

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

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