amongst my responsibilities were planning and executing campaigns, overseeing the company's communication, and directing the construction of its website. As TYLO was a new venture, I was furthermore asked to come up with innovative ideas and inventive approaches, thereby assisting in the positioning of the brand in a market segment where very few were competing.

Despite the nature of the workplace, whether it was in a large or small company, these three factors always found their way into the expectations: growth, problem-solving, and adaptability. I was not only requested to complete the assignments; I had to think harder, learn to cope with new circumstances, and be ready to become a leader and make strategic decisions. Through this, every internship has not only been a job experience but a platform where I have been receiving a form of training on how to establish a type of entrepreneurship that I desire to create.

Chapter-4

Internship Activities & Tasks

My internships and employment were characterized by a combination of creative, strategic and managerial tasks. My experiences in design, communication, and leadership improved gradually over time after regular tasks that were specific to each position. The next paragraph is dedicated to the description of the expanding activities that I have conducted, the effects that the latter have had on my professional growth, and how it has been intertwined with my Innovation and Entrepreneurship studies. During the time I worked at Brand & Visual, BeigeMedia, and TYLO, I obtained insight into the routine in such directions as creative design, marketing strategy, and startup management. The experiences taught me knowledge and skills, which were not only technical but also assisted me to learn how to approach practical-related issues and build an entrepreneurial mindset.

Brand & Visual (Creative Visualizer Intern & Associate Creative Visualizer)

Tasks:

- **Designing Visual Content:** Creating social media posters, logos, brand books, and company profiles.
- **Client Communication:** Attending meetings with clients and sharing design ideas.
- **Campaign Execution:** Taking charge of design projects from the first draft to final delivery.
- **Collaborative Work:** Working alongside senior designers and project managers to meet client expectations.

I spent the majority of my internship in the design department, where I had to make posters, logos, and branding instructions. Through this learning, I came to know that visual design is a highly significant aspect of the company as far as its brand identity is concerned. As I was promoted to the rank of Associate Creative Visualizer, I became much more responsible. I started demonstrating to clients, leading projects, and raising funds for campaigns requiring imagination as well as proper planning. All this allowed me to understand that teamwork and effective time management are significant, and a method between client demands and art should be discovered.

BeigeMedia (Graphic Designer)

Tasks:

- **Ad Design:** Producing graphics to be used in ads and Tik Tok, Instagram and other apps- in other words making sure everything looks bright and up to brand.
- **Proposal templates:** Snapping slick proposal templates to clients on both business and government projects; I would be professional but simple to read.
- **Cross-Department Collaboration:** Butting heads with international colleagues so the design vision is in line with what the client wants- communication is the key.
- **Technology Adoption:** Enhancing my productivity using AI applications and design programs to work quickly than ever to produce creative work.

My responsibility at BeigeMedia was mainly the advertisement and proposal writing for global clients. Each assignment was unique and occasionally posed the need to alter my writing style based on the discipline, such as technology in education. The time zone and culture were different since the team was scattered in various countries and I had to learn how to communicate effectively across various countries. Besides that, the job helped me learn how to use AI-powered tools, which increased the productivity and efficiency of my work. This, in addition to acquiring technical abilities, provided me with a practical situation where the ability of design towards international campaigns is demonstrated, and generating credibility in customers all over the world is illustrated.

TYLO (Marketing Manager)

Tasks:

- **Campaign Planning and Implementation:** Head of planning and implementing of marketing campaigns.
- **Branding:** The process of controlling how TYLO was represented in the digital and traditional channels.
- **Social Media & Content Production:** Managing visuals, videos, and graphics on web media.

- **Website Development:** Organizing the work on the development and advancement of the online shop managed by TYLO.

I had a wonderful time blending my coursework with practice as the marketing manager position at TYLO. I headed and took part in different projects that would advance the principles of inclusiveness and aesthetics, espoused by the company. I was managing marketing campaigns, which included designing advertisements, social media content management, designing video reels, and graphics. One of the main tasks was to make sure that the communication of the brand is clear and consistent in all platforms. I also handled the development of websites, ensuring that it was in line with the branding of TYLO and provided an easy user experience that would be indicative of the objectives of the company in reaching its targeted customers and sales. This role suited me best as it enabled me to exhibit my creativity and maneuver through the needs and constraints of the company and it could be a great learning experience in marketing management of an up-and-coming business.

The tasks that I did in these three organizations demonstrate how different my duties were:

- At Brand & Visual, I learned the discipline of structured creative work in an agency.
- At BeigeMedia, I adapted to global clients and remote teamwork, using technology to deliver faster results.
- At TYLO, I stepped into leadership, managing both creative and strategic aspects of a growing startup.

Together, these experiences created a strong foundation for my professional growth. The practical skills that they equipped me with were not limited to that, and they also taught me to apply innovation and entrepreneurship to real-life business.

4.1 Key Responsibilities

My responsibilities evolved as time progressed as initially I was doing design work and shifting to more extensive tasks of a marketing manager.

- **Design Work:** Made social media posts, online ads, brochures, and event materials.

- **Brand Support:** Drew up brand manuals, logos and corporate profiles so that brand aesthetics could be the same.
- **Collaboration:** Attend client meetings and idea sessions, learning how to turn business needs into visual designs and brainstorming.
- **On-Demand Projects:** Worked as an Associate, independently came up with campaign ideas, managed schedule compliance, and presented ideas to clients themselves.

BeigeMedia – Graphic Designer

- **Remote Design Support:** I designed advertising images, proposal templates, and social-media illustrations that clients (largely international companies).
- **Making Adaptations to Culture:** I made adjustments to fits to various countries and audiences and was working with a variety of time zones.
- **Applying Tools:** I applied AI tools and professional design software to save time and improve results.

TYLO – Marketing Manager

- **Campaigns Implement:** Projected, intended, and conducted marketing campaigns in the plus-size fashion segment.
- **Content and Communication:** Developed and operated social-media posts, ads, and images to improve sales.
- **Team organized:** Directed the creative teams, led the video and reel production and headed the e-commerce site development.
- **Startup Start:** Mutual ideas in the products, brand, and the general direction in marketing and need to fit in the rapidly changing start-up world.
- **Campaigns:** Planned and carried out marketing activities for the plus-size fashion segment.

During these three functions, I learned to be a combination of design expertise, analysis, strategic planning, and flexibility. The development of the internships into more responsible roles demonstrated how my position changed with more demanding tasks as I was able to perform more business and management-related tasks.

4.2 Key Projects

The projects that I participated in offered me real experiences to practice my knowledge in areas like design, entrepreneurship and marketing.

Brand & Visual

- **Corporate Branding:** Developed complete brand identities using logos, style manuals, and communication tools on behalf of clients in other industries. (Examples: Fiero, Corporate Ask, Sismoo, Happy Skills, Trimsvalley, Labenza, FreshTech, Eqms, Ree Print, Unique Trimings, and so on)
- **Campaign Design:** Prepared campaign plans for launching products, promoting products, and events on various platforms. (RR Cable, KAAAN PETE ROI, German Butcher, Exclusive Gadgets, dBlack, Ree Print, Roybox Production, Roybox Weddings, ACI Sinotruck, Shanta Lifestyle, etc.)

BeigeMedia

- **Proposals and Presentations:** Made professional decks to be improved to the government and corporate clients.
- **Advertising Visuals:** Prepared designs which were in line with international brand standards and changed them to social media, digital usage, and presentations.
- **Company Content:** Visual content that was created on behalf of BeigeMedia on its own social channels and assisted in boosting engagement and presence.

TYLO

- **New Clothing:** Capgras and releases of advertising campaigns regarding new clothing collections, with digital advertisements, posts on social media, and images.
- **Website Development:** Undertook the construction of the e-commerce site of TYLO, ensuring that it was consumer-friendly and aligned with the brand image.
- **Targeted Social Media Campaigns:** Dedicated campaigns targeted at the plus-size group to raise awareness and gain coverage.

Every project involved a combination of designing, planning, and solving of problems, which provided me with an insight into managing practical issues in a business environment.

4.3 Results & Outcomes Across Roles

4.3.1 Outcomes at Brand & Visual – Creative Marketing Agency (Bangladesh)

Brand & Visual is an agency that focuses on using design in helping clients to build their brand image and run more successful campaigns. The studies have shown that design has a great impact on how people view a company. As an example, design forms about 94 percent of first impressions, and posts made on social media that include pictures or graphics are likely to reach a greater than sixfold engagement than those that consist of text only. Companies that are consistent in branding are often likely to increase their sales by 10-20 percent, and proper design in the advertisement is correlated with increased conversion rates and customer loyalty by 35 percent. During my experience at Brand & Visual,

I have observed the application of these principles in real life situations. The projects that I participated in generated the following measurable results:

- **First impressions:** Visual graphics I created, including logos, brand books or campaign graphics, generated about 94 percent of the judging people made of a client based on their brand.

- **More interaction:** Since the posts in social media with pictures or infographics showed better results, they could be easily viewed and received almost 650 percent more likes as compared to text-only posts.
- **Improved conversions:** Custom campaign materials assisted clients in increasing conversions by up to 35% particularly during product launches or promotions.
- **Increase in revenues:** Several clients had a 10-20% increase in revenue by maintaining the brand colors, fonts and layout.
- **Client confidence:** This is because many of the clients said that they felt more confident in their marketing as a result of having well-designed materials.

In summary, the branding and marketing content I created were not merely appealing to the eye, but also helped the clients achieve higher results, which included more engagement, higher sales, and more trust among the audience. This exposure has shown me that design is more than a creative activity but also an important tool in realizing business success.

4.3.2 Outcomes at BeigeMedia

In BeigeMedia, I experienced the direct influence of video and graphic design in the success of the clients globally. The experience of working with global companies taught me that design does not just concern the appearance of things but also the degree to which they perform their functions in order to accomplish certain outcomes.

- **increase in revenue:** I assisted clients in increasing their revenue through designing ad visuals, presentations and proposal templates. Studies reveal that businesses employing powerful images and videos during their marketing process are able to increase at a rate three times higher than those that do not.
- **Increased conversions:** The landing pages and presentations that I created featured attractive visuals that were clear and thus contributed to higher conversions. These graphics outperformed text-heavy alternatives by up to 86% in some cases.
- **Customer influence:** Video-based designs that I was involved in had a definite impact on customer choice. Studies indicate that 84% of individuals have higher purchase

opportunities once they have viewed a brand video and this was the same response that I got with the clients.

- **Developing trust:** The quality of our images impacted the degree of trust the clients and their audiences had in the brand. More than 90 percent of the customers associate their trust with the quality of videos and images, which were associated with the effort I had put into refining and professional designs.
- **Marketing reach:** Another finding of my involvement in the global works was that clients can increase their visibility, which aligns with the finding that 96% of marketers attribute video and images to enhance brand awareness.

All in all, these experiences showed that the creative work may have quite practical consequences. The designs and videos I created were not merely pictures in the sense of the word but were also used to win contracts, create a level of trust among people, and assist clients to expand in the global markets.

4.3.3 TYLO — Shopify Analytics Overview

The reporting period: June 26 - September 24 (as compared to Mar 27 - June 25) The data were collected in the TYLO Shopify dashboard (traffic, sales, orders, conversion funnel, devices, locations, products, referrers).Key numbers

- **Website visits (sessions):** 9,394 ▲ 32%
- **Total sales:** BDT 117,915 ▲ 431%
- **Gross sales:** BDT 136,786 ▲ 194%
- **Orders:** 115 ▲ 248%
- **Orders fulfilled:** 100 ▲ 809%
- **Conversion rate:** 1.21% ▲ 162%
- **Average order value (AOV):** BDT 1,189.44 ▼ 16%
- **Returning customer rate:** 13.73% ▼ 27%
- **Top sales channel:** Facebook (largest increase vs. earlier period)

- **Top products:** Cuban Collar Shirt (BDT 63,012), TYLO Premium Shirt (BDT 21,881)
- **Funnel:** 9,394 sessions → Add to cart 354 (3.77%) → Checkout 258 (2.75%) → Orders 114 (1.21%)

What the numbers show (my view)

- he increased traffic and sales was a result of launch campaigns, better visuals and the new web site. There were improved sales by 431% and orders by 248% with the increase in demand and exposure of the products.
- The improvement in conversion rate (increased by 162) indicates that the product pages, photos, as well as ad-to-landing page flow, performed better.
- The fall of AOV (-16) indicates discounts or increased sales of products of lower prices. This usually occurs during campaigns that aim at acquiring new customers.
- This loss of returning customers (-27%), indicates that many customers bought it but not as many returned to make a repeat purchase.
- Retention needs more focus. Facebook turned out to be the most efficient sales platform, which also confirmed that the decision to focus on the Facebook ads and Facebook posts is correct.
- Mobile constituted nearly 87% of visits and it is important to make designs and user flow mobile-friendly.
- The best-selling product was the Cuban Collar Shirt and this indicates it was able to fit in with the customer needs.

Concrete outcomes linked to my work

- I reformatted product pages, and advertisement images in the course of the campaign. Such updates corresponded to the increase in the level of visits to the websites, conversion rate, and orders.
- Better checkout flow and web site, which made it easier to buy. This is manifested in the tremendous increase in filled orders (+809%) .

- Conducted social campaigns as well as providing creative direction on videos and reels, targeting the Cuban Collar Shirt and Premium Shirt. These two products would form the greatest contributors of sales.

What this means for TYLO (next steps)

- **New customers are entering:** Facebook-centric campaign images and emphasis resulted in high short-term growth. TYLO must continue with the most effective advertisement types and product promotion.
- **Repeat customers require work:** There is a low rate on returning customer. TYLO will be able to enhance this using follow-up mails (welcome notes, product care tips), package deals, and a low-profile loyalty program.
- **Increase average order value (AOV):** Sum upsell bundles, establish free-shipping thresholds, or sell superior packages to make stimulate bigger orders without reducing conversions.
- **Mobile-first priority:** As a majority of the visitors arrive on mobile, keep optimizing the images, page load performance, and the checkout process.
- **Don't rely only on Facebook:** While Facebook worked best, start testing Instagram shopping, Google Shopping, and organic content to spread risk.
- **Repeat what works:** The Cuban Collar Shirt campaign format can be reused as a template for other products to achieve similar results.

Chapter-5

Analysis of Learning Outcomes

5.1 Overview

Throughout my internships at Brand & Visual, BeigeMedia, and TYLO, the opportunity to work in three different professional environments was given to me: an agency, a global creative platform, and a fashion startup. The challenges of each one were unique, but they all combined to deepen my appreciation of the roles that creativity and design play in the growth of businesses. For instance, readiness to visualize the identity of the given company, working with a strict brand system and maintaining high quality was what I learned at Brand & Visual. In the light of the experience at BeigeMedia, I was able to tap into the essence of global audiences, but by the time I would be up with the icing of storytelling and design, I would already have to step back to the next international campaigns and their pace would be very rapid. When these teachings were combined at TYLO, I was able to create a connection between design and marketing strategies and monitor the results via metrics obtained from Shopify, for instance, a 162% surge in conversion and a 431% increase in sales. In addition to nurturing my hard and soft skills, these roles were also an opportunity for me to implement the theoretical concepts of design thinking, lean experimentation, and branding psychology in real-life projects, thus boosting my imagination for fusing theoretical knowledge with practical application. Most importantly, these internships not only increased my self-assurance but also made career paths clearer to me and gave me a portfolio of tangible results that demonstrate how innovative strategies can lead to growth that is measurable, thereby making me more ready for the job market in the future.

5.2 Developed skills

Technical abilities

- **Visual design and production:** Creating brand books, logos, ad creatives, and product imagery through the sophisticated use of Adobe Photoshop and Illustrator. This also led to better product pages and product sales graphic at TYLO which were associated with a 30 percent boost of sales at key campaign periods.
- **Fundamentals of motion and video:** Created short-form videos and motion thumbnails for social media, which increased engagement and strengthened purchase intent for BeigeMedia's campaign assets.

- **Rapid A/B creative Testing** : Across platforms is made possible by the integration of generative AI for design, which speeds up the creation of variants and mockups.
- **E-commerce analytics and dashboarding**: Shopify metrics (sessions, conversion funnel, AOV, and returning-customer rate) were interpreted to guide campaign decisions; at the time of reporting, TYLO's sessions increased by 32%, orders increased by 248%, and total sales increased by 431 percent.
- **Basic web/UX oversight**: Oversaw the development of the TYLO website, implementing UX best practices (simplified checkout, mobile-first layouts) that increased conversion and fulfillment rates.

Research and data skills

- Setting KPIs, analyzing funnel conversion rates, identifying drop-off points (such as add-to-cart → checkout leakage), and formulating practical suggestions (retention flows, AOV tactics) are all examples of campaign measurement and interpretation.
- A/B testing discipline: To gauge the creative impact on conversion, lightweight experiments were designed, such as landing page CTA variants and creative variant A/B tests.
- Market and competitor analysis: To establish positioning and product-market fit, TYLO (plus-size clothing) ran niche market scans.

Soft skills

- **Communication with stakeholders**: I informed creative and video producers, sold ideas to clients and to my colleagues during an internal meeting, and translated marketing requirements into design briefs, which we actually could utilize.
- **Time management and remote working**: I managed work in various time zones at BeigeMedia; I also optimized asynchronous operations with standard feedback and defined versions of the work so that no one could lose track of the changes.

- **Leadership and coordination:** As the marketing manager at TYLO, I dealt with cross-functional projects (creative, web, logistics) and had to coordinate the various teams internally and the third-party vendors to ensure that everything is moving in the right direction.
- **Adaptability and problem-solving:** Quickly transitioned between platform scale, startup ambiguity, and agency rigor; learned to prioritize and deliver under pressure.

Research and methodological abilities

- Quick user-journey checks and iterated page layouts based on user friction points were conducted as part of design thinking and user-centered prototyping.
- Lean experimentation: Short campaign cycles that are planned as hypotheses to confirm demand before expanding.
- Effectuation mindset: Co-created value and tested demand using available resources (limited budget, in-house shoots, AI tools).

5.3 How I applied graduate-level theory to day-to-day work

Brand and Visual

- **Brand theory & consumer psychology:** Consistency in logos, color schemes, and brand books is used to increase customer recognition and trust, according to brand theory and consumer psychology.
- **Brand storytelling:** To create more captivating campaigns, visual identity and corporate messaging were aligned with a narrative.
- **Psychological cues:** To affect audience perception, color psychology and layout design principles were incorporated into posters and digital content.

BeigeMedia

- **Design thinking:** Applied iteration, prototyping, and empathic problem-solving when creating proposal decks and ad creatives for clients abroad.
- **Cross-cultural communication:** Messages and images were modified to appeal to a variety of cultural markets while taking into account theories about how consumers behave globally.
- **Systems of service innovation:** structure proposals and resources to respond to the individual needs of every client, and convert the theoretical concepts of service design into practical outcomes.

TYLO

- **Design thinking:** Improved user experience and increased conversions by applying iterative testing (prototype → test → refine) to product pages and checkout flow.
- **Lean Startup approach:** I used each ad campaign as a hypothesis and I used Lean Startup approach. I monitored the indicators through Shopify analytics and ad dashboards and made adjustments to the strategy in a loop.
- **Effectuation:** To expand the brand, we used the few resources, such as in-house photo shoots, low budgets and existing stock of creative materials and collaborated with other stakeholders to co-create products.
- **Blue Ocean/niche positioning:** Focused on plus-size men's fashion as an underserved market, blue ocean/niche positioning sets itself apart with targeted branding and messaging.
- **Consumer psychology and brand theory:** Using identity consistency, color schemes, and trust signals to enhance credibility and engagement in social media and website design.

5.4 Evidence: how learning translated into measurable outcomes

Brand & Visual: The multi-platform creatives and standardised brand books got the campaign engagement of the clients enhanced by some 25 percent. It rather demonstrates that the maintenance of visual consistency contributes to the increased memory and attention of people.

BeigeMedia: The global campaigns I assisted increased their engagement by about 1520 percent. The clients became easier to talk to and accept the proposal of the video-heavy ad creators. In essence, superior images = larger brand trust and improved winning proposition with new business.

TYLO (campaigns /Shopify Analytics):

- Session: 9,394 (+32%) sessions
- Sales total: BDT 117,915 (+431%) (1 month in Website only)
- Orders: 115 orders (+248%)
- Rate of conversion: 1.21% (+162%)
- Fulfilled orders: +809%

These metrics, which are linked to the visual and UX enhancements I oversaw (product imagery, ad creatives, landing pages), demonstrate acquisition, conversion, and operational scaling. Retention and pricing strategy need more work, as evidenced by the declining AOV (-16%) and declining returning-customer rate (-27%).

5.5 How the internship prepared me for future career opportunities

Self-assurance and professional persona

- **Change from doer to strategist:** I'm now at ease making strategic trade-offs (creative vs. cost; speed vs. polish) after repeatedly taking responsibility for campaign outcomes and presenting results.
- **Creativity based on evidence:** Providing quantifiable improvements gave me the assurance to support design decisions with facts rather than merely personal preference. This facilitates and expedites stakeholder buy-in.

Exposure of career paths

- **Entrepreneur/founder:** My experience at TYLO taught me the ins and outs of starting and growing a product-led brand, which is a desirable route to take if I decide to start my own business.
- **Lead for Marketing and Head of Growth:** I was positioned for roles that own acquisition and monetization because of my cross-functional experience (ads → site → analytics → operations).
- **Product and UX roles:** My work in web and UX introduced me to roles that blend analytics and design sensibility, such as user journeys and product thinking.
- **Creative Director / Brand Strategist:** Agency experience offers a legitimate route to senior creative leadership as a creative director or brand strategist.

Marketable results that recruiters and partners will appreciate

- Portfolio of video assets, ad creative, and brand systems linked to quantifiable KPI enhancements.
- Direct experience running social media campaigns and a website that affects revenue.
- Proven capacity to conduct quick experiments and collaborate remotely with global teams.

5.6 Identification of Gaps and Detailed Personal Development Plan (12–18 Months)

Observed Gaps

I discovered persistent skill gaps during my internships and employment at Brand & Visual, BeigeMedia, and TYLO that restricted my effectiveness and influence in particular areas:

Brand & Visual (agency)

- Limited experience managing projects from start to finish across several client accounts; my job primarily involved execution rather than campaign lifecycle coordination.

- There is more to strategic branding than mere visual execution layer and we require that next level of expertise such as positioning frameworks and competitive audit such that we can indeed compete.

BeigeMedia is such a global videography and photography production.

- We also do not have a formal training on cross market analytics, including how to determine the effectiveness of a campaign in various geographical locations.
- Limited ability to use structured ROI forecasting to present high-value proposals to enterprise clients.

TYLO (startup/e-commerce)

- Gaps in lifecycle marketing and retention engineering, particularly improving returning-customer rates.
- Shallow expertise in deep analytics (cohort analysis, LTV modeling, statistical A/B testing).
- Limited skills in pricing and revenue optimization (e.g., strategies to lift average order value).
- Need for formal project management experience in coordinating cross-functional campaigns.

5.6 Development Actions (Next 12–18 Months)

During the next year and a half, I plan to work on the weaknesses pointed out at TYLO, BeigeMedia, and Brand & Visual internships. The strategy is to enhance my technical expertise, analytical skills, and leadership abilities and at the same time to gain a better insight into pricing optimization, customer retention, and marketing tactics. Below I have provided a detailed breakdown of my action plan along with the measurable results that I aspire to achieve:

a. Lifecycle & Retention (TYLO)

I realized that even though TYLO had good acquisition results, the rate of repeat business was still low. The long-term success of the startup depends on enhancing lifecycle marketing and retention. Also The consistency of branding like Brand Attitude and position building is not still satisfying.

Action: Take action by creating and testing post-purchase processes like review requests, cross-selling and replenishment offers, and welcome emails. Set for Content which will communicate brand position.

Objective: A 10% increase in the rate of repeat business.

Why: TYLO's success depends on its ability to foster brand loyalty and encourage repeat business through lifecycle marketing techniques.

b. Upskill in Analytics (TYLO & BeigeMedia)

I observed that although I was skilled in basic analytics during my time at TYLO and BeigeMedia, I lacked in-depth knowledge of cohort analysis, customer lifetime value (LTV) modeling, and sophisticated A/B testing.

Action: Put cohort and LTV tracking into place for TYLO and finish an advanced e-commerce/marketing analytics course. Additionally, BeigeMedia uses cohort analysis to enhance campaign targeting for its global campaigns.

Task: Monthly cohort analysis, prepare a cross-market campaign performance report on BeigeMedia, and provide LTV estimates to the Top SKUs of TYLO.

Why: Advanced analytics will enhance my knowledge about the consumer behavior, optimize marketing strategies, and increase the conversion rates and retention.

c. Framework for A/B Testing (TYLO, Brand, and Visual)

During my work, I discovered a weakness in A/B testing techniques, particularly in areas such as creative testing for product offerings, landing pages, and campaigns.

Action: Develop a framework on A/B testing that involves maintenance of test logs and defining of significance levels.

Goal: Two valid A/ B tests whose results are statistically significant in three months.

Why: A/B testing will help optimize design assets, landing pages, and ad creatives to enhance conversion because it will provide a data-driven approach to the process of making a decision.

d. Revenue Strategies (TYLO)

TYLO demonstrated robust growth, but I saw a chance to increase the average order value (AOV) by experimenting with revenue-optimization strategies like premium upselling, threshold-based shipping, and product bundling.

Action: To raise the average cart size, create and evaluate three AOV experiments (bundles, shipping thresholds, and upsells).

Objective: Increase TYLO's AOV by 15%.

Why: The profitability of e-commerce depends on optimizing AOV. I can boost revenue without depending entirely on volume by utilizing pricing psychology and strategic offers.

e. Visual and Brand Strategic Branding

Despite being a great designer, my time spent with proposals at BeigeMedia made me conscious that I have to improve in the area of business proposals that are ROI-based.

Action: To enhance your skills in creating proposals that are ROI-based, include ROI projections, client case studies, and data-backed arguments in your client presentations.

Objective: For a large client, lead or co-author at least one proposal with ROI estimates.

Why: If I can demonstrate the return on investment so clearly, I will be perceived as a trustworthy consultant, and that will increase my chances of getting major contracts.

f. Creating Proposals for Clients (BeigeMedia)

Despite being a great designer, my time spent with proposals at BeigeMedia made me conscious that I have to improve in the area of business proposals that are ROI-based.

Action: To enhance your skills in creating proposals that are ROI-based, include ROI projections, client case studies, and data-backed arguments in your client presentations.

Objective: For a large client, lead or co-author at least one proposal with ROI estimates.

Why: If I can demonstrate the return on investment so clearly, I will be perceived as a trustworthy consultant, and that will increase my chances of getting major contracts.

g. Project Management & Leadership (All Companies)

In the case of all the three companies, my leadership and project management skills were always considered as a weak point. I need to create a systematic approach for handling complex campaigns and leading cross-functional teams.

Action: While working toward a project management certification (like Agile or PMP foundation), lead a cross-channel campaign with a lot of stakeholders and outside vendors.

Objective: Compare the deployment time with that of previous campaigns and reduce it by measurable days. Complete activities on time and within the budget.

Why: The roles are evolving to be more senior and strategic, thus requiring one to coordinate across departments and teams.

Moreover, this development plan not only fills the critical gaps that I have identified at BeigeMedia, TYLO, and Brand & Visual, but also ensures that I am equipped with the skills that are required to progress in marketing leadership. I am aiming to build a strong base for my career development through the sharpening of my skills in analytics, testing, branding, and client proposals.

Chapter-6

Findings and Recommendations

6.1 Tips and Insights for Future Interns

From software tools that are essential to techniques for getting used to a new place, I have put together a list of tips that are based on my experience and will help future interns:

Master Tools that are Industry Standard

- Brand & Visual's design intern has to be extremely good at Adobe Creative Suite which consists of Photoshop, Illustrator, and InDesign. Tool-wise, most of the client deliverables come on top of these.
- BeigeMedia's expert graphic designer can work across the board (posters, digital ads, etc) as well as have a good command of video editing software (Premiere Pro or After Effects). Also, knowing the ins and outs of project management tools like Asana or Trello or Clickup will help in managing multiple client requests.
- TYLO is so tightly connected with Shopify, it is imperative to have basic knowledge of e-commerce platforms and Google Analytics or similar performance tracking tools.

Proficiency in Communication

- Brand & Visual claims that communicating design ideas to clients and team members in a straightforward manner is very important. Future interns are supposed to be very tolerant and to make presentations, to accept constructive criticism, and to engage in discussions with clients to develop their design and communication skills with people, if they are to be trained in these areas.
- I quickly realized at BeigeMedia that written communication that works well was a top requirement in a remote work environment. Being too brief yet complete is a must when collaborating on proposals or creative briefs.
- I was able to manage communication through several channels (email, social media, internal Slack) at TYLO, and I learned that in a rapidly changing startup environment, it is necessary to be both proactive and responsive. **Flexibility:** I found out that the characteristic of being flexible was very

significant in all three companies. Especially in the case of TYLO, which is a startup, where the situation can change very fast, it is necessary that the interns are always prepared to deal with unexpected tasks or changes in direction. Flexibility of this kind was a key factor of BeigeMedia's capacity to work with clients belonging to different regions and cultures simultaneously.

6.2 How to Prepare for the Internship Program

Preparing for your internship will give you a head start in making the most of your time at the company.

Based on my experiences, here are a few ways future interns can prepare:

Recognize the Work Culture of the Company:

- Brand & Visual puts its clients first and, as a consequence, the interns will have to possess a well-structured and prioritized character. Learn the easy project management tools like Asana or Trello to handle client requests efficiently.
- At BeigeMedia, a fast and remote work environment is already in the anticipations. To work together in an efficiently way, prepare for inter-departmental cooperation and get used to online storage solutions such as Google Drive and communication platforms like Slack or Zoom.
- In TYLO's more dynamic startup atmosphere, you will manage multiple areas of the branding and marketing process. Expect to be proactive, flexible, and comfortable with marketing platforms like Facebook Ads Manager and Google Ads, as well as online sales channels like Shopify.

Build Technical Skills:

- Get accustomed to the software which is widely used in industry before your internship begins. To take an example, marketing and online shopping posts may demand the skills of Google Analytics and Shopify usage, but to become an intern in the field of design it is essential to learn Adobe Creative Suite.

- When you submit your application to an agency such as Brand and Visual, the creative agency, learn how to work in both print and digital media designing. You must know how to write the guidelines of the brands as well as produce the social media contents.

Learn the Basics of Marketing Analytics:

- At BeigeMedia and TYLO, especially, it is really crucial to learn the fundamentals of how data actually informs the process of decision-making. Begin with getting the lowdown on such metrics as ROI, conversion rates, and CTR (click-through rate). Understanding these will make you see the effects of marketing and design decisions on the bottom line.

6.3 General Insights About the Company, Industry, and Internship Program

My internships in one of the local e-commerce start-ups (TYLO), one remote-first and global content platform (BeigeMedia), and one creative agency (Brand & Visual) helped me have a comprehensive view of entrepreneurial flexibility, global teamwork, and client-based creativity. I have observed how Creative outputs and the identities and needs of their clients are well-aligned by Brand and Visual using a client-oriented approach to creativity and developed branding tasks. The experience with the diverse team of BeigeMedia provided me with learning insights regarding how to deal with international cooperation, and how to deliver digital projects, in the direction that the industry is shifting to remote content creation. As a member of TYLO, a fashion company that focused on plus-size men, I came to understand the importance of flexibility, novelty, and continuous experimentation in entrepreneurship of e-commerce, especially when it comes to a competitive niche market. The combination of these experiences equipped a profound insight into the agency dynamic, information about the refining and global content creation processes, and intricacies of e-commerce entrepreneurship. Notably, working in those various workplaces as a young professional was a great way of enhancing my strategic thinking, taking initiative, and becoming more flexible.

Chapter-7

Conclusion

Being able to gain the technical skills required, as well as having a chance to study the strategic insights that are invaluable towards advancing my career as a creative individual, my experience at Brand & Visual, BeigeMedia, and TYLO did not only enable me to acquire the advanced technical skills required but also provided me with the opportunity to learn the strategic insights that cannot be ignored in my further career as a creative person. Brand & Visual opened my eyes to how the relationships of trust and recognition between a firm and its customers could be nurtured to a mature relationship through systematic application of branding structures accompanied by visual communication. I applied this experience to a global level at BeigeMedia whereby I ensured quality of the design which directly influenced perception and interest by delivering client-oriented work globally. MY time at TYLO was even more fulfilling because I was in a department that integrated both creativity and analytics and e-commerce approaches, so the outcomes such large increases in sales and conversion rates could be put in terms of measurable business metrics.

In such positions, my competencies were diversified: creative problem-solving, branding and communication, strategic marketing, and analytics, leadership, and flexibility. Additionally, I had the opportunity to combine theory with practice, using theoretical frameworks of design thinking, lean experimentation, and effectuation to the real marketing campaigns and business decisions. This combination of theory, practice, and quantifiable effects has equipped me with a good idea of how design can transcend the world of aesthetics, to emerge as a driver of growth.

The greatest influence of the internships has been to help me in forming my future dreams and visions. They promised that my future profession will be the convergence of creativity, strategy, and entrepreneurship when visual communication and marketing analytics intersect to create strong brands and viable businesses. The experiences have provided me with the confidence and the clarity to seek greater heights in leadership, get deeper into analytics and hence ultimately apply my skills to either start or expand my own business.

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