

YOUR COLLEGE OF COMMERCE, MUMBAI

SUMMER INTERNSHIP REPORT • MAY-JUNE 2025

Internship Report

Digital Marketing Intern at Pixel & Pitch Media

SUBMITTED BY **Tanvi Shah • Roll No. BBA23-077**

ORGANISATION **Pixel & Pitch Media, Mumbai**

FACULTY MENTOR **Dr. Rakesh Menon**

INTERNSHIP CERTIFICATE

This is to certify that Tanvi Shah, a student of Bachelor Of Business Administration (Marketing) at Your College of Commerce, Mumbai, has successfully completed an internship with Pixel & Pitch Media, Mumbai, as Digital Marketing Intern from 5 May 2025 to 27 June 2025.

During the internship the student worked with our Social Media and Performance Marketing team and contributed to festive content calendar. We found the student sincere, punctual and eager to learn, and we wish them every success.

(Replace this page with the certificate issued by your organisation, if one was provided.)

Ms. Aditi Rao

Account Manager, Pixel & Pitch Media

HR Department

Pixel & Pitch Media

Declaration

I hereby declare that this internship report, submitted to the Department of Marketing, Your College of Commerce, Mumbai, is a record of the work I carried out at Pixel & Pitch Media from 5 May 2025 to 27 June 2025 under the supervision of Ms. Aditi Rao and the guidance of Dr. Rakesh Menon. The report has not been submitted elsewhere for any degree or diploma.

Place: _____ Date: _____

Tanvi Shah

Acknowledgement

I am grateful to Pixel & Pitch Media for giving me the opportunity to work as Digital Marketing Intern and to experience a professional environment first-hand.

I sincerely thank my industry mentor, Ms. Aditi Rao, for patient guidance, regular feedback and for trusting me with real work. I also thank the members of the Social Media and Performance Marketing team, who welcomed me and answered my questions.

I am thankful to Dr. Rakesh Menon, my faculty mentor, and to the Head of the Department of Marketing for their support and encouragement.

Finally, I thank my family and friends for their constant motivation.

Executive Summary

This report describes my 8-week internship at Pixel & Pitch Media, a digital marketing agency serving food, fashion and lifestyle brands. During the internship I worked as Digital Marketing Intern in the Social Media and Performance Marketing team. I supported social media management for three client brands, created content calendars, wrote captions, monitored ad campaigns and prepared monthly reports.

Organisation	Pixel & Pitch Media, Mumbai
Domain	Digital marketing agency
Role	Digital Marketing Intern
Department	Social Media and Performance Marketing
Duration	5 May 2025 – 27 June 2025 (8 weeks)
Industry mentor	Ms. Aditi Rao, Account Manager
Tools used	Meta Business Suite, Canva, Google Sheets, Google Analytics

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01 Company Profile

About the Organisation

Pixel & Pitch Media is a digital marketing agency that plans and runs social media, content and performance campaigns for food, fashion and lifestyle brands. Its teams handle strategy, content production, paid advertising and reporting.

Vision and Mission

Vision

To help growing brands tell stories people remember.

Mission

To combine creative content with measurable results.

Products and Services

- Social media strategy and management
- Content and reels production
- Paid social and search advertising
- Influencer collaborations
- Monthly performance reporting

Organisational Structure

The organisation is structured into functional teams, each led by a manager who reports to the leadership team. Interns are attached to one team and assigned an industry mentor.

Department	Main responsibilities
Strategy	Brand research and campaign planning
Content	Copy, design and video production
Performance	Paid campaigns and optimisation
Client Servicing	Day-to-day client communication

02 Internship Overview

Objectives of the Internship

1. Learn how an agency plans and runs campaigns.
2. Practise writing for social media.
3. Understand campaign metrics and reporting.

Role and Responsibilities

- Preparing content calendars
- Writing captions and hashtags
- Monitoring comments and messages
- Compiling weekly metrics

Tools and Technologies

Tool / technology	How it was used
Meta Business Suite	Scheduling posts and checking insights
Canva	Drafting creatives for review
Google Sheets	Content calendars and reports
Google Analytics	Website traffic from campaigns

03 Weekly Work Log

The table below summarises the work done in each week. Detailed notes for each week follow.

Week	Dates	Tasks performed	Key learning
1	5–9 May	Orientation; study of client brand guidelines	Each brand has its own tone of voice
2	12–16 May	Content calendar for a café brand	Planning posts around events and festivals
3	19–23 May	Caption writing and hashtag research	Short, clear copy performs better
4	26–30 May	Reels concepts and shoot support	Hooks in the first two seconds
5	2–6 Jun	Monitoring paid campaigns	CTR, CPC and conversion basics
6	9–13 Jun	Influencer shortlist for a fashion brand	Checking audience fit and engagement
7	16–20 Jun	Monthly report preparation	Explaining numbers to clients
8	23–27 Jun	Campaign wrap-up and presentation	Learning from what did not work

Week 1: Orientation

Work done: Orientation; study of client brand guidelines. I kept a daily diary of tasks and questions and reviewed it with my mentor at the end of the week.

Learning: Each brand has its own tone of voice.

Week 2: Content calendar for a café brand

Work done: Content calendar for a café brand. Most of the week was spent shadowing team members and then repeating the tasks independently.

Learning: Planning posts around events and festivals.

Week 3: Caption writing and hashtag research

Work done: Caption writing and hashtag research. At the weekly review my mentor suggested improvements, which I applied the following week.

Learning: Short, clear copy performs better.

Week 4: Reels concepts and shoot support

Work done: Reels concepts and shoot support. I documented the steps I followed so that the next intern could repeat them easily.

Learning: Hooks in the first two seconds.

Week 5: Monitoring paid campaigns

Work done: Monitoring paid campaigns. I kept a daily diary of tasks and questions and reviewed it with my mentor at the end of the week.

Learning: CTR, CPC and conversion basics.

Week 6: Influencer shortlist for a fashion brand

Work done: Influencer shortlist for a fashion brand. Most of the week was spent shadowing team members and then repeating the tasks independently.

Learning: Checking audience fit and engagement.

Week 7: Monthly report preparation

Work done: Monthly report preparation. At the weekly review my mentor suggested improvements, which I applied the following week.

Learning: Explaining numbers to clients.

Week 8: Campaign wrap-up and presentation

Work done: Campaign wrap-up and presentation. I documented the steps I followed so that the next intern could repeat them easily.

Learning: Learning from what did not work.

04 Projects Undertaken

Project 1: Festive content calendar

Problem: A café brand needed a month of festival-themed posts.

Approach: Researched festivals, planned 24 posts and drafted captions with the design team.

Outcome: Calendar approved by the client with minor changes.

Figure placeholder — screenshot, drawing or photo of your work

Figure 1: Festive content calendar

Project 2: Monthly performance report

Problem: The account team needed a clear monthly summary.

Approach: Compiled reach, engagement and ad metrics and wrote insights for each brand.

Outcome: Report format adopted as a template for the team.

Figure placeholder — screenshot, drawing or photo of your work

Figure 2: Monthly performance report

05 Skills and Learning Outcomes

Skill area	What I learned
Marketing	Content planning, copywriting, campaign metrics
Tools	Scheduling tools, Canva, spreadsheets
Professional	Client communication, working to deadlines

Challenges Faced

- Writing in different brand voices on the same day
- Tight turnaround times for client approvals

06 Conclusion

Working in an agency taught me to balance creativity with deadlines and data. I now understand how content, ads and reporting fit together in a campaign.

Suggestions for future interns

Follow the client brands on social media before joining, and keep a swipe file of posts you like.

07 Appendix: Attendance and Evaluation

Week	Days present	Mentor remarks	Mentor sign
1	5 / 5		
2	5 / 5		
3	5 / 5		
4	5 / 5		
5	5 / 5		
6	5 / 5		
7	5 / 5		
8	5 / 5		

Mentor evaluation (to be filled by the organisation)

Criterion	Excellent	Good	Average	Needs work
Technical skills				
Communication				
Punctuality				
Teamwork				
Initiative				