## Weekly Accomplishment Report OJT



**Student Name:** Emily Nguyen
**Internship Position:** Marketing Assistant
**Company:** Bright Horizons Advertising Firm
**Week Covered:** July 10 - July 14, 2024
**Submission Date:** July 15, 2024

### **Objectives for the Week**

* To assist in the development and implementation of social media marketing strategies.
* To complete the first draft of the monthly client performance report.
* To enhance skills in using digital marketing tools, specifically Google Analytics and Hootsuite.

### **Tasks Completed**

* **Social Media Campaigns:** Participated in brainstorming sessions for upcoming social media campaigns, contributing five original campaign ideas that were well-received by the team.
* **Content Creation:** Created and scheduled one week's worth of content for three different clients across Facebook, Instagram, and Twitter using Hootsuite, ensuring alignment with each client's brand voice.
* **Client Performance Report:** Compiled and analyzed performance data for the first draft of the monthly client performance report, focusing on key metrics such as engagement rates and campaign ROI.

### **Skills Developed**

* **Analytical Skills:** Improved my ability to analyze social media metrics and interpret data to derive actionable insights, enhancing the effectiveness of marketing strategies.
* **Creativity:** Enhanced my creative thinking process through active participation in campaign brainstorming sessions, learning to propose innovative ideas that align with client objectives.
* **Technical Proficiency:** Gained hands-on experience with Hootsuite and Google Analytics, developing a deeper understanding of these tools for effective social media management and performance analysis.

### **Challenges Encountered and Solutions**

* **Challenge:** Initially struggled with using Google Analytics to extract meaningful data for the client performance report.
* **Solution:** Sought guidance from my supervisor and completed an online tutorial on Google Analytics, which greatly improved my proficiency and enabled me to complete the report accurately and on time.

### **Plans for Next Week**

* To finalize and present the monthly client performance report to the team for feedback.
* To continue developing social media content and campaign ideas for upcoming projects.
* To start learning about SEO best practices to contribute to future digital marketing strategies.

### **Feedback Requested**

I would appreciate feedback on the client performance report's format and content to ensure it meets the team's expectations and provides valuable insights for our clients.

### **Supervisor's Comments and Approval**

[Space for supervisor’s comments and signature]