

Marketing and Design Intern

Case study of Megh raval's
internship as a Marketing
and design intern



Presented by:
Megh raval

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Introduction

My name is Megh Raval, and I began my professional journey as a Graphic Designer and Video Editor, working on social media campaigns, branding projects, marketing creatives, and promotional videos.

During this period, I gained hands-on experience in creating content that not only looks visually appealing but also supports business goals.

Working with different clients and industries helped me improve my design thinking, communication skills, and understanding of digital marketing.

Every project presented new challenges and opportunities to learn. Through consistent practice and feedback, I developed stronger creative and technical skills while learning how professional design workflows operate in real-world environments.



Objective

- **Improve my graphic design and visual communication skills.**
- **Learn professional video editing and motion graphic techniques.**
- **Understand branding and social media marketing strategies.**
- **Create engaging content that improves audience interaction.**
- **Gain practical experience working with real clients and deadlines.**
- **Build a strong portfolio of creative subjects.**

ROLES AND RESPONSIBILITIES

CORE RESPONSIBILITIES

- Designing social media posts and marketing creatives.
- Editing reels, advertisements, and promotional videos.
- Creating motion graphics and animations.
- Maintaining brand consistency.
- Collaborating with marketing teams and clients.
- Managing multiple projects and deadlines
- Organizing project assets and content libraries.

Key projects and campaigns



Challenges

- One of the biggest challenges was managing multiple projects simultaneously while maintaining quality and meeting deadlines.
- Another challenge was overcoming creative blocks. There were times when finding fresh ideas felt difficult, especially when working on similar types of content repeatedly.
- Balancing graphic design and video editing also required constant learning and adaptation.
- However, these challenges became opportunities to improve my workflow, strengthen my problem-solving skills, and become more efficient as a creative professional.

Learning

Unlike academic assignments, client projects came with real expectations, deadlines, and feedback.

I learned that:

- A visually appealing design is not always the most effective design.
- Revisions are part of the creative process.
- Understanding client objectives is as important as technical execution.
- Consistency often matters more than complexity.
- These lessons significantly changed my approach to design.

Reflections & Takeaways

- This experience taught me that successful design goes beyond software skills.
- Understanding audiences, branding, and marketing goals is equally important.
- Every project strengthened my confidence and helped me grow creatively and professionally.

Conclusion

- My journey as a Graphic Designer and Video Editor has been a valuable learning experience that continues to shape my career.
- From creating social media campaigns and promotional videos to learning motion graphics and branding, each project contributed to my growth as a creative professional.
- I look forward to creating impactful visual experiences that help brands connect with their audiences.

THANK YOU

I appreciate your time in going through my internship journey. Learning never stops, and this is just the beginning.

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