# Individual Reflective Report

Name: K\*\* J\*\* C\*\*\*

Position: Marketer/promoter

#### My major contribution in this project:

My major contribution as a marketer/promoter are making posters which contain awareness of cervical cancer which the area that we are focusing on in this crowdfunding campaign. I am also assigned in posting online contents into our team's Instagram account, and all members in our team including myself are contributing in a way of promoting the online crowdfunding event to our targeted individuals that we know in order to gain more attention to our online crowdfunding.

#### Feelings:

My feelings towards the ending of the project is grateful and a bit surprise, because I thought due to the pandemic, not many people will help out since everyone is experiencing hardship. I can't believe we still manage to do well on the online fundraising and I am very grateful that we can make a change on some peoples life by doing the online crowdfunding.

#### Challenges encountered:

The challenges which I have encountered in the project is this is my first semester doing online classes, even subject like community service in my previous diploma level is easier since we are doing it face to face. Many simple task like team meetings is harder since we are not able to meet physical face to face to discuss. The second challenges is my fear of our marketing contents not able to reach the targeted amount of audience.

#### Improvements:

There are some areas that I would like to improve which will be my designing skill. After looking at my teammate's posters, I found out that my sense of skill on designing is not that well. Thus, some of my poster will to go through multiple changing in the design. Other than that, I am very happy for our group members teamwork and progress for this assignment.

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**Yi-Tong Ma** 



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