Unpacking the world of Content Creation
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Seek the Joy Podcast

Seek the Joy is a wellness and mindfulness podcast that aims to share conversations on
topics ranging from connection and empowerment to spirituality and self-love.

My role: As a Digital Marketing Intern, I was responsible for brainstorming
marketing campaigns, presenting new brand awareness outlets, and identifying current
trends. I also assisted in the planning, marketing, and outreach efforts for live
digital events, including an inaugural summit.

Learning Objectives

The rapid growth and expansion of new media, particularly in the realm of content
creation, has created new spaces through which individuals can simultaneously
explore their passions and interests while making a career in the space. Through this
role, I was hoping to gain a deeper insight into the tools and skills needed to
successfully establish oneself as a content creator.

My Learning Objectives:
1. Translate and refine skills acquired
   through coursework and previous
   experience to help build brand
   awareness
2. Develop project-related skills such as
   time management, taking initiative, and
   collaboration.
3. Identify the skills needed to potentially
   pursue a career within new media

Summit Strategy

One of my primary areas of focus was to assist in the planning
and co-ordination of Seek the Joy’s inaugural summit that had
panelists engaging with conversations about empowerment,
wellness, and joy. Through this experience, I learned the
importance of adaptability as I was tasked with projects in
different areas. I was able to contribute to planning for the
summit by building a social media content calendar that allowed
us to further streamline summit promotions. Building this
schedule enabled me learn more about social media algorithms
and helped me better understand the importance of creating
social media content that resonates with both, your brand and
your audience. I also sourced potential supporters that could
contribute to our summit’s giveaway and created information
guides on what this involvement would look like to help them
countextualize their role within the summit.

Marketing Initiatives

In identifying new brand awareness outlets, I learned that
building an online platform is not just the result of creating
content but also creating new ways in which audiences can
relate to your work. This lesson shaped how I thought about
increasing brand awareness and helped me plan and execute
various ideas including making merchandise as well as
Instagram and LinkedIn episode guides.

I was encouraged to be creative
in my approach so I tried
exploring different areas of
new media through these ideas.
While not all these ideas
reached their execution stage, I
learned the importance of
being a self-starter.

Networking

Through this experience, I was also able to
learn more about what it is like to work
within the content creation industry through
conversations with and observations of my
supervisor and other professionals within
the field. Being exposed to a variety of
experiences and stories on finding one’s
niche highlighted new media’s unique
ability to allow for change within one’s
path. These conversations also emphasized
the importance of constantly assessing your
position and impact within your space to
ensure that you are meeting both, your
personal/professional goals and your
audience’s needs.

Reflection

Considering that Seek the Joy is a one-person
organization that is managed by its host and
producer, Sydney Weiss, working on this
project gave me a deeper insight into the
planning, execution, and strategizing that is
required for producing content.

My Learning Outcomes:
1. I was able to utilize my skillset and
   previous work experience to help build
   Seek the Joy’s brand through different
   outlets
2. I was able to develop and practice project-
   related skills in a manner that has allowed
   for me to translate those lessons to the
   planning and execution of my personal
   multi-media projects
3. My experience highlighted the importance
   of authenticity and passion for a
   successful career within new media and
   showed me the importance of looking to
   build something that has an impact
   beyond quantifiable metrics of success.

Working in this role has definitely helped
equip me with the tools I need to build a
career in new media, even if its not within the
realm of content creation.