



Department : Economics		
Academic Year : 2023-24		
Sr. No.	Programme Code	Name of the Programme
01.	107	B.A. Economics(Hons.) IVth Semester (Internship)

Manisha

Head
Deptt. of Economics
GURU GHASIDAS UNIVERSITY
BILASPUR (C.G.)

Signature and Seal of the Head

गुरु घासीदास विश्वविद्यालय
(केन्द्रीय विश्वविद्यालय अधिनियम 2009 क्र. 25 के अंतर्गत स्थापित केन्द्रीय विश्वविद्यालय)
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Guru Ghasidas Vishwavidyalaya
(A Central University Established by the Central Universities Act 2009 No. 25 of 2009)
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GURU GHASIDAS UNIVERSITY
BILASPUR, CHHATTISGARH
495001

Topic- Summer Internship Report

Submitted To:

Dr. Ravindra Kumar Sharma
Department of Economics

Submitted By:

Prakriti Dwivedi
GGV/22/08145
Department of Economics

Internship Experience Certificate provided by the company:- *Digital Friend*



Experience Certificate

Date: 18th July 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Prakriti Dwivedi**, has successfully completed her Content Writing Internship at Digital Friend from 2nd May to 2nd July 2024 in Ahmedabad.

According to our knowledge, Prakriti has an excellent track record and her work has been found satisfactory because of her sincerity, dedication and hard work. She took charge and worked on coming up with catchy and creative content for the brands social media presence as well as for Branding Collateral. During the period of her assignment, we found her sincere, hardworking and a keen learner.

We wish her every success in her future.

From Digital Friend

Authorized Signatory
PARTH PATEL

Note: - This is computer generated document so no need of signature.



Executive Summary

This report details my internship experience at Digital Friend, an IT company specializing in digital marketing services, from May 2024 to June 2024. It provides an overview of the company, outlines my roles and responsibilities, and discusses how my technical knowledge was applied during the internship. Additionally, it includes my personal profile and geo-tagged photos to document my activities and achievements during the internship.

The internship at Digital Friend provided me with an immersive experience in the digital marketing field, enabling me to develop a diverse skill set and gain practical insights into industry best practices. My role primarily involved content creation, social media management, and website development. These tasks allowed me to contribute meaningfully to the company's projects and campaigns, ultimately enhancing my understanding of digital marketing strategies and their implementation.

Throughout the internship, I was actively involved in creating copywriting content for a variety of clients, assisting in the development of monthly social media posting planners, and writing website content as needed. These responsibilities helped me improve my writing skills, learn about effective content strategies, and understand the importance of maintaining a consistent brand voice across different platforms. Additionally, my collaboration with various teams at Digital Friend, including the design and social media marketing teams, provided me with valuable experience in teamwork and project management.

This report is structured to give a comprehensive view of both the organizational aspects of Digital Friend and the specific contributions I made during my internship. It highlights the company's vision, mission, and structure, along with an in-depth analysis of my roles and responsibilities. Furthermore, it discusses the practical application of my technical knowledge and the value I added to the organization through my contributions.