Proposed Live Project Roles & Descriptions

Organization Name: LUMERA
Industry: Consumer Lifestyle / Premium Home Fragrance
Duration: 4-6 Weeks
Weekly Commitment: 7–9 hours per week

About the company

LUMERA is a premium home-fragrance and lifestyle brand based in Delhi, specializing in handcrafted scented candles and curated gifting solutions. The brand focuses on combining high-quality raw materials, aesthetic design, and modern branding practices to deliver a luxury experience to its customers.

JOB DESCRIPTIONS

- Content Strategy Intern
- Marketing & Research Intern
- Business Operations Intern
- Finance & Business Analytics Intern

1. Content Strategy Intern

Role Overview:

The Social Media & Content Strategy Intern will assist in planning, creating, and managing digital content for brand communication across social platforms. The role focuses on understanding brand storytelling, audience engagement, and content consistency.

Key Responsibilities:

- Assist in planning weekly content calendars for social media platforms
- Draft captions and content ideas aligned with brand tone and values
- Coordinate with the design team for visual content requirements
- Research current social media trends and engagement formats
- Monitor basic engagement metrics and prepare weekly performance summaries

Learning Outcomes:

- Understanding of digital brand communication
- Exposure to content strategy and audience behavior
- Practical experience in social media planning and analytics

2. Marketing & Research Intern

Role Overview:

The Marketing & Brand Research Intern will focus on market analysis, competitor benchmarking, and consumer insight collection to support brand decision-making.

Key Responsibilities:

- Conduct market and competitor research within the lifestyle and fragrance sector
- Study consumer preferences and buying behavior through secondary research
- Assist in identifying new campaign ideas and positioning strategies
- Prepare short research reports and presentations
- Support marketing planning with data-backed insights and present using data validation
- Research on platform feature comparison and user interface benchmarking

Learning Outcomes:

- Hands-on experience in market research methodologies
- Understanding brand positioning and competitive analysis
- Development of analytical and presentation skills

3. Business Operations & Strategy Intern

Role Overview:
The Business Operations & Strategy Intern will support internal planning, coordination, and documentation processes to ensure smooth day-to-day functioning of the organization.

Key Responsibilities:

- Assist in basic operational planning and workflow tracking
- Support documentation of processes and internal systems
- Help in preparing strategy notes and performance summaries
- Coordinate between different functional teams when required
- Learn fundamentals of small-business operations and scaling

Learning Outcomes:

- Understanding of operational workflows in a growing brand
- Exposure to business strategy and planning
- Development of professional coordination and reporting skills

4. Finance & Business Analytics Intern

Role Overview:
The Finance & Business Analytics Intern will assist in basic financial planning, budgeting, and data analysis to support informed business decision-making. The role focuses on developing financial awareness, analytical thinking, and understanding real-world business finance operations.

Key Responsibilities:

- Assist in preparing basic financial summaries (cost sheets, expense tracking, revenue analysis)
- Support budgeting and financial planning activities for ongoing projects
- Assist in maintaining structured financial records using spreadsheets,
- Help prepare simple financial reports and performance dashboards
- Conduct structured Research on revenue models of major competitor

Learning Outcomes:

- Practical understanding of financial management in a business environment
- Exposure to budgeting, cost analysis, and financial decision-making
- Development of analytical, numerical, and spreadsheet skills
- Understanding the relationship between finance, marketing, and operations

Tools & Skills Exposure (Indicative):

- MS Excel / Google Sheets
- Basic financial statements (income & expense overview)
- Data organization and analysis techniques

What will Ecovision get?

1) Certification after completion of the live project
2) Learning outcome will be achieved
3) Letter of Recommendation to certain students

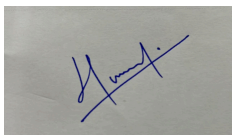
Signatories:

Mr Raj Kumar
Teacher-in-Charge - Ecovision

Md Sharma Shamim
Teacher-in-Charge - Ecovision



Harshveer Sign Chahal
President - Ecovision



Authorized Representative
Lumera