

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES OF THE MARKETING DEPARTMENT AT PT MUDAH BERBAGA ILMU

This report presents the implementation of a professional internship program at the Marketing Management Division of PT Mudah Berbagi Ilmu (Doceo.id), an educational technology (edutech) company specializing in digital learning services, human resource development, and Learning Management Systems (LMS). During the internship, the student was directly involved in a range of digital marketing activities, particularly in utilizing social media as a strategic communication tool to enhance corporate branding and build partnerships with educational institutions within a Business to Business (B2B) framework.

The activities were carried out in five main stages: content planning, content briefing, visual design, preview, and content publication. The developed content focused on educational topics related to digital transformation in education, client testimonials, and documentation of collaborative projects. Overall, the program served as a valuable bridge between academic learning and the professional world, while strengthening the student's competencies in line with the demands of the digital era.

Keywords: Business to Business (B2B), Content Strategy, Digital Marketing, Edutech,