

## **ABSTRACT**

*Independent Campus Certified Internship or more familiarly heard as MBKM is a place where participants will be given the same work experience as full-time employees and will participate in communicating with relevant stakeholders. In addition, students will also be involved in the process of problem solving, project work, strategy implementation, and preparation of marketing strategies. The skills that will be gained from this internship program include a variety of soft skills and hard skills. such as teamwork, problem solving, copywriting, content writing, and more. As a Content Writer, this internship program will focus more on how to increase sales of HashMicro products by creating creative content writing through blog article creation.*

***Keywords: Content Writer, Content Marketing, Hashmicro***