

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES AS MARKETING STAFF NIBRASCORP

This report is based on the professional work experience carried out at NIBRASCORP, over a period of six months in the Marketing department. The main objective of this professional experience was to gain a direct understanding of marketing processes, particularly in the era of digital marketing. During the internship, the intern was involved in various tasks, including creating content plans, uploading content, video editing, and documenting activities. Throughout the internship, several challenges were encountered, such as low viewership, unengaging content, and content requests from resellers. This experience provided a comprehensive understanding of the importance of digital marketing, effective communication, and work discipline in ensuring smooth teamwork and collaboration. This report also highlights the significance of integrating academic theory with real-world practice as essential preparation for entering the professional world..

Keywords: Digital Marketing, Marketing, Professional Work, Content, Digital Promotion,