

SUMMER INTERNSHIP PROGRAM

At

CODEFLIK TECHNOLOGY



From 12 May 2025 to 25 July 2025

A REPORT BY

DOLISHA JAIN

**Master's in Business Administration
In**

Development Management

Roll no 0058

2024-26

Under the Mentorship of

Mr. Vishal Saxena

(Marketing Manager – Digital Marketing)



Completion Certification from the Organization

CERTIFICATE

This is to certify that Ms. Dolisha Jain of 2024–2026 batch of School of Development Studies has worked with our organization for her summer internship from 11 May 2025 to 25 July 2025.

The overall performance shown by her during the period was Excellent. This certificate is being issued to meet the requirements of the IIHMR University.

Date: 28-07-2025

Vishal Saxena
Marketing Manager



IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Dolisha Jain** academic year 2024-26 **School of Development Studies** has prepared a poster with respect to her summer internship held during May-July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 30/07/2025

A handwritten signature in blue ink, appearing to be 'H. Sinha', with a long horizontal stroke extending to the right.

Prof. Himadri Sinha Ph.D.
Professor



CODEFLIK TECHNOLOGY

INTRODUCTION

Codeflik Technology is a company that helps other businesses with online marketing. I did this job for 10 weeks. I did many different things at my internship, such as finding new customers, making plans for social media, using Amazon tools, and helping with sales. I also learned how to use WhatsApp, LinkedIn, and Google Maps to find leads.



VISION

TO PROVIDE A REVENUE GROWTH TO ALL BUSINESSES WITH INNOVATIVE, RESULTS-DRIVEN DIGITAL SOLUTIONS, TRANSFORMING THE WAY BUSINESSES OPERATE AND GROWTH AND BUILD A FUTURE-READY FUTURE.

MISSION

TO PROVIDE INNOVATIVE AND CUSTOMIZED DIGITAL SOLUTIONS THAT HELP BUSINESSES GROW, INCREASE THEIR MARKETING EFFICIENCY, AND PROVIDE ONLINE PERSONALIZATION.

STRENGTH

- FAST CLIENT RESUME
- MULTIPLE SERVICES
- QUICK & TURN-AROUND TEAM

WEAKNESS

- NO FURTHER TRAINING
- NO FURTHER OBJECTIVE GROWTH

SWOT ANALYSIS

OPPORTUNITY

- ONLINE BUSINESS GROWTH
- DEMAND FOR BUDGET MARKETING
- INTERN TRAINING POTENTIAL

THREAT

- TOPIC & TREND CHANGE
- FAST
- STRONG MARKET COMPETITION
- RISK OF DELAYS WITHOUT SYSTEMS

CHALLENGES

- Possible - We did not have enough training on how to use tools like Shopify, ad platforms, and social media tools. We needed more training on tools like Shopify, ad platforms, and social media tools, especially in the beginning.
- Possible I had to figure out how to do many things by myself because there were no easy instructions or help for new users.
- We had a hard time understanding how to work on projects because we didn't see many examples of them before.
- We had to learn new things and do different things at the same time. We had to be more independent and take charge of our own work.



OBJECTIVE

- To use what we learned in class about marketing and communication in real jobs.
- To use social media, sell online, and keep good relationships with clients.
- How can small and medium-sized businesses use digital platforms and services to grow and reach more customers.



Difference between practical exposure at the SIP organization and theoretical understanding from IIHMR University

THEORETICAL LEARNING (IIHMR UNIVERSITY)	1	PRACTICAL EXPOSURE (CODEFLIK TECHNOLOGY)
Learned concepts through Lectures	1	Applied Knowledge on real Tasks
Tools Discussed in Class	2	Used Tools like Whatsapp, LinkedIn, Gmail
Campaigns Studied theoretically	3	Did actual sales and Upselling
Practiced communication through role plays	4	Interact directly with Clients

FINDINGS

- I got two new customers, one of them wanted more from Amazon and the other needed web services.
- Learned how to talk to clients, make them buy things, and keep them happy.
- I know that social media and online stores help businesses grow.
- Learned how to make leads and promote products online.



LEARNING

- Learn how to use social media and make good content for your business.
- Learned how to schedule posts, see how well they work, and help clients with their image.
- Learned about how to measure and improve the results of online advertising and how to pay for it.
- I learned how to get more customers using Google Maps, WhatsApp, and LinkedIn.
- I know how to sell things on Amazon, make good listings, and help customers.
- The skills that help you talk to your boss and customers better and close more deals.



METHODOLOGY

- The job involved creating and posting social media content, scheduling posts, and monitoring how well they performed.
- I assisted with creating and sharing content on social media.
- Sourced leads using Google Maps, LinkedIn, and WhatsApp.
- Contact customers through messages, calls, and emails. - Work with customers by sending messages, making calls, and replying to emails.
- We can do many things for you online, like: - Selling your products on Amazon - Making and making your website better - Showing people your online business
- Attended meetings with clients to learn what they needed and how we would provide the service.
- Helped the senior team members talk about the performance marketing campaign.



S-O STRATEGIES

TO GET NEW CUSTOMERS, OFFER QUICK AND EASY ONLINE SOLUTIONS.

W-O STRATEGIES

TRAIN INTERNSHIP AND SET WORKS FLOW TO HANDLE GROWING DEMAND.

TWOS STRATEGIES

S-T STRATEGIES

USE CLIENT TRUST & SPEED AS KEY STRENGTHS AGAINST COMPETITORS.

W-T STRATEGIES

START INTERNAL TOOL TRAINING AND IMPROVE SYSTEMS TO AVOID ERRORS

CONCLUSION

- Applied classroom knowledge in real-world digital marketing tasks.
- Enhanced skills in communication, client handling, and sales.
- Learned how to use social media, Amazon services, and lead generation.
- Learned how to do digital marketing and consulting work.
- It is better for interns to work on real client projects as soon as possible, so they can learn faster and be more responsible.



The suggestion that you would like to give to the organization related to the day-to-day operations and management of the department/ organization.

- Structured Daily Briefings: A short morning meeting can align all team members and improve task clarity.
- Internship Mentorship: Assigning mentors to interns will enhance learning and productivity.
- Cross-Functional Teams: Collaborating with colleagues from different departments can lead to innovative solutions.
- Culture of Learning: Encouraging a learning mindset can foster continuous improvement.
- Client Communication Templates: Standardizing follow-up and proposal formats can save time and maintain professionalism.
- Interns can learn more by working in different areas (like SEO, content, ads).

Compiled Reporting Format

Name of the Organization: CODEFLIK TECHNOLOGY

Area/ Department/ Project of Summer

Internship Program: MARKETING

INTERN- DIGITAL MARKETING & AI

Name of the Student: DOLISHA JAIN

Roll no: 0058

Stream: MBA in Development Management

Activity Done	During my 10-week summer internship at Codeflik Technology, I was part of the Marketing Department. I had the chance to learn and apply my knowledge in a fast-paced digital marketing setting. The internship exposed me to strategic planning and practical execution, covering lead generation, client handling, social media content creation, and performance marketing. This experience helped me understand how different parts of a marketing department work together to reach business objectives. At the start of my internship, I learned about the company's services and workflow. Codeflik offers an integrated suite of digital services aimed at helping startups, entrepreneurs, and growing businesses improve their digital presence. These include: - Social Media Marketing - Website Design and Development - Amazon Seller Onboarding and E-commerce Solutions - Digital Branding and Logo Creation - Performance Marketing (Meta Ads) - Product Photography and Reels for Business Pages
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As a newcomer, I was initially given an overview of the team's operations. I observed the client briefing, requirement analysis, and task delegation processes, which gave me a foundational understanding of how an agency functions in real-time. From there, my role evolved significantly.

Lead Generation and Client Communication

One of my first responsibilities was lead generation. I used various platforms and tools to research and gather data on potential clients. Some methods and tools I used included:

- Google Maps to identify local businesses
- LinkedIn to connect with founders and managers of small brands
- WhatsApp to follow up with leads and respond to inquiries
- Instagram to find brands needing digital support or content creation

This phase taught me the value of research, targeting, and how to communicate effectively in business messaging. I learned to pitch services professionally, write follow-up messages, and maintain lead tracking sheets. Over time, I became confident in starting conversations and guiding leads towards conversion.

Client Handling and Service Customization

As I grew more confident, I was given the responsibility to handle client interactions on my own. I successfully closed two clients from the initial conversation to conversion. This process involved:

- Listening to clients' needs and clearly explaining our services
- Taking input from seniors while building trust with clients
- Gathering relevant business details, sample references, and goals from clients
- Coordinating with internal teams to begin execution

One of my clients, an ethnic wear business from Jaipur, first signed up for a website but later agreed to Amazon onboarding support after our discussion. I successfully upsold services by demonstrating how e-commerce could benefit their business. This gave me direct experience with value-based selling and post-sale support.

Throughout this process, I learned to handle various queries such as pricing, service timelines, and deliverables. These real-time conversations taught me professionalism, clarity, and calm problem-solving.

Social Media Marketing: Tools, Creativity, and Content

In the second half of my internship, I joined the Social Media Marketing (SMM) team. This was one of the most exciting parts of my internship, as I love creativity and content. My tasks included:

- Designing sample creatives using Canva
- Writing post captions and hashtags that matched client branding
- Assisting with calendar planning and post scheduling
- Observing engagement patterns and how content strategies shift based on trends

This experience provided hands-on knowledge of brand voice development, visual aesthetics, and how SMM teams track engagement metrics like reach, saves, comments, and story interactions. I was particularly proud to contribute sample creatives that the team appreciated and found useful for future content guidelines.

Exposure to Performance Marketing

Later in my internship, I shadowed the Performance Marketing team, which focuses on paid ads and ROI-based campaigns. While I didn't directly manage ad accounts, I learned:

- How to plan a campaign with budget, objectives, and targeting

- The workings of Facebook/Instagram Ads Manager
- How performance marketing decisions are made using real-time data

This experience broadened my understanding of how organic marketing (SMM) and paid marketing (Ads) work together to grow a business digitally.

Team Collaboration and Multi-Tasking

Working at Codeflik helped me recognize the importance of team coordination and time management. I regularly communicated with:

- The website team for updates
- Designers for creative assets
- My seniors for approvals and guidance
- Clients for gathering input and delivering services

Balancing these conversations while keeping documentation updated was a significant lesson in multi-tasking and process discipline.

Some additional responsibilities I took on included:

- Helping prepare client proposal templates
- Assisting in writing captions for Instagram carousels
- Reviewing competitor brand pages for content ideas

Summary of Key Activities

To summarize, here are the main activities I performed during my 10-week internship:

- Lead generation using various platforms
- Client outreach and professional messaging
- Handling two clients independently (conversion and upselling)

	- Communication support for website and Amazon projects - Canva designing and content assistance for the SMM team - Exposure to ad strategy planning in performance marketing - Team support in research, content planning, and client updates This internship gave me a complete view of marketing execution. I not only learned concepts but also applied them in real-time, adjusted based on client needs, and contributed meaningfully to live projects. I improved my sales pitch, digital knowledge, team coordination, and confidence in handling professional responsibilities.
Linking theory (Classroom learning) with practice at your organization	During my 10-week internship at Codeflik Technology, I applied many concepts from my MBA program, particularly from the Development Management stream. While my work focused on marketing and client services, the variety of tasks allowed me to use learnings from subjects like Marketing Management, Consumer Behavior, Communication Skills, Entrepreneurship Development, and Business Strategy. This internship acted as a real-time lab, where I tested theory against practical scenarios, giving me firsthand experience of how the business world operates beyond textbooks. Core Subject Applications in Real Work: 1. Marketing Management One clear connection I experienced was between my Marketing Management coursework and my marketing tasks at Codeflik. The academic concepts of segmentation, targeting, positioning, and marketing mix (4Ps) were directly applied during lead generation, client interaction, and service pitching. Classroom Concepts Applied:

- Understanding consumer needs and adapting offerings accordingly
- Using value-based communication to pitch digital services
- Identifying service gaps in client businesses and providing relevant marketing solutions

Practical Example:

When reaching out to clients on LinkedIn and WhatsApp, I often segmented them by industry (e.g., fashion, FMCG, handmade goods) and customized my messaging. My understanding of market segmentation helped me tailor my pitch whether I was talking to a small boutique or an e-commerce seller.

2. Consumer Behavior and Customer Journey

In class, we learned that grasping what motivates customers, their decision-making process, and their behavior patterns is key in marketing. This became apparent when I started managing live leads and interacting with clients, each with different priorities and pain points.

How I Applied It:

- I listened carefully to client problems, whether it was low reach, an outdated website, or lack of online visibility, and addressed these in our proposals.
- I used empathy and active listening to manage objections during sales conversations.
- I learned to identify where the client was in the buying journey—awareness, interest, consideration, or decision—and adapted my communication accordingly.

A specific learning moment occurred when a client showed interest in branding but hesitated due to budget concerns. I applied my knowledge of customer psychology and risk aversion to offer a phased service plan.

3. Communication Skills and Client Handling

A significant part of my classroom learning in communication, both written and verbal, became crucial during my internship. I had to write professional emails, send WhatsApp follow-ups, and draft introductory messages on LinkedIn.

From pitching services to managing objections, I learned how the tone, structure, and content of communication can affect client trust and decision-making.

Key Applications:

- Crafting polite yet persuasive messages
- Structuring communication for clarity and confidence
- Using verbal tone and listening skills effectively during client calls
- Keeping professional documentation for every client interaction

My confidence in using clear, concise, and structured communication helped me build better client relationships, especially when managing post-sale follow-ups for website projects or Amazon listing queries.

4. Entrepreneurship and Small Business Development

My Development Management specialization focuses on empowering small businesses, startups, and rural entrepreneurs. This directly linked to my internship, as many of Codeflik's clients were small brands trying to go digital for the first time.

Interacting with these clients highlighted how effective digital marketing can be in boosting income, reach, and visibility. I witnessed theory in action as I helped traditional offline businesses take their first steps toward online sales through websites or Amazon onboarding.

Key Learnings:

- The challenges small businesses face, such as lack of digital knowledge, fear of investment, and limited marketing budgets
- How to simplify digital services so new entrepreneurs can

recognize their value

- The transformative role social media can play in establishing brand identity

Helping a Jaipur-based ethnic wear brand transition online offered me immense satisfaction, as I could see how my skills supported economic development at the grassroots level.

5. Service Marketing and Customer Relationship Management

A recurring classroom topic in marketing is that selling is just the first step; retaining customers is the goal. This became evident during my internship, especially while managing clients after conversion.

Once I closed a client, I needed to ensure:

- Smooth communication with the design or tech team
- Proper collection of brand inputs (logos, descriptions, images)
- Regular follow-ups to make clients feel supported

I learned how critical trust and post-sale communication are for client retention. This reinforced our classroom theories about relationship marketing and customer satisfaction.

6. Digital Tools and Strategic Application

My exposure to tools like Canva, Instagram, Facebook Ads Manager, and LinkedIn helped me grasp how modern marketing blends theory with technical execution.

From understanding ad budgets and campaign reports to designing Instagram carousel posts using Canva, I balanced strategic thinking with technical execution.

This reminded me of our classroom lessons emphasizing that marketing combines art, science, and technology. I saw how true that statement is in today's competitive environment.

7. Ethics and Professionalism in Marketing

Ethics is another important subject in our curriculum, which I

	experienced during real conversations. I learned to: - Avoid over-promising during pitches - Respect client privacy and communication boundaries - Ensure accurate timelines and deliverables Codeflik's work culture aligned with these values. Even during challenging situations like delays or client confusion, the team maintained transparency and professionalism. Being part of such an environment showed me how ethical marketing builds brand reputation and trust. Realizations and Reflections: - Theory alone isn't enough. True understanding emerges when you apply it under deadlines, pressure, and with feedback. - Concepts that seem simple in textbooks become more complex when you deal with real clients who have changing needs. - Soft skills are just as crucial as technical skills. Patience, empathy, confidence, and clarity are key to marketing success.
Gaps identified in the working area.	My internship at Codeflik Technology was a valuable and practical learning experience. However, it also highlighted several areas where the working structure, intern onboarding process, and support systems could be improved. Coming from an academic background, I noticed both the strengths and weaknesses of the real-world work environment. Identifying these gaps helped me understand how organizations operate and how they can evolve to create more efficient, inclusive, and growth-oriented systems, especially for new interns and entry-level talent. 1. Lack of Formal Onboarding and Orientation Program One of the first things I noticed as an intern was the lack of a structured onboarding process. Upon joining, there was no

official orientation session, training material, or welcome guide that explained:

- Company hierarchy and team roles
- Expectations from interns
- Tools commonly used in the company
- Reporting or feedback mechanisms

As a result, the first few days were confusing. I frequently had to ask seniors for clarity on simple questions like:

“What is expected from me today?” “Where should I submit client updates?” or “Who do I report to for daily tasks?”

Although the team was polite and helpful, the absence of documentation or structure created unnecessary delays and made the onboarding feel incomplete.

Recommendation: A short, two-day orientation workshop or a digital welcome kit (PDF or video format) would help new interns feel confident, aligned, and prepared from day one.

2. Limited Training on Tools and Platforms

As a marketing intern, I encountered various tools such as:

- Canva (for designing social media posts)
- Meta Ads Manager (for Facebook/Instagram campaigns)
- Google Sheets (for lead tracking and reporting)
- WhatsApp Web, LinkedIn, and Instagram (for lead generation and outreach)
- Shopify and Amazon Seller Central (for website and e-commerce services)

However, there was no structured training on how to use these tools. I often had to “figure them out” or seek help from teammates who were busy with their own work.

While I managed to learn Canva on my own and received minor assistance with Amazon onboarding steps, I sometimes

wished someone could have guided me through the basics, such as setting up a product listing or creating a Facebook ad set.

Recommendation: A “Digital Tool Starter Pack” with simple guides or pre-recorded tutorials for key platforms would be extremely helpful for interns, especially those using these tools for the first time.

3. No Access to Previous Projects or Case Studies

Another gap I noticed was the lack of access to previous work samples, client projects, or case studies. When I was assigned to handle a new client or pitch a service, I wanted to see how similar clients had been approached in the past. Unfortunately, there was no archive or documentation to refer to.

Having access to real examples, like past Amazon listings, website wireframes, social media calendars, or client pitch decks, would have helped me:

- Understand quality standards
- Know what works and what doesn't
- Avoid repetitive mistakes
- Create more customized solutions for my own clients

Recommendation: Maintaining a shared Google Drive with case study folders categorized by service type or client category would improve intern learning and efficiency.

4. Over-Reliance on Verbal Instructions

I observed that many instructions and task delegations at Codeflik happened verbally, through casual WhatsApp chats or impromptu team discussions. This caused two main issues:

- Important instructions were sometimes forgotten or misunderstood
- There was no written record to refer to when needed

In a busy environment with multiple interns and tasks running at once, the lack of documentation led to confusion and a lack

of clarity. I faced situations where I completed a task only to realize I had misunderstood the format because the instructions were never documented.

Recommendation: Encouraging the practice of written briefs or structured task checklists would make workflows smoother, ensure accountability, and reduce mistakes.

5. Minimal Structured Feedback Mechanism

As an intern, I valued feedback as a way to improve. However, during my time there, there was no formal feedback session, performance review, or even a weekly check-in to assess my progress. Most of my learning came from:

- Observing others
- Asking random questions
- Learning from mistakes

While informal learning has its benefits, the lack of formal feedback made it hard to know where I stood and what areas needed improvement.

Recommendation: A weekly 10-minute review with a mentor or team leader could help interns stay aligned, motivated, and focused on growth.

6. Focus Mostly on Sales, Not Enough on Execution

While I appreciated being trusted with lead generation and client communication, I noticed that most intern work centered around sales, messaging, and data collection. There was very little involvement in the actual execution of services, such as:

- Planning ad campaigns
- Creating finalized creatives
- Posting on social media accounts
- Managing e-commerce dashboards

This left a gap in my learning. I understood the “what” and “why,” but not always the “how.” Being allowed to sit in on

campaign setups or creative brainstorming meetings would have helped bridge this gap.

Recommendation: Assigning small execution-based tasks, even if internal or test-based, would give interns real exposure to back-end systems and service delivery.

7. Intern Learning Depended on Self-Initiative

While independence is important, I observed that most intern learning at Codeflik depended on how much the intern asked, explored, or volunteered. There was no structured learning track or assignment system in place. This meant:

- Proactive interns could learn a lot
- Quiet or uncertain interns might feel lost or underutilized

Recommendation: Creating a basic “Intern Learning Journey” map with weekly goals, expected skills, and evaluation checkpoints can help both shy and outgoing interns stay on track.

8. No Defined Reporting System or Point of Contact

Without a formal reporting system, I often had to guess whom to update. Sometimes, I’d message my immediate senior, other times I’d post in the group, or wait for someone to follow up. This lack of clarity occasionally delayed client communication or created overlaps in task assignments.

These observations helped me understand how real companies evolve and grow. The gaps I identified do not reflect negatively on the organization; they are simply common challenges that many startups and small firms face as they scale. The positive aspect is that Codeflik has a supportive team culture, and despite these challenges, my learning never stopped.

I believe that by addressing these gaps, Codeflik can create a more seamless, professional, and structured environment for future interns while continuing to nurture creativity, ownership,

	and hands-on learning.
Suggestions for improvement	My internship at Codeflik Technology was a valuable experience that greatly contributed to my personal and professional growth. However, I noticed several areas where the organization could improve the intern experience and overall workflow. These suggestions reflect my personal learning journey, daily observations, and interactions with the team. I share them to support Codeflik's development into a more organized, efficient, and supportive work environment, especially for future interns. 1. Introduce a Formal Orientation Program One effective improvement would be to hold a formal orientation session during the first one to two days of the internship. This session could cover: • An introduction to the company's history, services, and vision • Briefs on the role of each department and their collaboration • Clear expectations for interns, including working hours, weekly goals, and submission processes • A walk-through of tools and platforms commonly used in the office This would make interns feel welcomed, reduce early

confusion, and create a sense of belonging right from the start.

2. Provide Tool-Based Training Modules

Interns, especially those new to digital marketing, would gain a lot from short, structured training modules or explainer videos on platforms like:

- Canva – Basics of design, templates, branding tools
- Amazon Seller Central – Product listing, category selection, seller policy
- Meta Ads Manager – How ads are created, targeted, and budgeted
- Google Sheets – For data collection and tracking

These could be pre-recorded or documented as PDFs, saving the team time while allowing interns to learn independently.

Create a “Learning Resource Drive” or Knowledge Base

3.Setting up a shared Google Drive or folder for interns to access:

- Past project samples
- Service pitch templates
- Sample client conversations (anonymized)
- Basic SOPs for common tasks (lead generation, follow-up, post design)

would enable interns to study, reflect, and improve on their own without putting extra demands on team members.

	4. Assign a Buddy or Mentor to Each Intern Assigning each intern a buddy or mentor from the team can help bridge the initial knowledge gap, provide guidance, and offer a go-to person for questions. This not only enhances learning but also strengthens the bond between interns and the team. The mentor could: • Review the intern’s weekly progress • Answer questions during the initial weeks • Help set learning goals • Provide basic feedback and encouragement 5. Involve Interns in Campaign Execution or Content Posting Currently, most intern tasks involve sales outreach and client communication. While valuable, offering even small roles in execution—such as scheduling a post, writing a caption, assisting with Amazon listings, or suggesting ad copy—would give interns practical experience in backend marketing systems. Shadowing live campaigns would also provide substantial learning opportunities. Conclusion These suggestions are based on what I believe would have accelerated my learning. Codeflik has a welcoming, supportive work culture, and with a bit more structure and learning support, it can provide an even more meaningful and organized internship experience for future students.
Key Learning’s	My 10-week internship at Codeflik Technology was a transformative journey. I gained a strong mix of professional knowledge, technical experience, and interpersonal skills. It allowed me to apply what I learned in school to a real business setting, understand client servicing, and see how a digital marketing agency operates. The internship not only improved

my marketing knowledge but also boosted my confidence, creativity, and adaptability. I believe these qualities will provide a good foundation for my future career.

Here are the major lessons I learned from this experience:

1. Client Communication & Relationship Building

- I learned how to communicate professionally with leads and clients, both in writing and speaking.
- Through regular follow-ups and polite reminders, I saw how building trust and staying consistent are essential for lasting relationships.
- I became more confident in presenting services, addressing objections, and ensuring clarity in every conversation.
- I realized that clients value transparency and timely communication more than fancy words.

2. Sales & Upselling Techniques

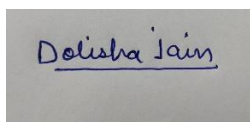
- I gained hands-on experience in generating leads, pitching services, and closing deals.
- I successfully managed two clients on my own and even upsold additional Amazon services by clearly explaining their benefits.
- I learned to identify customer needs and match them with the right digital service, whether it was website development, branding, or social media marketing.
- The internship taught me the importance of listening first and selling second, which helped me create personalized sales conversations.

3. Digital Tools & Creative Skills

- I explored Canva to design client sample creatives and learned how to match visual design with brand tone.
- I understood the basics of Facebook and Instagram Ads

	Manager, including how budgeting and targeting work. • I gained insights into how social media calendars are built, how content is scheduled, and how captions, hashtags, and CTAs are chosen. • I realized how creativity and strategy go together; a single post needs planning, aesthetics, message clarity, and purpose. 4. Professionalism, Teamwork & Adaptability • Working in a fast-paced environment helped me become more disciplined with deadlines and paperwork. • I collaborated with designers, developers, and marketing leads and learned how teamwork works in an agency setting. • I learned to handle pressure calmly, seek feedback openly, and respond positively to constructive criticism. • Flexibility was key; sometimes plans changed, tasks shifted, and I had to adapt quickly. Conclusion Overall, this internship transformed me into a more skilled, self-aware, and responsible individual. I feel more prepared to enter the professional world with confidence, clarity, and a focus on continuous learning and contribution.
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Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: CODEFLIK TECHNOLOGY

Area/ Department/ Project of Summer Internship Program: MARKETING

Name of the Student: DOLISHA JAIN

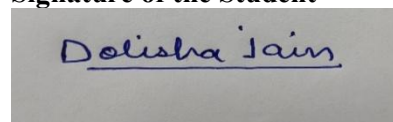
Roll no: 0058

Stream: MBA Development Management

Week no: 1 **From:**12 May 2025.....**to:**.....16 May 2025.....

Activity Done	In the first week of my internship at Codeflik Digital, I met the team. My manager gave me an overview of the company's services, including social media marketing, website design, product photography, and short videos. I was assigned to observe and support a live website development project for a client in the seeds and fertilizers industry. On my first day, I received a brief: • How the team finds clients and presents their services • How they understand client needs and plan projects • A basic introduction to building websites using Shopify, which was new to me since I only knew about WordPress before.
Linking theory (Classroom learning) with practice at your organization	As an MBA student in Development Management, I see how this work relates to our lessons about using digital tools to promote development in sectors like agriculture. The way the company helps small and medium businesses grow online connects well with our studies on development communication and sustainable development.
Gaps identified on the working area.	• There is no beginner-level training for tools. • No learning materials are available for how previous projects were handled.
Suggestions for improvement	• A short introductory session or guide for tools could help new interns. • Sharing past project examples would help new interns learn faster and understand the workflow better.
Plan for the next week	• Start assisting the team with smaller tasks on the current project. • Learn how they search for potential clients (lead generation). • Understand how the team communicates with clients and manages their feedback.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization : CODEFLIK TECHNOLOGY

Area/ Department/ Project of Summer Internship Program: MARKETING

Name of the Student: DOLISHA JAIN

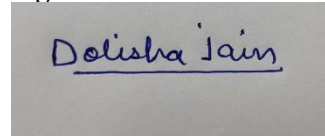
Roll no: 0058

Stream: MBA Development Management

Week no: 2 From:...19 May 2025...to.....23 May 2025.....

Activity Done	In my second week of the internship, I learned how to find new clients for the company through lead generation. The team introduced me to a tool that collects contact details of businesses from Google Maps. This helps in reaching out to the right people who might need digital marketing services. I also discovered Amazon Services. The company helps small manufacturers sell their products on Amazon. This week, I only got a basic idea about how it works, but it was very interesting. Next week, I will try to learn more about it and assist the team with this work.
Linking theory (Classroom learning) with practice at your organization	As a Development Management student, I see the connection between this internship and what we study in class. Using digital tools to support small businesses and farmers is very useful. It shows how technology can improve income and accessibility for rural and small producers.
Gaps identified on the working area.	• There are no proper notes or guides to easily learn lead generation tools. • Amazon Services were explained only briefly and not in full detail.
Suggestions for improvement	• The company can prepare simple guides, short videos, or notes to teach new interns about the tools. • A short training session on Amazon Services will help us understand better.
Plan for the next week	• Start using lead generation tools to collect useful data. • Learn more about Amazon Services and how to help clients list their products. • Ask the team to guide me in real tasks, if possible.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: CODEFLIK TECHNOLOGY

Area/ Department/ Project of Summer Internship Program: MARKETING

Name of the Student: DOLISHA JAIN

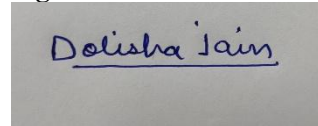
Roll no: 0058

Stream: MBA Development Management

Week no: 3 **From:**.....26 May 2025.....**to**...30 May 2025.....

Activity Done	In the third week of my internship, I focused on finding new clients through WhatsApp marketing, calls, and LinkedIn messages. The company provided me with good-quality data at the start, which helped motivate me. I followed up with leads daily and found some strong prospects close to becoming clients. I also interacted with clients interested in selling their products on Amazon. My job was to connect with small manufacturers and help them understand how they can grow their business by selling online. On LinkedIn, I focused on clients needing digital marketing services. This week improved my communication and follow-up skills.
Linking theory (Classroom learning) with practice at your organization	This internship shows how digital tools and platforms can help small businesses grow, which aligns well with our lessons in Development Management.
Gaps identified on the working area.	A small guide or short demo for new tasks can enhance the learning experience.
Suggestions for improvement	The company could provide short notes or training videos for new interns.
Plan for the next week	Keep finding leads through WhatsApp and LinkedIn. Help more clients with Amazon listing. Try to convert strong leads into actual clients.

Signature of the Student



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Reporting Format (Weekly)

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Area/ Department/ Project of Summer Internship Program: MARKETING

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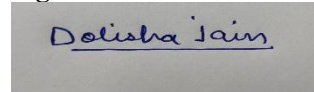
Roll no: 0058

Stream: MBA Development Management

Week no: 4 From:2 June 2025.....**to:**.....6 June 2025.....

Activity Done	In the fourth week of my internship, I received high-quality leads. I successfully closed one lead that I found independently. This lead was in the ethnic wear category, and the client is based in Jaipur. I followed all the instructions given by my seniors while working with this client. This week, I also learned many new things. I understood how to talk to clients, handle meetings, and address their queries. First, I had a brief call with the client. Then my seniors provided a detailed overview of our services and answered their questions. This helped me learn how to explain services clearly and respond to client concerns. The client wanted to build a website for their new startup. I kept daily follow-ups to collect information from them and maintain smooth communication.
Linking theory (Classroom learning) with practice at your organization	I learned how to interact with real clients and communicate professionally. This connects with what we study in Development Management regarding customer relationships and service delivery.
Gaps identified on the working area.	There were no gaps this week. Everything went smoothly.
Suggestions for improvement	No suggestions this week. The seniors were very helpful and guided me well.
Plan for the next week	• Keep finding new leads on LinkedIn and WhatsApp. • Try to close more leads. • Keep learning how to handle clients more confidently.

Signature of the Student



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Reporting Format (Weekly)

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Name of the Student: DOLISHA JAIN

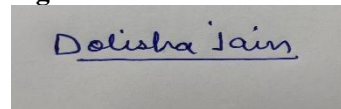
Roll no: 0058

Stream: MBA Development Management

Week no: 5 **From...**9 June 2025..... **to.....**13 June 2025.....

Activity Done	In the fifth week of my internship, I mainly worked with the client I had previously closed. I regularly communicated with them to understand their website needs. This helped me learn more about managing clients after a deal is closed. My seniors guided me on handling website requirements and communication. I also began looking for new clients and found some promising leads. I've started following up with them to try to convert them into actual projects.
Linking theory (Classroom learning) with practice at your organization	This week helped me apply what I learned in class about client communication, understanding customer needs, and providing excellent service.
Gaps identified on the working area.	No major issues this week. Everything went well.
Suggestions for improvement	No suggestions. My team and seniors were very helpful.
Plan for the next week	• Keep following up with new leads. • Continue working on the current client's website. • Learn more about managing projects after closing the deal.

Signature of the Student



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Reporting Format (Weekly)

Name of the Organization: CODEFLIK TECHNOLOGY

Area/ Department/ Project of Summer Internship Program: MARKETING

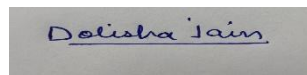
Name of the Student: DOLOISHA JAIN

Roll no: 0058 **Stream:** MBA Development Management

Week no: 6 **From:**16 June 2025.....**to:**.....20 June 2025.....

Activity Done	This week, I focused on upselling services to an ethnic wear client I previously closed. I explained Amazon services to them and started assisting based on the training I received. I also looked for new clients using LinkedIn and social media platforms.
Linking theory (Classroom learning) with practice at your organization	I applied my classroom knowledge of marketing, upselling, and client communication while managing the client and pitching services.
Gaps identified on the working area.	No major issues.
Suggestions for improvement	Additional training on different services could help me pitch more effectively to future clients.
Plan for the next week	• Continue Amazon service support for the client. • Keep finding and reaching out to new leads. • Aim to close a new client.

Signature of the Student



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Reporting Format (Weekly)

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Name of the Student: DOLISHA JAIN

Roll no: 0058

Stream: MBA Development Management

Week no: 7 **From:**...23 June 2025.....**to:**.....27 June 2025.....

Activity Done	This week, I connected with a new client who runs a clothing business. They are interested in building a website and launching their products on Amazon. I haven't started working on these services yet, but I am currently discussing their requirements and planning further steps. I'm also trying to find more such clients who need website development or Amazon services. Additionally, I've started learning the basics of social media marketing so I can handle these clients in the future as well. Although my main focus is on marketing, I am shifting towards sales now since there is no training provided on Shopify.
Linking theory (Classroom learning) with practice at your organization	My classroom knowledge in marketing, communication, and digital platforms is assisting me in client discussions, identifying their needs, and planning future services.
Gaps identified on the working area.	No major gaps. However, since there is no Shopify training available, I am currently focusing on sales instead of website projects.
Suggestions for improvement	No suggestions for now.
Plan for the next week	Continue communication with the new client. • Find more leads for website and Amazon services. • Keep learning about social media marketing.

Signature of the Student

Dolisha Jain

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

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Roll no: 0058

Stream: MBA Development Management

Week no: 8 **From:**.....30 June 2025.....**to:**.....4 July 2025.....

Activity Done	This week, I continued discussions with last week's client regarding their website and Amazon listing. At the same time, I learned the basics of social media marketing, which helped me understand how to manage social media pages and interact with clients interested in these services. I also supported a team member with a few social media-related tasks to gain hands-on experience.
Linking theory (Classroom learning) with practice at your organization	My marketing and communication skills from class helped me engage better with social media and manage client interactions.
Gaps identified on the working area.	Still no training on Shopify, so I'm focusing more on sales and social media.
Suggestions for improvement	Some guidance or training on social media tools and Shopify would be helpful.
Plan for the next week	• Continue working with current clients. • Handle basic social media tasks. • Look for more leads.

Signature of the Student

Dolisha Jain

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

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Name of the Student: DOLISHA JAIN

Roll no: 0058

Stream: MBA Development Management

Week no: 9 **From:**7 July 2025.....**to:**.....11 July 2025.....

Activity Done	This week, I concentrated on social media marketing. I learned about strategies, content planning, post creation, and tracking performance. I also worked on ongoing company projects, which boosted my confidence in handling clients.
Linking theory (Classroom learning) with practice at your organization	The company provided great exposure to real-world social media work. My classroom knowledge in marketing and communication helped me better understand strategies and apply them in real tasks.
Gaps identified on the working area.	No major gaps. The company has helped me grow in social media marketing. More structured training on tools would make learning even better.
Suggestions for improvement	It would be beneficial if interns received short introductory sessions on commonly used digital tools and platforms in the first week. This would help them start tasks more confidently and save time.
Plan for the next week	• Start exploring influencer collaboration ideas for brand visibility. • Assist in designing creatives for upcoming campaigns. • Participate in team discussions to better understand client requirements.

Signature of the Student

Dolisha Jain

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Name of the Student: DOLISHA JAIN

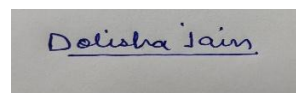
Roll no: 0058

Stream: MBA Development Management

Week no: 10 **From:** ...14 July 2025.....**to:**.....18 July 2025.....

Activity Done	This week, I focused more on learning social media marketing. I learned how to plan posts, increase reach, and analyze results. I also assisted my senior on one of the company's ongoing projects and gained a basic understanding of how performance marketing works.
Linking theory (Classroom learning) with practice at your organization	My classroom studies on communication and marketing concepts helped me create engaging content and connect better with the audience during the internship.
Gaps identified on the working area.	There are no major gaps, but I still want to learn more about how paid promotions work.
Suggestions for improvement	Providing guidance for interns on different types of marketing from the start could improve clarity.
Plan for the next week	• Learn about ad content. • Assist the team with social media tasks. • Study real-world examples of online marketing campaigns.

Signature of the Student



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