

ABSTRACT

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SOCIAL MEDIA OFFICER AT ADCONOMIC DIGITAL ADVERTISING AGENCY

During the professional work activities in the Social Media Officer division at the Adconomic Digital Advertising Agency, Intern have the opportunity to participate and be directly involved in the implementation of the Impero Promotion client's Instagram social media management activities. Such as planning content feeds, Instagram stories and video reels, namely, copywriter making captions and compliming articles, Graphic design looking for design references, making designs for content, and photos of client's products. Intern are also involed in meeting activities with brand client's and take notes during the meeting. For three months, the Intern gains knowledge and experience working in a Digital Advertising Agency.

Keywords : *Social Media Officer, Copywriter, Digital Advertising Agency.*