



اَوْنَبُوْ سَيِّدِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN MARKETING**

**ASSESSMENT
INDIVIDUAL INDUSTRIAL TRAINING REPORT**

**COURSE & COURSE CODE
INTERNSHIP (MGT666)**

PREPARED BY:

NAME	MATRICES NUMBER	CLASS
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**DATE OF SUBMISSION:
23rd JULY 2023**

EXECUTIVE SUMMARY

This report was written for the topic of Internship (MGT 666) at the MARA University of Technology's Malacca City Campus. This internship was required for me to graduate with an honours degree in Business Administration (Marketing), and I worked on it from March 1st to August 15th, 2023. In addition, I worked on it as part of the degree's capstone project, so it counts towards the degree. As a result, over the course of my internship, I will be working at Sandhill Digital Sdn. Bhd. to gain an understanding of the Digital Marketing Services and the primary tasks.

The major purpose of the internship was to get practical experience and apply theoretical knowledge in the fast-paced and dynamic sector of digital marketing, namely in the areas of Content Management, Operation and Creative Management, and Customer Relationship Management. During the course of this internship, a wide variety of important experiences and insights were obtained.

To begin, I was given the chance to gain knowledge about the production, curation, and dissemination of compelling content across a variety of digital platforms in the department that is responsible for Content Management. I was able to obtain practical expertise in the areas of content planning, researching keywords and content, and optimising content. I have a solid knowledge of content marketing techniques and the significance of providing target audiences with information that is both helpful and relevant to the content being delivered. Second, I was given the opportunity to become familiar with the agency's operational features while working in the department of Operation and Creative Management. I was given the opportunity to participate in the project including marketing advertisements. In addition, I worked closely with the creative team, contributing to the conception and implementation of aesthetically appealing projects. My ability for creativity and problem-solving was greatly improved as a result of this experience. Last but not least, working in the Customer Relationship Management department afforded me the chance to get an appreciation for the significance of establishing and sustaining solid connections with clients. I was an active participant in team meetings and provided them with guidance on how to utilise the Whatsapp Blast Bot.

The internship that I completed in the Content Management, Operation and Creative Management, and Customer Relationship Management departments gave me with a well-rounded knowledge in a variety of elements of how the agency operates as a whole. My knowledge, abilities, and overall professional development have all been enhanced as a result of these experiences, which has provided me with the tools necessary to build a successful career in the field of digital marketing.

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1.0 ACKNOWLEDGEMENT

It is with great appreciation that I want to thank my internship supervisor, Tuan Md Zuwairi Bin Md Safar, for all of his invaluable help, guidance, and support. His encouragement, advice, and mentoring were crucial to me at this time. I owe a great debt to him for the time and effort he has put into helping me develop professionally and for the insightful feedback and suggestions he has provided throughout my studies.

I would also want to thanks to Sandhill Digital Sdn Bhd for giving me the opportunity to work with them and get practical experience in the field that most interests me. I have learned a lot from my teammates and the challenges I had throughout my internship, so it is been a really valuable experience overall.


I would want to thank everyone who helped me out throughout my internship, but especially the people I worked with who were always there to lend a hand and gave me advice and boosted my morale. I would also want to thank the helpful and kind staff at Sandhill Digital Sdn Bhd for everything that they did to make my experience there more enjoyable and comfortable.

My deepest thanks to Tuan Aiman Anuar, the Digital Marketer for taking part in useful decisions and giving necessary advices and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge his contribution gratefully.

It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to Tuan Hazwan Syahmi, Ms Shafiqah, the Admin/Client Expert, Ms Fazliyana, the Copywriter, Puan Zarifah and Puan Shafinaz, the Video Editor, Ms Diyana and Puan Ain, the Creative Designer, Tuan Khairil and Tuan Dannial, the Digital Marketer for their careful and precious guidance which were extremely valuable for my study both theoretically and practically.

Finally, I would want to thank my academic advisor, Puan Mastura Binti Ayob for her help in setting the academic basis and preparing me for the internship that has resulted to these impressive outcomes. Her helps throughout my studies has been invaluable, and I hope to one day live up to their high standards.

2.0 STUDENT'S PROFILE



PERSONAL DETAILS

Birth Date

Marital Status

Location

Email

Phone

EDUCATION

2020-Present
Universiti Teknologi MARA (UITM), Melaka
Bachelor of Business Administration (Hons) Marketing
Current CGPA: 3.43

2018-2020
SMK Temerloh
Sijil Tinggi Pelajaran Malaysia (STPM)
CGPA: 3.08
MUET: Band 4

CO-CURRICULAR

Universiti Teknologi MARA (UITM), Melaka:

- Forum: How To Balance Study and Leadership
- Uniqueness Of Your Passion Of Business Competition
- Siwapreneur Virtual Talk
- A treasure program for Effective Communications at SK Tanjung Minyak

SMK Temerloh:

- Patin Run, 2019
- The First International Fun Walk For Peace, 2019

SMK Temerloh Jaya:

- Allstar Interschool Showdown, 2017
- Kejujohanan Petanque MSSD Temerloh, 2017

REFERENCES

Encik Muhammad Fairuz Bin Jamil
Universiti Teknologi MARA (UITM), Melaka
Lecturer

Miss Keng Heuy Leng
KS Walk In Mart, Temerloh
Supervisor

Encik Md Zuwairi Bin Md Safar
Sandhill Digital Sdn.Bhd.
Supervisor

NABILLA SAFARINA

BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING

A highly motivated, versatile, and consistent individual proficiently performing multiple roles, working under pressure, and outperforming exacting specifications. Excel in fast-paced team environments and collaboration with team members. Always driven to maintain ethical standards and thrives in a team-oriented setting.

I'm looking for an organization to commence a job as digital marketer. I believe starting a career with your company will allow me to use what I've learned in this course while also improving my knowledge and skills.

WORKING EXPERIENCES

- **July 2022-September 2022 & January 2022-March 2022**
KS Triple Mart, Temerloh
Part Time Cashier/Sales Assistant
 - Counted cash in register drawer at the beginning and end of shift.
 - Performed cash register operation, scanned, and received cash, debit and credit cards, and E-wallet payment (Boost, GrabPay, Touch 'n Go) as per the product's price.
 - Restocked, arranged, and organized merchandise in front lanes to drive product sales.
 - Assisted customers with purchase questions, promotion concerns, and processing exchanges and refunds.
- **2021 & January 2020-October 2020**
KS Walk in Mart, Temerloh
Part Time Cashier/Sales Assistant
- **March 2023 - Present**
Sandhill Digital Sdn.Bhd., Kompleks Diamond Bangi Business, Seksyen 16 Bandar Baru Bangi
Internship Student | Content Management

SKILLS & HIGHLIGHTS

- Advanced:**
- Speaking and Writing in Malay
- Intermediate:**
- Speaking and Writing in English
- Basic:**
- Speaking and Writing in Arabic
 - Microsoft Word
 - Microsoft PowerPoint
 - Microsoft Excel
- Interpersonal Skills:**
- A proactive, passionate, and committed worker
 - Self-motivated and hard-working individual
 - Remains calm in stressful situations
 - Positive and strong work ethic
 - Enjoy working as a team member and independently
 - Good at communicating with a diverse group of people
 - Fast learner; adaptable and flexible to technology changes

Figure 1: Nabilla Safarina's Profile