



## **Cooperative Education Report**

# **Managing Digital Marketing at Electrolux Company**

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**This Report Submitted in Partial Fulfillment of the  
Requirements for Cooperative Education  
Faculty of Business Administration  
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**Siam University**

**Title:** Managing Digital Marketing Department at Electrolux Company

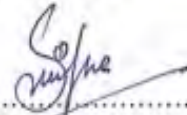
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2021.

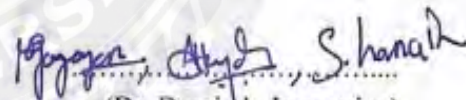
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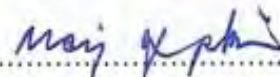
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**Project Title** : Managing Digital Marketing Department at Electrolux Company  
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### **Abstract**

The purpose of this cooperative report project, "Managing Digital Marketing Department at Electrolux Company," is to explore how the digital marketing sector is governed within the marketing department. Objectives of the internship include: (1) to know the various operations of digital marketing departments at Electrolux company, (2) to study the need and interest of the Digital Marketing Department in household appliances company, (3) to implement the knowledge gained in regards to marketing through experiences. Electrolux is a leading worldwide appliance manufacturer that has improved people's lives for over a century. Under its brands, which include Electrolux, The Anschutz Entertainment Group (AEG), and Frigidaire, it sells over 60 million household products in about 120 markets each year. This report details the experiences, knowledge gained, and constraints I encountered as a Digital Marketing Intern in the Marketing Department at Electrolux Company. As a Digital Marketing Intern, I was given a variety of responsibilities that helped me improve abilities including multitasking, inter-intrapersonal communication, receptivity, and adapting to varied conditions. Self-learning, research, and constructive comments from my job supervisor and coworkers were found to be effective in resolving challenges encountered throughout the internship.

**Keywords:** Digital Marketing, Marketing.

## **Acknowledgement**

It has been a matter of pride and pleasure for me to work as part of an organization throughout my internship, and I am grateful to Siam University for welcoming me and providing me with such a wonderful opportunity to learn about different organizations with different working cultures. The entire experience not only allowed me to expand my marketing knowledge, but it also gave me an insight into the practical side of the business.

First of all, I would like to express the deepest gratitude to my advisor Ms. Sumaia Farzana for the continuous support, encouragement and guidance during the internship, as well as her assistance in completing the report. Her advice and suggestions helped me to stay focused in writing the coop report. I would also like to express my heartfelt gratitude to Kosin Ruangphaisan, the firm's HR Assistant, and Mrs. Ekaterina Brus, my job supervisor, without whom I would not have been capable of comprehending the various parts of digital marketing and their functionality at the company. I also thank them for always being a mentor and supervisor.

Secondly, I would like to express my heartfelt thankfulness to all the lecturers of International College, Siam University for their unwavering support and willingness to share their expertise in order to complete the report properly.

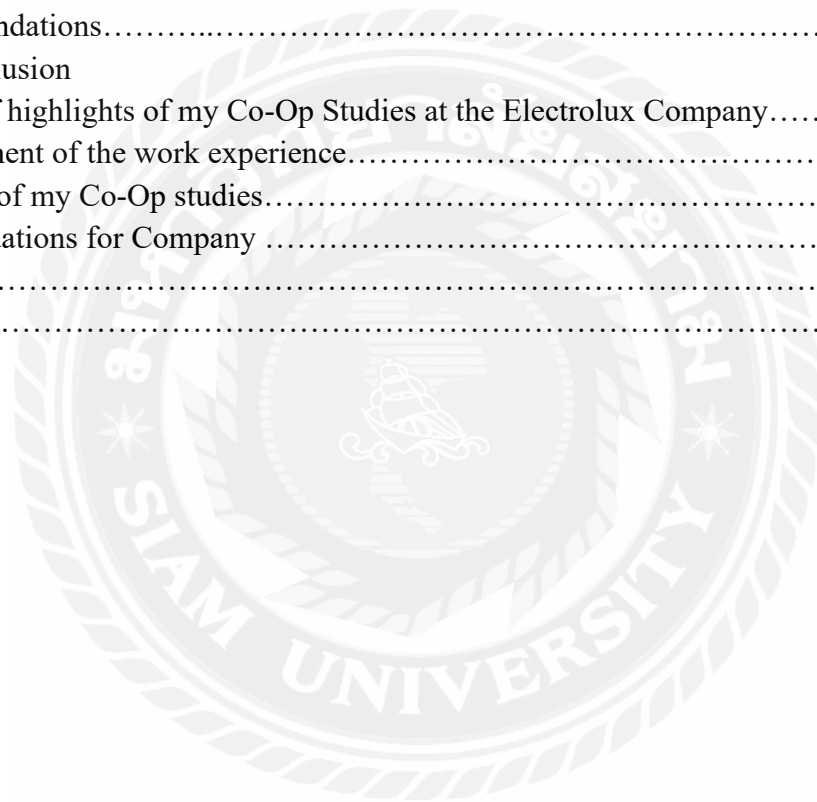
Finally, I would like to take the opportunity to thank everyone who has assisted me throughout the cooperative education period in learning, gaining a deeper understanding of a business, and gathering information about the company's many functions and services. This report would not have been possible without their assistance.

Ogulshat Muradova  
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## Chapter 1 Introduction

### 1.1 Company Profile



Fig 1: Company Logo (Electrolux Company, n.d.)

Electrolux is a leading worldwide appliance manufacturer that has improved people's lives for over a century. Electrolux, founded in 1919 in Sweden by entrepreneur Axel Wenner-Gren, has innovated great taste, care, and wellbeing experiences for its consumers for the past 100 years. For millions of people, it has always tried to be at the forefront of societal sustainability through its solutions and operations. Every year, it sells over 60 million household products in approximately 120 markets under its brands, which include Electrolux, The Anschutz Entertainment Group (AEG), and Frigidaire (Electrolux Company, n.d.).

Table 1: Brief Information of Electrolux Company

REGISTERED OFFICE ADDRESS	Bangkok, Thailand
WEBSITE URL	<a href="https://www.electrolux.com/">https://www.electrolux.com/</a>
ACQUISITION MARKETING MANAGER	Katya Brus
BUSINESS TYPE	Home Appliances Manufacturer
NUMBER OF EMPLOYEES	52,000
MAIN MARKET	International
TOTAL ANNUAL REVENUE (2021)	116 Billion SEK

#### 1.1.1 Purpose of the Company

“Our purpose – to shape living for the better – is the reason why we come to work each day. The purpose is embodied in everything we do: in every idea, every product and every human interaction.” (Electrolux Company, n.d.)

### **1.1.2 Strategy of the Company**

“Our strategic framework is a key ingredient for a strong, sustainable and scalable organizational culture. It’s an ever-present element that drives our organization.”(Electrolux Company, n.d.)

### **1.1.3 Missions of the Company**

“We reinvent taste, care and wellbeing experiences for more enjoyable and sustainable living around the world.” (Electrolux Company, n.d.)

The purpose and business model are translated into five transformative missions based on key global trends.

*Mission 1: Become a sustainable consumer experience innovation driven company. This helps the company to accelerate branded offers preferred by consumers.*

*Mission 2: Develop a world-class Ownership Solutions business model. This helps the company to accelerate aftermarket sales growth.*

*Mission 3: Drive Commercial Excellence leveraging the evolving routes to market. This helps the company to accelerate sales effectiveness and contribution-to-fixed growth.*

*Mission 4: Develop our Emerging Markets consumer value proposition for accelerated growth. This helps the company to accelerate faster growth where demand is growing.*

*Mission 5: Leverage scale and digitalization for full value chain Operational Excellence. This helps the company to accelerate operational effectiveness and funding of growth (Electrolux Company, n.d.).*

The company focuses its innovation on three areas to produce these experiences:

- i. The organization assists people in preparing delicious, healthful meals for their friends and family. Consumers can be enabled and given the confidence and skills to do well by having an oven that cooks evenly or a stove with precise temperature settings and high speed.

- ii. It assists consumers in caring for their clothes by ensuring that they remain new and attractive for longer periods of time. Electrolux provides solutions that enable customers to put their favorite clothing in the washing machine and be confident in the outcome.
- iii. People are concerned about the quality of the air they breathe and the surroundings in which they live. That is what the company refers to as wellbeing. Through floor care, air care, and water care, Electrolux assists consumers in creating a healthier home environment.

#### **1.1.4 Vision of the Company**

“The Electrolux vision is to be the best appliance company in the world as measured by our customers, employees, shareholders and planet” (Electrolux Company, n.d.).

#### **1.1.5 Drivers of the Company**

There are three drivers that support the purpose of the company, these are: Act Sustainably, Create Better Experiences, and Always Improve. The drivers direct the company actions, shape its strategies, and communicate the essence of how it operates as a firm (Electrolux Company, n.d.).

- i. Act Sustainably. Inspire and contribute to a change for the better. Electrolux is committed to improving the quality of life for their customers and the health of our world. The company is proud of their Scandinavian roots and achievements, but it wants to keep improving and making smarter, more resource-efficient solutions available to everyone. The company is working hard to enhance its operations for the benefit of its employees and the communities in which it operates. The company is always acting ethically and in accordance with human rights, and collaborates with customers and business partners who share its ambition to improve things.
- ii. Create Better Experiences. Design solutions that elevate the everyday. The food that corporate customers place on their plates, the manner they care for their clothes, the quality of the air they breathe, and the water they drink are all examples of experiences. Better experiences not only make Electrolux customers' days better, but they also make their society and world better.
- iii. Always Improve. Think new and never settle. Electrolux is a curious and forward-thinking company that never settles. Where others perceive challenges, the organization sees opportunity and makes things happen. That is what it takes to improve one's quality of life.

The bigger "why" that guides the company's purpose is to shape living for the better. It's their common goal, which defines what we're aiming for and is a crucial component of a strong, long-term, and scalable corporate culture. It influences the solutions they develop, the people they hire, the habits they promote, and the choices they make.

### 1.1.6 Location

1910 New Petchaburi Rd, Bang Kapi, Huai Khwang, Bangkok 10310, Bangkok, Thailand





Fig 2: Electrolux Company Location

## 1.2 Organization & Management

### 1.2.1 Business Areas

The business areas produce, sell and market their products — such as ovens, refrigerators, freezers, washing machines, dryers, air conditioners, vacuum cleaners, mixers, irons and more. The company is set up regionally covering North America, Latin America, Europe, Asia Pacific & Middle East/Africa (Electrolux Company, n.d.).

### 1.2.2 Functions

The functions support the business's operations. By working horizontally across the group as well as vertically piercing each of the business areas, the functions' matrix strives to break business silos and make the company's business more effective through common practice and knowledge sharing (Electrolux Company, n.d.).

**Consumer Experience (CX)** organization combines consumer experience areas, Research and Development (R&D), Sustainability, marketing, brands, design, ownership and digital to accelerate taste, care and wellbeing innovations. The Consumer Experience also includes Wine Appliances and Anova to reinforce their ability to create outstanding consumer experiences, and accelerate profitable growth.

**Group Operations (GO)** drives a common approach within Electrolux to foster activities in manufacturing, supply chain, purchasing, sourcing and product quality. The focus is to leverage scale and digitalization for operational excellence throughout the value chain.

**Group Finance**, through its sub departments such as Investor Relations, Group Internal Audit, Accounting and Tax, owns their strategy, produces their award-winning annual report and provides expertise in all financial matters. The function also includes Group Legal Affairs which supports in all legal matters – Intellectual Property, Risk Management and Compliance & Ethics – to protect Electrolux interests.

**Group IT** serves all of Electrolux with a focus on Business, Digital and IT Operations.

**Human Resources & Communications** supports the business in achieving its objectives by having the right people in the right jobs and making Electrolux an employer of choice. On the communications side, the function provides expertise in employee and leader communications, media relations, issues management, corporate communications, as well as internal communications platforms.

### 1.3 SWOT Analysis of the Company

Table 2: Brief Information of Electrolux Company’s SWOT Analysis

<b>Strengths</b> <ul style="list-style-type: none"> <li>i. Strong Focus on Sustainability</li> <li>ii. Healthy Workplace</li> <li>iii. Continuous Improvement</li> <li>iv. Highly Skilled Employees</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>i. Negative Complaint in Social Media or the Search</li> <li>ii. Sub-Brands are well-known than Electrolux</li> </ul>
<b>Opportunities</b> <ul style="list-style-type: none"> <li>i. Digitalization</li> <li>ii. Demand for Sustainability</li> <li>iii. Growth Opportunities in Southeast Asia</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>i. Macroeconomic and political risk</li> <li>ii. Industry Trends</li> <li>iii. Price Competition</li> </ul>

#### 1.3.1 Strengths

**Strong Focus on Sustainability:** Electrolux, as a global leader in household appliances, has a unique opportunity to contribute to more sustainable and enjoyable living for people all over the world. The company has a big vision for what they aim to accomplish. By 2050, they plan to be carbon neutral throughout their value chain. They strive to be a Better Company by operating in a safe and resource-efficient manner, decreasing their own and their suppliers' carbon footprints, and fostering a diverse and inclusive workforce based on their strong ethical foundation. They aspire to develop Better Solutions, which are goods and services that allow consumers to save energy, water, and resources on a daily basis while also contributing to the development of a more circular economy (Electrolux Company, n.d.).

**Healthy Workplace:** Employees and management at Electrolux work together to encourage healthy actions and habits in order to keep everyone safe and healthy. I feel that working in a non-toxic and healthy setting allows for open communication, solid professional connections, and better productivity. Also, having a safe and clean physical space has a direct impact on a healthy atmosphere, and Electrolux has well-sanitized, socially-distracted workspaces, and clean air filters in the office. Electrolux employees, in my opinion, flourish in their work projects and feel fulfilled while maintaining physical and mental health. They are productive and feel encouraged, because the organization promotes flexibility, team collaboration, open communication, goal-oriented tasks, and growth encouragement. A multitude of factors come into play, including the adoption of healthy living behaviors like wellness programs, as well as a safe workplace culture, minimum occupational dangers, but overall, the company has a supportive and healthy environment.

**Continuous Improvement:** The Electrolux Continuous Improvement Program strives to lower structural costs by improving working methods, increasing resource efficiency, and utilizing digital tools and processes. Continuous improvement is all about making things easier to do and adding value by working smarter. Electrolux seeks to improve cost structures and create methods, processes, and skills on a constant basis. Getting this across the board, from production to administration, is an important element of the organizational culture. Electrolux participates in a number of cross-functional cost-cutting programs and other activities aimed at lowering variable product costs. The Electrolux Manufacturing System, modularization, digital manufacturing, and a digital supply chain are all part of this. Electrolux strives to be the health and safety leader in the appliance sector by always acting ethically and respecting human rights. Wherever Electrolux operates, the same high standards and norms of behavior apply. When employees meet clients and colleagues around the world, they consider ethics, integrity, and respect for people and the environment. Electrolux offers a global ethical program that includes ethics training as well as the Electrolux Ethics Helpline, a whistleblower system.

**Highly Skilled Employees:** The Electrolux Group has established training and development programs for its employees in order to improve their skills. For organizational learning and

knowledge management, Electrolux has tools and processes in place. Formal learning networks and Internet-based knowledge, as well as a company-owned education facility, are all included. A major aspect for success is excellent leadership that combines business experience with strong people abilities. Line managers, middle managers, and senior executives can benefit from Electrolux's leadership programs. Because of its non-monetary (worker of the month) and monetary (benefits and increments) motivations, the company has maintained its employees' commitment to their jobs. The knowledge programs assist the organization in increasing its efficiencies and capabilities. The programs are implemented throughout the organization. On a personal level, annual Performance Appraisals are required discussions with supervisors for all non-production staff. Their goal is to look through the previous year's objectives, collect feedback on performance, and create new goals and development goals for the coming year. HR promotes the value of performance assessments through internal messaging, however the number of appraisals completed is not tracked at the group level.

### 1.3.2 Weaknesses

**Negative Complaint in Social Media and the Search:** When I looked at customer reviews on the internet, I noticed that there was inadequate consumer complaint handling, since some comments went unanswered. Furthermore, customers found it difficult to contact company service when their items needed repair, and corporate repair took a long time to get back to customers. This, I feel, will result in negative word-of-mouth about the organization and limit growth. By reacting to customer concerns in a professional and timely manner, the company shows that the consumer is appreciated and that the corporation isn't just out to take their money. This issue may appear minor, but individuals are increasingly inclined to examine online reviews before making a purchase, and if they find bad complaints about a company, they may decide to switch to a competitor's product.

Later on, I decided to ask about the issue, and this appeared due to the operating system, as the operating system SAP and IT could not travel to support in countries during Covid-19. Since Electrolux is constantly improving, I expect it will resolve this issue soon, as the company relies on repeat customers and sales to prosper in today's highly business environment. This is one area that the company cannot afford to overlook. From this point of view, there is a team to track in Facebook or Google search every day for monitoring and finding solutions to customer problems.

**Sub-Brands are more well-known than Electrolux:** Some sub-brands are more well-known than Electrolux itself in some markets. It may appear that the company competes with its own sub brands and these sub-brands occupy a prominent position in the market. The company might be facing some other drawbacks, such as the costs of marketing, promotion, and maintenance of the brand. If sub-brands are not successful, then this failure may have a negative impact on the parent



brand, resulting in a loss of loyalty, trust, and business. Negative customer experiences can potentially ruin the image of the sub-brand and parent brand. Sub-brands may also necessitate organizational reorganization in order to suit the new brand's identity. It's possible that the primary brand and sub-brand identities are mixed up. This confusion contributes to the core brand's power and identity being weakened. But there is always a solution for every problem, I believe the company makes the right decisions to make all brands successful.

### 1.3.3 Opportunities

**Digitalization:** The increased consumer power and expectations afforded by digitalization, as well as the requirement for corporations to contribute to sustainable development, are the two major developments affecting the household durables market. Digitalization is allowing people to work and run errands from home, emphasizing the significance of maintaining a healthy home environment. Through Internet of Things-enabled technologies, it also promotes innovation and better consumer experiences. Consumers can choose and demand the best solutions and goods for their unique needs since they have access to information and feedback from other users. This also implies that Electrolux will be able to engage directly with customers via online channels for product information and marketing. The company's objective is to improve customer ties through aftermarket sales, delivering an expanded choice of services, accessories, and consumables, supported by our digital presence, which allows for more targeted offerings and income potential throughout the product's lifetime.

**Demand for Sustainability:** Consumers and government agencies demand increasingly that manufacturers develop and deliver sustainable products, because many of these customers are willing to pay more for high-quality, ecologically friendly packaging and sustainable items. Also, significant energy efficiency standards are being implemented by governments all around the world. As this demand grows, Electrolux has a greater responsibility to reduce its climate effect throughout the value chain and to provide solutions that enable more sustainable living. From this perspective, Electrolux continues to prioritize decreasing its own production's carbon footprint. However, given that the materials, manufacturing, and shipping of appliances account for approximately 15% of total lifetime energy consumption and that product usage accounts for approximately 85% of total climate footprint, developing efficient appliances that save energy and water throughout their lifetime is an important opportunity for Electrolux. Consumers should be inspired to modify their habits and live more sustainably as a result of the design and function of its products.

**Growth Opportunity in Southeast Asia:** When it comes to quality goods, Southeast Asia is known for having significant growth potential, and consumer appliances are no exception. Furthermore, as the economy continues to grow fast, poor product penetration among lower- to

middle-income consumer groups will contribute to stronger predicted growth. Since Electrolux began its business relatively early, it has the opportunity to establish further business plans in the future. Electrolux is already a well-known brand in Southeast Asia, with a significant presence in the high-end market. The company leads the market in front-load washing machines and is aggressively growing its kitchen product line. The Group's professional food-service and laundry products have seen tremendous growth in Southeast Asia, thanks to a strong service network and proprietary production in the region. Consumer awareness of numerous environmental issues in the region is contributing to increased demand for energy and water-efficient appliances, such as compact and resource-efficient front-load washing machines. The market for small, compact vacuum cleaners and other household gadgets is also rapidly expanding in Southeast Asia.

#### 1.3.4 Threats

**Macroeconomic and political risk:** Political unrest and weak macroeconomic conditions may have an indirect impact on appliance demand. This has consequences for Electrolux's company and strategy in areas where political and macro risks are high. While historically such risks have been associated with specific markets in Latin America, the Middle East, and Africa, the developments surrounding Brexit have made it more difficult to foresee political risk in Europe and other countries. As a result, Electrolux must be proactive in assessing risks and managing them appropriately. Costlier imports, less competitive exports, fluctuating foreign exchange rates, shorter contracts, canceled orders, diminished customer demand, and lengthier customs procedures are all business hazards associated with growing international trade tariffs. In the end, such uncertainties may have a detrimental impact on Electrolux's operational margins.

**Industry Trends:** New trends in the appliance business are emerging as a result of the rapid rate of change in global marketplaces and the digital transformation. Consumer power, digitalization, consolidation, and sustainable development all place more demands on investments and adaptability, but they also bring significant opportunities. Electrolux has revolutionized its product offering by rethinking taste, care, and wellbeing experiences, focusing investments on innovation and areas such as digitization and connection. The company has also set ambitious goals to improve its sustainability reputation.

**Price Competition:** Price competition exists in a number of Electrolux markets. This is especially true in low-cost segments and product categories with a lot of excess capacity. Electrolux has a better opportunity to implement price increases to counteract possible negative consequences in regions with strong inflation and exchange rate volatility.

## 1.4 Student's Profile

### 1.4.1 Personal Information

Photo:



Fig 3: Personal Picture

Full name: Ms. Ogulshat Muradova

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### 1.4.2 Self-introduction and intention and motivation to choose this company

I am a dedicated, diligent, and eager senior student at Siam University with a great interest in marketing. During my university years, I took various classes related to marketing and these courses sparked my curiosity and encouraged me to learn more about this. Following my curiosity, throughout my junior and senior years of the university, I completed 120 hours of internship as a Marketing and PR assistant in the marketing section at Pan Asia School, Bangkok, and Chindamane School Cambridge Program, Bangkok, where I gained experience in managing social media platforms and websites, copywriting, designing posters and videos to maintain school's social media presence.

I have decided to take "Cooperative Education" programs in order to get more practical knowledge and be prepared for real-world experience after graduation. I had been hoping to discover a company that had a strong culture with excellent chances to complete my internship at. During my search, I learned Electrolux was recruiting, and I knew I had to apply because the job description best suited my needs, despite the fact that I had no prior expertise in digital marketing. I was overjoyed when the company hired me, because I thought that joining this prestigious organization

would help me learn a lot at the time. I wanted to seek the advice of already-onboard experienced and knowledgeable teams so that I could grow as a professional in the future. Electrolux is a well-known brand, and being a part of such a large corporation will help me expand my base, too. At the end of the day, it's all about building a strong foundation. And I had the impression that the organization could surely assist me in establishing one. As a result, I could assure to improve this organization with my complete dedication and all that I can do at my level.

I started my first job at the company by delivering competitive creative intelligence and trends to the company's brand team utilizing tools like Facebook Ad Library and Google Trends, as well as examining Facebook Ads Reporting to summarize the findings. However, over the period of 20 weeks, I was able to assist members of our team with activities and gain information about their respective areas of responsibility. There were several projects that I believe helped me enhance my performance analysis of advertising on Facebook Ads Manager and familiarize myself with the DV360 and SA360 marketing platforms.

As an international student in Bangkok, I am constantly exposed to new cultures and people from various backgrounds. As a result, I have been able to adjust to changes quickly and broaden my perspective. I am always open to learning a new skill or knowledge, because this helps me to develop myself further to be the best version of myself and to encourage those around me. However, I believe that by partaking in this internship, I developed new skills, gained real-world exposure, expanded my knowledge of the depth of my chosen field, and, most importantly, be a part of something bigger, which is to shape living for the better. The journey has led me to be a more responsible person who is focused on doing the right things and doing things in the right way. This sense of 'rightness' encourages me to put my heart and soul into every project, to make commitments in my personal life.

Aside from my work life, I enjoy reading books in my leisure time. Not to mention that reading keeps my brain active and stimulated, it also helps me to feel better. As a result, whenever I have free time, particularly during my commute, I take the book and read it, even if it is only for 5-6 pages. At the moment, novels and self-improvement are two of my passions. The whole point of reading motivates me to make better decisions and take more positive actions, and I genuinely believe I can do more to get to where I want to be in my professional and personal lives.

I hope to obtain more professional experience in the realms of digital marketing in order to pursue my goal of becoming a Digital Marketing Manager after my graduation. Moreover, I believe that the skills that I have attained from my internships and competitive university will contribute to the company's success in the future.

### 1.4.3 Personal SWOT Analysis

Table 3: Brief Information of Personal SWOT analysis

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>i. Passionate</li> <li>ii. Fast learner</li> <li>iii. Ability to work in a team and independently</li> <li>iv. Communication skills</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>i. Difficulty in letting go of a project</li> <li>ii. Less experience</li> <li>iii. Difficulty to concentrate</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>i. Contribution to the company</li> <li>ii. Continuous learning</li> <li>iii. Career opportunities for multilingual person</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>i. Plenty of competitors</li> <li>ii. Personal Economic situation</li> </ul>

#### 1.4.3.1 Strengths

**Passionate:** I consider myself to be a hard worker who is always looking for ways to further improve my knowledge. I'm also ready to take on new tasks and explore new possibilities. In light of this, I have been putting in extra effort to earn new levels of digital marketing certification, such as Microsoft Excel, SEO, SQL and Google Analytics on LinkedIn. This, I believe, reflects my commitment to my chosen field, since my willingness to learn and grow in a position shows that I am interested not only about my own personal development but also the organization's success.

**Fast Learner:** I am a quick learner who excels at processing, comprehending, and remembering new material. Aside from quickly grasping new material, being a quick learner indicates that I can put what I have learned into practice in the business. I recognized that I have the reasoning to swiftly process and understand new material, as well as the communication skills to effectively communicate what I have learned.

**Ability to work in a team and independently:** I have worked both individually and collaboratively, and I have been successful in both roles. While certain tasks can be completed by a single person, others require teamwork to be completed successfully. I recognize and value the reality that working in a team environment is both productive and efficient. I am able to compromise, show respect for others, and listen to my teammates' needs. When needed, I am always eager to provide a helping hand to other team members. I would be happy to participate in conversations about project issues in order to assist in reaching a successful conclusion. Finally, I think that the project must be completed, and it is my responsibility to participate in any way possible.

**Communication skills:** One of my personal strengths is my communication skills. I enjoy conversing with others. In terms of communication, my strength is my ability to listen as well as answer. I enjoy conversing with folks from all cultures because it allows me to learn more about their way of life. However, when it comes to speaking in front of a large number of people, I have a communication problem. I become nervous and occasionally forget what I was about to say. My communication flaw is that I become nervous when I have to speak in front of a class or a large group of people because I have the tendency to believe that they are more focused on me than on the content I will be delivering. But thankfully, I have learned that it's critical to concentrate on my strengths rather than my flaws, and to remember that, for the most part, everyone else is probably just as scared as I am. My strength comes from the fact that I can openly discuss almost any topic. I strive to explain only the point I'm trying to make in a way that others who are listening can grasp.

#### 1.4.3.2 Weaknesses

**Difficulty in letting go of a project:** One of my main flaws is that I have a difficult time letting go of a project. I'm the harshest critic of myself. There's always space for improvement, and I may have a tendency to over-criticize their own work or make last-minute modifications, putting the deadline at risk. I set revision deadlines for myself to assist me develop in this area. This ensures that I don't change anything at the last minute. Last-minute reviews, on the other hand, can help eliminate faults and result in a more refined final product.

**Less experience:** Finding a job in the field is getting increasingly difficult, especially for those with little relevant work experience, due to the large number of applicants. However, I do not believe that this should discourage us, thus, I am looking forward to broadening my skills and knowledge by studying a number of additional courses that will provide me with certification.

**Difficulty to concentrate:** Another of my flaws is to give my attention to tasks. Since I spent the majority of my time at home during the quarantine, I had difficulty concentrating during my university years. This made me anxious because I needed additional time to complete one project. But, in my opinion, every problem has a solution, and the best approach for me is time management. I have started devoting a certain period of time each day to a particular project, which has helped me to do tasks more quickly and efficiently.

#### 1.4.3.3 Opportunities

**Contribution to the company:** The continued spread of digitization across industries, companies from start-ups to established corporations are looking for digital workers with relevant experience. With these new opportunities available, as a student who has selected digital marketing as her

career path, I will be able to pursue this career and learn from many experts in order to become one of them in the future. Moreover, I believe that the skills that I have attained from my internships and competitive university where I studied will contribute to the company's success in the future.

**Continuous learning** is in my heart, because learning new skills and knowledge should be done on a regular basis. This allows me to grow both personally and professionally, expand my horizons, and realize my full potential. I will feel more prepared to take on challenges or new opportunities now that I know I have gained more abilities to help me advance in my career. Continuous learning demonstrates my dedication to working hard, improving myself, and being current in my field. Also, I may need to attend frequent training in order to obtain or maintain certificates or qualifications, which can help you keep on track and current. I feel that if I lead the way in demonstrating the importance of learning, I can motivate those around me to improve their own abilities. As a result, the working environment may be improved.

**Multilingual Person:** I have professional working proficiency speaking level in more than two languages, which I believe offers me an advantage and opens doors in my job. When it comes to my soft skills, this makes me more knowledgeable of the importance of being open to diverse cultures, as well as expanding my vocabulary and improving my problem-solving, listening, and interpersonal skills. If I talk about workplaces, being able to communicate in various languages will provide me a major advantage over the competitors. Furthermore, I discovered that being multilingual may allow me to work with a large number of people in a firm with whom I would not otherwise engage. This provides an opportunity for people who speak more than two languages to learn from mentors and role models who exhibit other professional characteristics and behaviors. Also, it would benefit the company as well in terms of promoting business growth, support employee skills development, and help the company win and maintain its success.

#### **1.4.3.4 Threats:**

**Plenty of competitors:** Customers nowadays are tech savvy, socially empowered, and time-crunched. Simultaneously, technology evolves at a breakneck pace, adjusting to new customer motivations. Marketers face challenges in keeping up with these changes, as the digital marketing skills and tools that must be assessed, generated, and executed continue to evolve at rapid speed. This will be more difficult for those with limited work experience, as there will be a lot to learn. As I indicated in my weaknesses, finding a job in the industry is extremely competitive, and a large number of marketing experts get hired first since companies are looking for them.

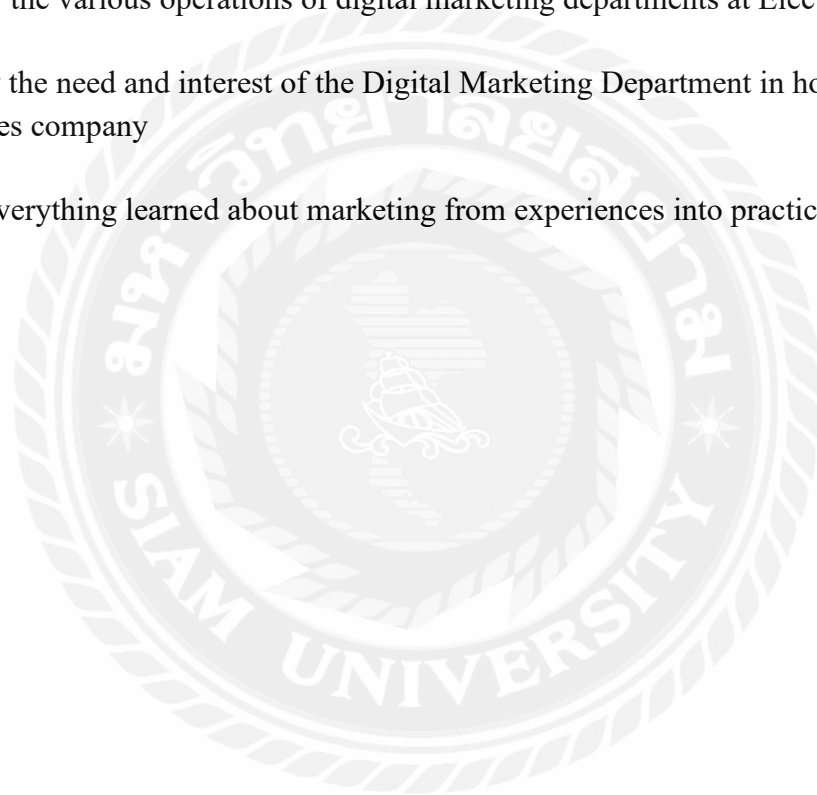
**Personal Economic situation** may become a factor to postpone my goals. Unpredictable conditions, such as Covid-19, can have a variety of effects on us, making it more difficult to attain our objectives. Obstacles such as a lack of imagination and negative thinking, which make us

believe we will never be able to attain our goals. Negative thinking is a powerful stumbling barrier since it tends to escalate and can become a self-fulfilling prophecy once it starts. We may also reject putting up the effort necessary to push ourselves to keep moving forward toward our objectives.

### **1.5 Objectives of the study**

One of the main objectives of this internship program is to provide an opportunity to learn in a real work life situation and apply our learnt management theories in the same. Some of the objectives of this internship program are stated as below:

1. To know the various operations of digital marketing departments at Electrolux company
2. To study the need and interest of the Digital Marketing Department in household appliances company
3. To put everything learned about marketing from experiences into practice.





## **Chapter 2 Co-Op Study Activities**

### **2.1 My Job Description**

Internship Role: Digital Marketing (Intern)

Intern Worksite Location: Electrolux Company, Marketing Department, Bangkok, Thailand

Length of Internship: 20 weeks

Internship Start Date: 15th December, 2021

Internship End Date: 22nd April, 2022 extended till 29 April, 2022

#### **Department Description:**

The Marketing Department supports the business in achieving its objectives by having the right people in the right jobs and making Electrolux an employer of choice. On the communications side, the function provides expertise in employee and leader communications, media relations, issues management, corporate communications, as well as internal communications platforms.

#### **2.2 Job Descriptions for Digital Marketing as Intern:**

Updating eCommerce platforms look and feel (working closely with brand and eCommerce teams to ensure the company's presence on 3rd party e-commerce platforms is consistent with our brand image and optimized for delivering sales

Reviewing and identifying content issues on the websites across countries, to ensure that we utilize newly created branded content

Managing YouTube look and feel across multiple countries to ensure consistent brand image

Providing competitive creative intelligence and trends using such tools as Facebook Ad Library and Google Trend

Working closely with the Search Engine Optimization team to implement best practices on our websites

### **2.3 My day-to-day job responsibilities**

- i. Prepare a report from Facebook Ads for campaign performance analysis to understand what elements of the campaign worked well and not so well, and make better decisions for future campaigns and drive improvements;
- ii. Prepare a report on video analysis from the digital marketing tools like Facebook and Display & Video 360 to understand the results of videos with different objectives of campaigns, and which objectives with videos are more effective and to make valuable decisions to adjust to better suit the audience's viewing preference;
- iii. Prepare a summary of media plans from various markets, together with their overall media costs, in order to compile them into a single file and make them easily accessible to my supervisor;
- iv. Collect actual spending and outcomes from each market's upweight budget from the previous year's media budget;
- v. Validate that the media spend on Facebook and Search Ads 360, as well as the media spend through the agency, have been similar throughout the last year;
- vi. Prepare a consolidated file with sitelink extensions and keywords for a certain market to ensure that the company is utilizing them effectively;
- vii. Prepare a content suggestion with its structure for the copywriter to generate content for a certain topic to strengthen the website's search engine optimization.

#### **2.4 Duties assigned beyond the standard job description:**

- i. Assist our team in inspecting the website pages for errors and making user interface suggestions to improve the user experience;
- ii. Assist our team with following up on electronic direct mail's templates in order to successfully transition the template to other markets;
- iii. Help our team to check the accuracy of data from different types of marketing sources like Facebook, Display & Video 360, and Search Ads 360 to display the most accurate on Power BI Dashboards;

#### **2.5 Activities in coordinating with co-workers**

All the aforementioned duties performed either be tasks assigned as per the standard job description or be it beyond the mentioned job description, they all were done with good coordination and collaboration with my co-workers. I had worked proactively with my Digital Marketing team members when necessary. We all had prioritized activities for the best interest of the team when working on joint tasks such as validating data, getting user interface recommendations for some market's website, so we could deliver the best user experience in both dashboards and websites, as well to successfully transition the template of Electronic Direct Mail to other markets;

#### **2.6 Job Process Diagrams**

The job responsibilities that I had been assigned during my internship tenure had various work processes to it which are as follows:

*2.6.1 Prepare a report from Facebook Ads for campaign performance analysis to understand what elements of the campaign worked well and not so well, and make better decisions for future campaigns and drive improvements:*

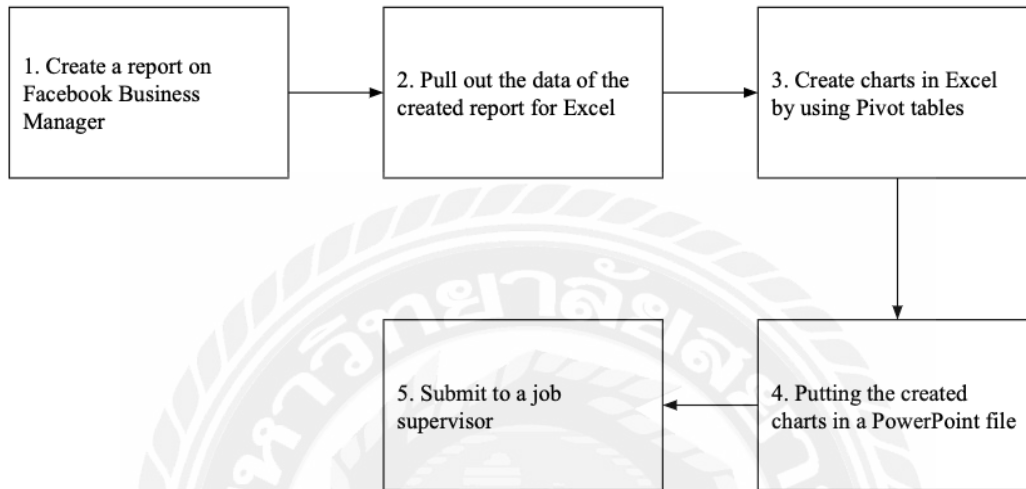


Fig 4: Preparation process of a report for campaign performance analysis

To complete the task of creating a campaign performance analysis, my supervisor first granted me access to Facebook Business Manager, after which I selected a specific market's accounts in Facebook Reporting, and then selected a time range and metrics relevant to the analysis in order to build a report. However, as I was creating a report on Facebook Reporting, I was stumped as to which metrics to use. However, I asked my supervisor to assist me once more, and with this help, I was able to organize the report's highlights. After this, the data was collected from the report and used in Pivot tables in Excel to create the visualizations. The difficulty I had in this process was deciding what sort of chart would best fit the data; but, with a few practices, I was able to select the most eye-friendly and simple-to-understand options. After creating charts with Pivot tables, I extracted the most important charts and tables and put them in a PowerPoint file, but I didn't know what style of reporting in the company was used in the slides at the moment, so I showed the file to my supervisor, who provided me some recommendations, and I was capable of following the same style. When I was finished compiling all of the data, I presented it to my supervisor for her approval.

*2.6.2 Prepare a report on video analysis from the digital marketing tools like Facebook and Display & Video 360 to understand the results of videos with different objectives of campaigns, and which objectives with videos are more effective and to make valuable decisions to adjust to better suit the audience's viewing preference:*

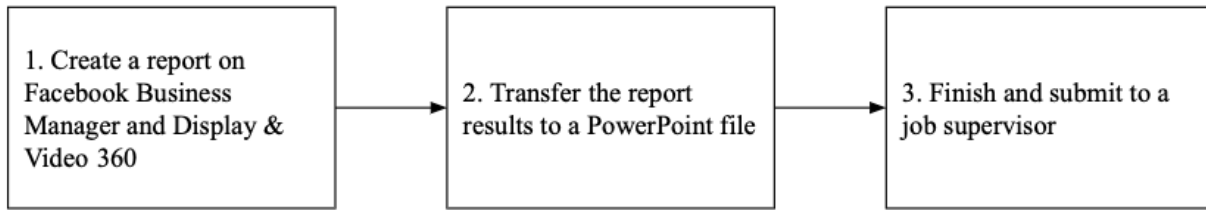


Fig 5: Preparation process of a report for video analysis

To complete the task of creating a video analysis, my supervisor first granted me access to Facebook Business Manager and Display & Video 360 digital marketing tools, after which I selected a specific market's accounts in Reporting, then a time range and metrics relevant to the analysis to build a report. I could simply utilize and make reports because I was familiar with Facebook Reporting for campaign performance analysis, but Display and Video 360 was rather complex for me because I didn't know anything about it. This was a hurdle for me, but I was able to solve it and learn more about this digital marketing technique by watching YouTube videos and searching Google. Also, when I was stumped, I approached my supervisor for guidance, and with his help, I was able to organize the report's highlights on Display & Video 360. After that, I transferred the data from the digital marketing tools report to a PowerPoint presentation in which I just included the findings. The most difficult aspect of this process was that the metrics' findings were in quantitative form, and these numbers perplexed me, so I had to double-check to be sure. After I finished, I showed my supervisor, who gave me feedback on how I could edit the report to make it more useful. I sent the file to my supervisor after working on the comments.

*2.6.3 Prepare a summary of media plans from various markets, together with their overall media costs, in order to compile them into a single file and make them easily accessible to my supervisor:*

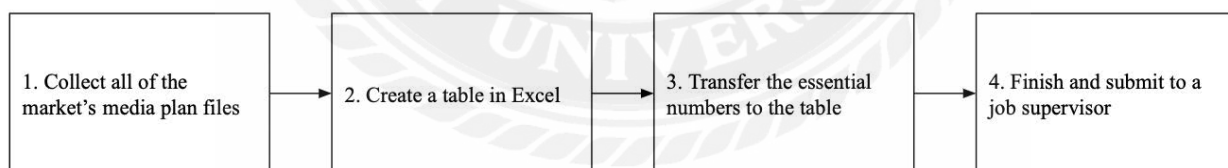


Fig 6: Preparation process of a summary of media plan

To complete the task of creating a summary of the media plan, I collected all of the market's media plan files, and began creating an Excel table with the country name and media cost. The most difficult aspect of this process for me was that gathering the files took longer because we had to contact and persuade the people in charge to provide the files. And it took them a few days, if not weeks, to respond and send the files. In the Excel table, the country name contained the name of a specific market, and the media cost included the overall cost of that market; if the media cost was divided into platforms and brands, the cost of each division and brand was included. When I was finished putting everything together, I submitted it to my supervisor.

2.6.4 *Collect actual spending and outcomes from each market's upweight budget from the previous year's media budget:*

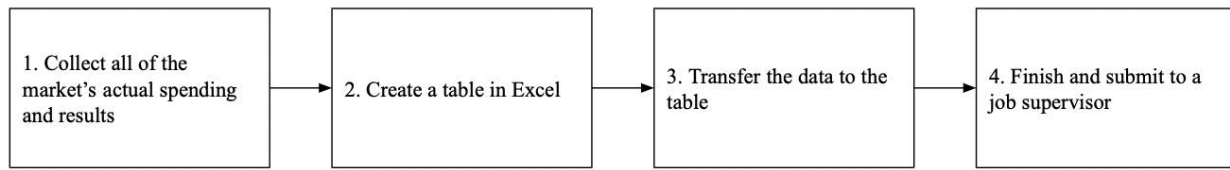


Fig 7: Preparation process of collecting actual spending and outcomes from each market's upweight budget

The preparation of this task was similar to the creation of the summary of the media plan. Because I collected all of the market's actual spending and results, and started an Excel table with the country name, upweight budget, and planned activities based on the upweight budget, as well as the actual spending and results from those activities. Again, the challenging aspect of this process for me was that gathering the files took longer because we had to contact and persuade the people in charge to provide the files. And it took them a few days, if not weeks, to respond and send the files. In the Excel table, the upweight budget included the budget that was left over from the planned last year's media plan; activities included the advertisement plans and platforms utilized; the actual media cost included how much of upweight budget was spent; and the actual results included the outcome of activities which actual media were used. When I was finished putting everything together, I submitted it to my supervisor.

2.6.5 *Validate that the media spend on Facebook and Search Ads 360, as well as the media spend through the agency, have been similar throughout the last year:*

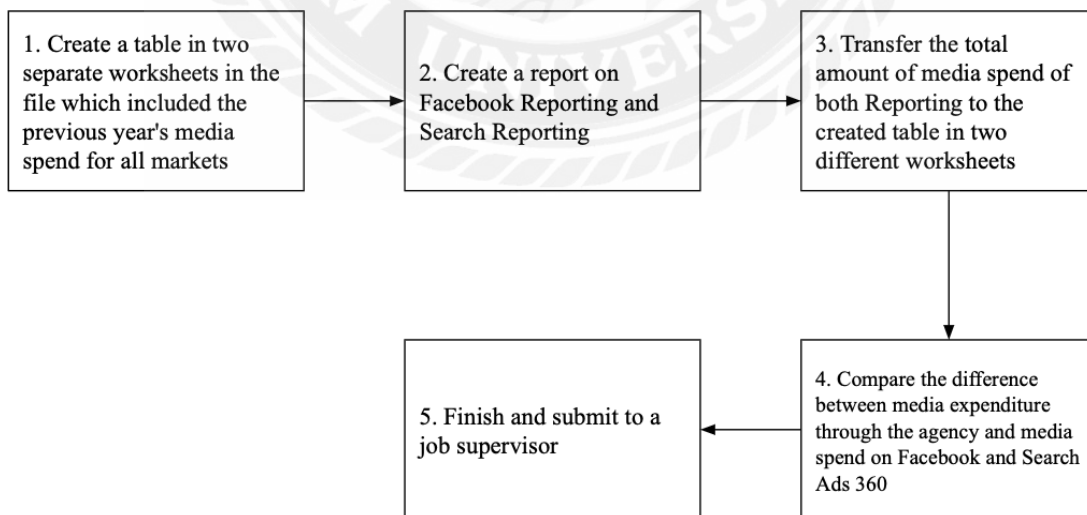


Fig 8: Preparation process of validating the media spend on Facebook and Search Ads 360

To carry out this task, I created a table in the file that comprised the previous year's media spend for all markets in two separate worksheets (Social and Search). This table contained a list of countries as well as the total amount of money spent on media. The report on Facebook Reporting and Search Advertising 360 for all markets was created with the selection of the total amount spent on ads for the entire year in order to acquire the complete amount of media expenditure. The data from Facebook Reporting was then placed in a spreadsheet titled Social, while the data from Search Ads 360 was placed in a worksheet titled Search. I didn't struggle during this process because I was previously familiar with Facebook Reporting and Search Ads 360. After putting the data in a table, the difference between the media spent through the agency and the media spent on Facebook and Search Ads 360 was calculated using a formula. In this step, I assumed that simply entering figures would suffice in this phase; however, my supervisor suggested utilizing a formula to check how much of a percentage difference there was. After demonstrating the percentage difference, I completed the work and submitted the file to my supervisor.

*2.6.6 Prepare a consolidated file with sitelink extensions and keywords for a certain market to ensure that the company is utilizing them effectively:*

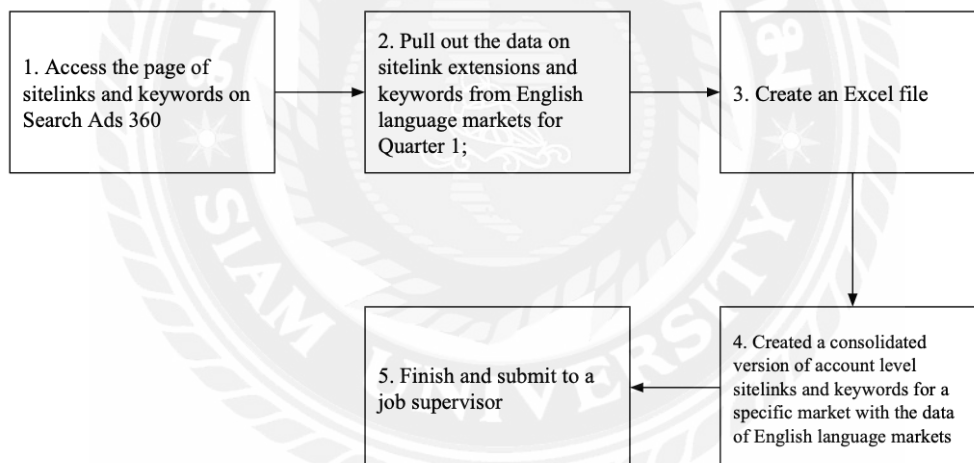


Fig 9: Preparation process of a consolidated file with sitelink extensions and keywords

My supervisor described what sitelink extensions and keywords are, the necessity of this assignment, and how and where I can get the data before I started this task. Following her description, I went to Search Ads 360's sitelinks and keywords page and downloaded data on sitelink extensions and keywords from English language markets for Quarter 1. I developed an Excel file with a consolidated version of account level sitelinks and keywords for a certain market with the data of English language markets, although some sitelinks were created by myself to complete the product category after pulling the data. After finalizing the consolidated version of sitelink by product category, I submitted the file to my supervisor.

2.6.7 Prepare a content suggestion with its structure for the copywriter to generate content for a certain topic to strengthen the website's search engine optimization:

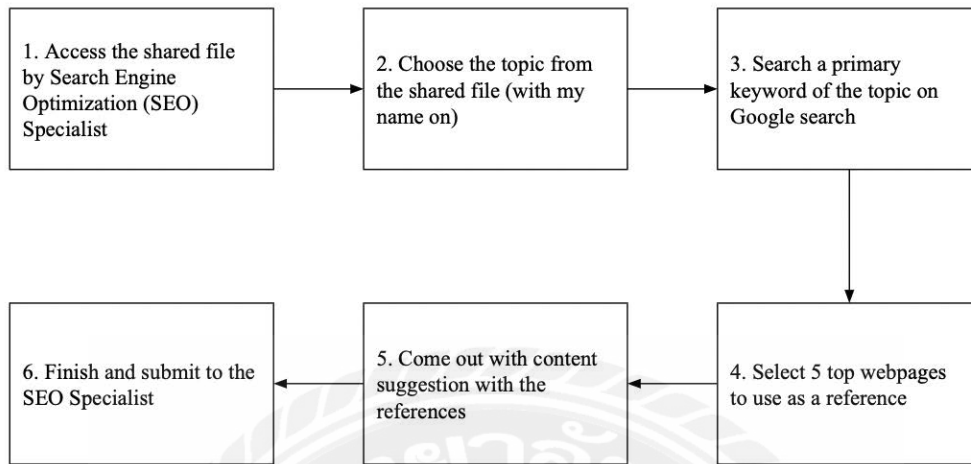


Fig 10: Preparation process of a content suggestion

To begin this task, the Search Engine Optimization (SEO) Specialist explained what a search engine is, how it works, why we need to generate content for the company's websites, and how I may create a content suggestion. Following his instructions, I accessed the SEO Specialist's shared files and selected the topic for which I had taken responsibility. This topic contained primary and secondary keywords, and the primary keyword was used to run on Google search, and as the result of search engine result pages, the top five websites were chosen as references. Using these references, the average number of words, Headline recommendation, Introductory Recommendation, and Content Coverage were all prepared. Because I had no prior experience in content production, I was always in contact with the SEO Specialist before I finished this task, but there were small remarks like shortening the content or adjusting the suggested headline. And after these alterations, I completed the task and shared the files with the SEO Specialist, and the links of these files were put in the consolidated content creation file.

### 2.6.1 Duties assigned beyond the standard job description:

2.6.1.1 Assist our team in inspecting the website pages for errors and making user interface suggestions to improve the user experience:

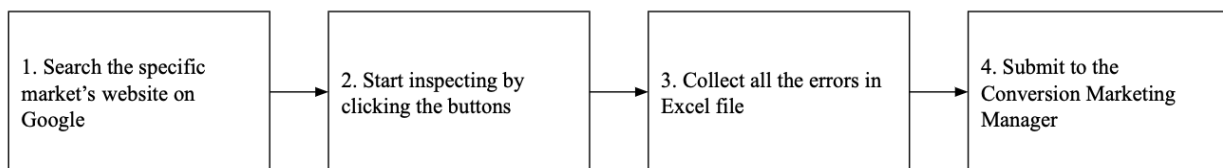


Fig 11: Preparation process of making user interface suggestions

To start this task, the Conversion Marketing Manager emailed me a file that detailed which sections of the website to visit and which buttons to press. Using this file, I used a search engine to find a specific market's website and began inspecting the clicks for specific buttons, such as add to cart, where to buy, and the right connections. I wasn't sure what kind of issue I'd find during the inspection, so I placed the screenshot in the Excel file along with the error to show the manager. After I finished analyzing, I shared the Excel file with the manager and scheduled a meeting to discuss the errors. I didn't have any major obstacles during this process; however, it was quite time consuming because the inspection included all pages, including product pages.

*2.6.1.2 Assist our team with following up on electronic direct mail's templates in order to successfully transition the template to other markets:*

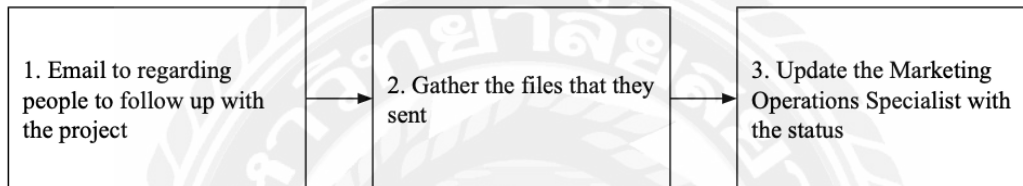


Fig 12: Process of assisting with the electronic direct mail's templates

This job process diagram explains how I helped the Marketing Operations Specialist transition the template to new markets successfully. I emailed the project's participants to follow up on the project, gathered their shared files in Teams, and updated the specialist on project status. However, I don't think I could help in many ways because when others asked me questions about the template, she needed to be a part of the decision-making process. But it was a fantastic opportunity for me to learn about email marketing and how the company operates in terms of sending emails to its customers.

*2.6.1.3 Help our team to check the accuracy of data from different types of marketing sources like Facebook, Display Video 360, and Search Ads 360 to display the most accurate on Power Business Intelligence (BI) and Access Control List (ACL) Dashboards:*



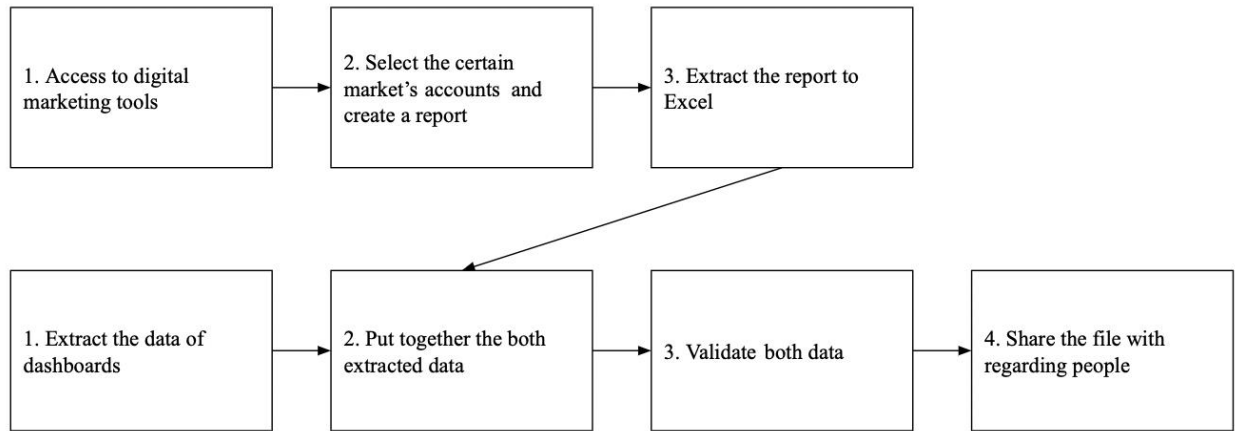


Fig 13: Process of assisting with data validation in different platforms

This diagram depicts how I assisted with data validation. When I first started data validation, the Marketing Effectiveness Manager instructed me how to get the data and where to get it. To begin with the task, I went to Facebook Business Manager, Search Ads 360, and Display & Video 360, chose a specific market's accounts in reporting, and selected a time range and metrics relevant to the validation in order to create a report. The data was extracted to Excel after making a report, and the data from dashboards was also extracted and collected in Excel. However, on the other hand, the dashboard page was extremely slow and kept displaying errors, which caused the process to take longer to complete. After extracting, I combined both extracted data into a single file and began validating. Following confirmation, the files were shared with the appropriate personnel in order to correct any missing data.

## 2.7 Contributions as a CO-OP student in Electrolux Company

The contributions that I had made during my internship tenure were mainly focused on Digital Marketing practices, reporting, making a summary of media plans, and providing team support with respect to the roles and responsibilities assigned, I was able to successfully make the following contributions during the internship:

Under the supervision of my job supervisor, I had helped prepare various kinds of reports for performance analysis. One of the reports I had made was Report on Campaign Performance Analysis on Facebook Ads Manager and Facebook Ads Library Figure 4. The useful tools I had used to prepare effective reports during my internship tenure were PowerPoint and MS Excel.



Date	Product	Provided Link	Ad format	Platform
2 Dec 2021	Offer up to 40% for Vietcombank, VIB or HSBS customers	Website (product promotion page)	Image	FB, AN, M
8 Dec 2021	Washer dryer machine with VIP offer for LG members	Website (product promotion page)	Image	FB
16 Dec 2021	LG AI DD washing machine	-	Video (19sec)	FB, IG



Classified as Internal

8

Our target audience is mainly people between the ages of 25 and 34.

Most Ads were run on mobile device via various placements on Facebook (87% of investment)

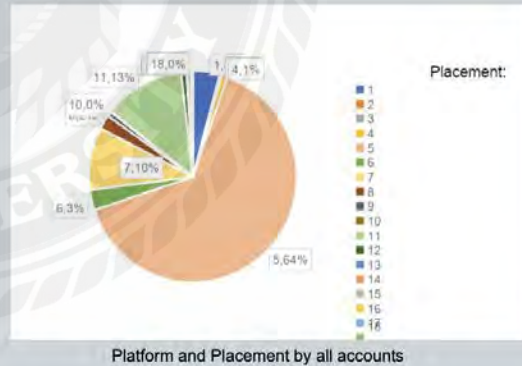
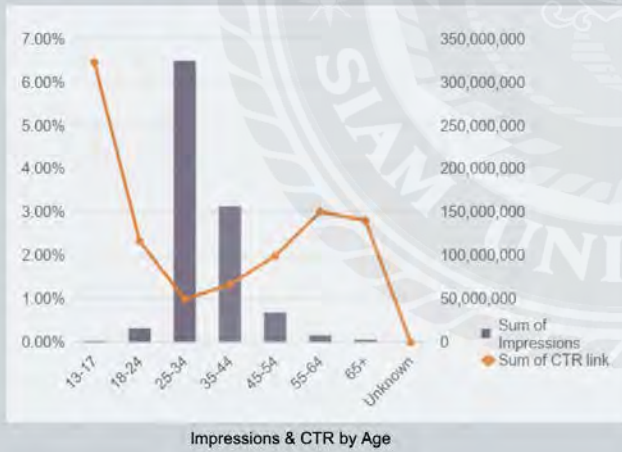


Fig 14: Report on Campaign Performance Analysis on Facebook Ads Manager & Facebook Ad Library

There were many additional activities I tried my hardest to contribute to during my internship tenure, such as preparing a brief for a given market and preparing a consolidated mapping file for a specific country. These projects enabled me to hone a variety of abilities, including how to use digital marketing tools and prepare a report. As a result, I would like to express my gratitude to

my job supervisor as well as my fellow Digital Marketing Teammates for their patience with the task that I was given.



## Chapter 3 Research on the Company

### 3.1 Introduction to Research

Workplace conditions are changing due to technological advancements, globalization demands, women's participation in the workforce, fewer young individuals, and an aging population (Source: Orange, 2006). The source also covers the statistics on work-life balance:

- Almost one-fifth of employees work in offices that are open 24 hours a day, seven days a week. One out of every eight workers work on Saturday and Sunday.
- Almost 11% of employees work 60 hours or more per week, mostly in professional and managerial positions.
- More than one in every eight fathers with children under the age of 18 works 60 hours or more every week.
- On their return to work after maternity leave, 56% of women preferred additional flexibility in their work schedules than extended maternity leave.

Work's position has shifted around the world as a result of changing economic and social situations. Work used to be viewed as a need for survival, and it still is, but it should also give personal fulfillment. As a result, tension and work-related strain, as well as family workload, make it difficult to strike a balance between work and personal life. Managers, doctors, directors, bankers, and software specialists are just a few examples of professions who are continually exposed to hazards (Vyas & Shrivastava, 2017).

When it comes to employment, the concept of work-life balance is becoming increasingly prevalent. Work-life balance refers to an employee's ability to strike a balance between work, home, and other responsibilities (Karthik, 2013; Soomro et al., 2018). Employees' psychological, emotional, and cognitive stability, which enhances organizational success, requires a balance between work and personal life. Many organizations have evolved a policy of rewarding long hours and organizational dedication in recent history, which has resulted in work-life conflict (defined as the inability to divide time between personal and professional life) among employees, leading to tiredness and stress. Poor work-life balance has a negative impact on employee health and well-being, as well as the performance of organizations (Shaffer et al., 2016; Beauregard & Henry, 2009). As an outcome, an imbalance between work and home life produces more stress, which may lead to increased employee turnover (Kumara & Fasana, 2018; Smith & Gardner, 2007). From this point of view, today, businesses have recognized the necessity of achieving a work-life balance for their employees and are attempting to implement rules to achieve this. Companies are attempting to find inventive ways to keep their employees happy and satisfied, which improves the working environment and boosts employee productivity (Vyas & Shrivastava, 2017).

There has been numerous research on work-life balance in the past, with various aspects influencing it. Essentially, the goal of this study is to look at the whole picture of organizational support, employee engagement, and the impact of personality on work-life balance in the workplace.

## 3.2 Literature Review

### 3.2.1 Work-life Balance

Work-life balance has taken the place of the term "work-family balance" (Hudson, 2005). This conceptual change occurred because childcare is far from the only essential non-work responsibility, and the problem also applies to other activities or commitments outside of work. In general, work-life balance is important for a wide range of employees, including women, men, parents, singles, and couples. Study, travel, sports, volunteer work, personal growth, leisure, and senior care are examples of other life activities that must be balanced with work (Lazar, Codruta & Patricia, 2010).

Work-life balance is defined as a person's capacity to meet both work and family obligations, as well as other non-work obligations and hobbies (Hill et al. 2001). In addition, the absence of unacceptable levels of friction between work and non-work obligations is frequently referred to as work-life balance (Greenblatt, 2002). Work-life balance issues are defined by Karakas and Lee (2004) as spending quality time with family members, having free time to relax for emotional wellbeing and health of family members, having good communication and support from coworkers, obtaining high-quality childcare and education, and being satisfied with the workload.

Promoting work-life balance is one of the most important responsibilities that organizations can play because it leads to increased motivation and productivity (Karatepe & Bekteshi, 2008). Today's human resource managers assess personnel practices in order to address those needs in the hopes of building employee loyalty. Furthermore, many businesses have begun to participate in the development of effective work-life programs (Rania, Kamalanabhanb & Selvarania, 2011).

In addition, according to Gallinisky (2005), a healthy work-life balance is important for enhancing employee commitment and retention. By having a better work-life balance, the psychological well-being also improves among the employees. Based on the research by Tompson (1997) and Aryee (2005), organizations that provide balanced work-life programs result in employee happiness and affective attachment to the organization. According to Aryee (2005), sexual orientation influences family and professional responsibilities. He also noted that work-life balance is a problem that both men and women experience. Personality has an important influence in determining work-life balance (Frone, 2003). Many other researchers have found a substantial correlation between personality and work-life balance (Devi, 2012; Eby et al., 2010).

### 3.2.2 Perceived Organizational Support

Employee perceptions of workplace support has become increasingly significant in human resource management research along with examining the human resource policy (Kossek et al. 2011). According to organizational support theory by (Eisenberger, Armeli, Rexwinkel, Lynch, & Rhoades, 2001), individuals define companies by attaching human-like attributes to them, and they develop good social exchanges with supporting organizations.

Based on the research by Eisenberger, Huntington, Hutchison & Sowa (1986), perceived organizational support referred to the employees' overall opinions about how much an employer values them, cares about their well-being, and supports their socio-emotional needs by giving resources to help with demand or role management. The scholars also included that employees represent global ideas about the extent to which their employer values their contributions and cares about their well-being.

Organizational support can be used to balance the demands of the two most important areas, work and life. Individuals who have more organizational support have more job psychological resources (Bakker & Demorouti, 2007), which act as a stress buffer to help them manage stress. Individuals who feel supported at work feel cared for by others and feel that they have support when needed (Cohen & Wills, 1985; Hobfoll, 1989). As individuals' emotional and psychological supplies for coping with daily pressures rise as they sense more support, but their perceptual appraisals of stressors reduce (Jex, 1998).

### 3.2.3 Employee Engagement

As stated by Schaufeli (2002), employee engagement is a psychological condition marked by vigor, absorption and dedication to one's work. He described vigor as an individual's capability and intellectual stability, and dedication as the employee's level of commitment to the job, and absorption as the level of involvement of an individual in their work. Employee engagement has been considered crucial to organizational performance (Gruman and Saks, 2011) because it seeks to understand why certain people "go above and beyond" in their work while others do not.

Employee engagement has benefits at the individual level, such as higher job performance and a lower intention to leave (Halbesleben and Wheeler, 2008); at the workgroup level, such as more positive climates (Salanova, Agut, and Peiró, 2005); and at the organizational level, such as higher customer satisfaction, higher productivity, higher profitability, and a lower number of accidents (Halbesleben and Wheeler, 2008).

Furthermore, some studies documented the association between employee engagement and work-life balance. For example, Parks (2008) conducted a study and found that employee engagement has a positive relation with employee's work-life balance. The improvement was produced to

increase employee engagement since engagement leads to a more meaningful work environment, which helps to preserve work-life balance (Munn, 2013; Bakker & Oerlmans, 2012; Shaufeli & Bakker, 2010; Adams, King & King, 1996).

### **3.2.4 Personality**

According to Devadoss and Minnie (2013), personality refers to the distinct patterns of ideas, feelings, and behaviors that characterize a person. Personality and responses are often consistent across settings. Personality is psychological, yet biological demands and processes impact it. An individual's personality is a set of characteristics that distinguishes them from others and allows them to play a role or behave in a certain way. The complex of all behavioral, temperamental, emotional, and mental attributes is considered inside one's personality.

The majority of researchers believe there are five main personality traits, and there are emotional stability, extraversion, agreeableness, openness to experience, and conscientiousness (Cain, 2015; Barrick, Mount & Li, 2013; Biddle & Thomas, 1996; Barrik, 1991; Devi, 2012), where emotional stability is defined as an individual's self-control and emotional equilibrium; extraversion is defined as a person's proclivity to socialize as well as his or her general pleasant outlook; being trustworthy and well-mannered are all characteristics of agreeable people; conscientiousness is the quality of being enthusiastic, hardworking, steady, and strong-willed; individuals who are open to new experiences are visionary, innovative, and have a demanding disposition.

Based on Devadoss and Minnie (2013) research, an individual should be able to achieve a proper balance between work and life. While numerous elements influence work-life balance, an individual's personality also plays a significant impact. The psychology of individual differences approach could be useful for work-life balance research since researching elements of different personality types can help us better understand how people perceive work-life balance. It is easy to see how an individual's personality might influence his or her own work-life balance.

### **3.2.5 Research Questions**

1. What does the organization do to help employees maintain a healthy work-life balance?
2. What is the effect of employee engagement on work life balance?
3. What role do personality traits have in balancing work and personal life?

## **3.3. Methodology**

### **3.3.1 Research Design**

To investigate the factors that influence work-life balance, observational research was conducted to obtain qualitative data to be able to examine the research questions. Naturalistic observation

takes place in this research where the observations are made as quietly as possible, with the researcher avoiding any direct contact with the people. This observation was subjected only to the digital marketing team, which consisted of ten employees, including me. However, the straight observation comes from five people, because some joined the company later. The data will be analyzed to draw conclusions and recommend ways for further improvement in work-life balance of employees in the organization. This study will examine the relationship between a work-life balance and the perceived organizational support; employee engagement, and person's personality, respectively.

### **3.3.2 Results**

#### *1. What does the organization do to help employees maintain a healthy work-life balance?*

During my internship, I was able to examine some of the company's workplace practices on how managers ensure that their employees are assisted in achieving the right balance between work and life. However, I can mostly provide my views from our team, as well as how our team's supervisor implemented approaches to maintain a healthier work-life balance. Our supervisor, first and foremost, gave flexible hours, and the corporation provided hybrid working, in which employees worked 2.5 days in the office and 2.5 days at home. When I spoke with my coworkers, they emphasized the necessity of flexible working. They felt confident in their ability to control when, where, and how they work because it allowed them to finish work earlier to get their boiler fixed or see a doctor as needed, safe in the knowledge that they would still get the job done.

Furthermore, our supervisor emphasized productivity above hours, stating that while certain days employees may need to work long hours to finish a task, this is balanced by days when they do not need to work a full eight-hour day. He also proposed giving the team Friday off by allowing us to leave the office at 4 p.m., allowing us to spend time doing yoga, exercising, reading books, or doing anything else we wanted to do for ourselves. This, I believe, helps us avoid burnout by allowing us to take care of our mental health while doing something we enjoy. Most importantly, our manager emphasized the importance of parents, particularly mothers, because the team and our manager constantly supported them by allowing them to adapt their schedules to care for children while balancing work priorities. I feel that this assistance has helped and will continue to help parents maintain their well-being.

Additionally, when we held a weekly team meeting, the team felt free to ask any questions because our supervisor consistently implemented open and transparent communication for us to introduce our ideas and then recognize the ones that were implemented. Last but not least, overall organizational support was seen in the surveys that the company conducted on a regular basis, and these surveys were customized to the company's needs while pursuing an employee-first approach, because the purpose of conducting surveys was to understand the employees while offering actionable solutions for the company's and employees' growth.



## *2. What is the effect of employee engagement on work life balance?*

I am confident that the above indicated organizational support has a significant impact on employee engagement. Because, based on my observations, all observed people felt they had more control over their work lives, and the feeling of having more freedom in how they planned and completed their responsibilities or cared for their personal lives helped them focus. They didn't want to be all over the place, so they didn't. It allowed them to focus entirely on one part of their lives at a time, whether it was personal or professional. With organizational support, they felt like they matter, and they were more likely to reciprocate by being more focused and productive.

## *3. What role do personality traits have in balancing work and personal life?*

There are several ways in which the organization we work for can sabotage our work-life balance, with hustle culture being one of the most prominent. However, research reveals that striking a work-life balance is largely determined by our personality rather than our profession. There are two categories of people: segmentors and integrators (Huth, 2016). Segmentors are able to create defined lines between work and life, whereas integrators struggle to do so. Because segmentors can shut off thoughts about work when they go home, they may be able to work more than 40 hours a week and still feel like they have a good work-life balance. Integrators, on the other hand, may suffer even if they work 40 hours a week because they think about work at home, which causes them to be less connected with their families, priorities, and activities outside of work. I wasn't able to fully study the personalities of the people at the organization, but I assume there were both segmentors and integrators. Personally, I consider myself an integrator because I devote more time to learning the responsibilities by my own research. However, I noticed that my team colleagues were inactive in our workplace communication platform when I worked late at home. And I believe that those with greater professional experience will be able to distinguish between work and personal life. However, my observations on personality cannot determine whether or not people were able to balance work and personal life.

I conclude that the organization views its people as its most valuable asset, and it is doing everything it can to look after them. As a result of my findings, I infer that the independent variables (perceived organizational support, employee engagement, and personality) and dependent variables have a strong link with each other. (work-life balance).

## **3.4 Discussion and Conclusion**

### **3.4.1 Conclusion**

The purpose of this study was to assess the variables (perceived organizational support, employee engagement, and personality) of work-life balance among employees working in the company I did my internship. The study utilized the naturalistic observation technique to analyze whether

there is a relationship between dependent variables and independent variables. My naturalistic observation indicated that the work-life balance of employees was affected by factors such as employee engagement, support of the organization, and personality. In general, the findings of this study corroborate those of [Cain \(2015\)](#) and [Kumarasamy et al \(2015\)](#). It was also discovered and observed that, in comparison to the other variables studied in this study, personality has fewer observations on employee work-life balance, thus it requires further research. It is obvious that work-life balance is a popular organizational strategy for achieving competitive advantage through employee retention, dedication, and productivity ([Gray, 2002](#)). Organizations that do not develop a strategy for balancing work and personal life are more likely to lose their best employees ([Haar, 2004](#)). According to [Ramguttty-Wong et al. \(2013\)](#), many employees are still unaware of the concepts of work-life balance.

This research provides a brief overview of work-life balance in the context of the household appliances company. Moreover, by conducting an insightful observation of work-life variables, this study adds to the corpus of information and literature. The current study could assist HR managers in building strategies for preserving work-life balance, as well as designing policies and strategies to help them minimize problems and issues that affect the work-life balance of their female and male employees.

### **3.4.2 Limitations of the research**

This study does have some limitations. To begin with, rather than using a qualitative approach, a quantitative approach would have provided more precise results on what employees think about the organization's support for work-life balance, as well as defining their engagement and personality types. With the quantitative approach, research will be evident, because it may provide insight for the organization, employers, and management to take the initiative for good work-life balance in their organization. Furthermore, the independent factors are insufficient to define an individual's work-life balance, as work-life balance can result in employee happiness and contribute to the achievement of organizational objectives. Future research should look into the influence of additional elements on employee work-life balance, such as well-being, emotional intelligence, and technology. A future comparative study on factors impacting men and women's work-life balance would also be a promising research endeavor to add to the body of literature. Mentioning gender differences, while many of the challenges surrounding work-life balance can affect men and women at any point of their careers, there are some special variables that make finding a balance more complex for women. Thus, future research should look into the differences in how men and women think about balance since this study generally only looked at both male and female employees.

### **3.4.3 Recommendations**

Electrolux has been around for more than a century, and I believe it has adopted appropriate strategies for each generation and each period of time. However, as more individuals become aware of the need for work-life balance, businesses are developing new programs and tactics to meet their employees' requirements. A healthy work environment requires a good work-life balance. Maintaining a healthy work-life balance reduces stress and prevents workplace burnout. One of the most common health problems in the workplace is chronic stress. Chronic stress has been linked to an increased risk of depression, anxiety, and sleeplessness, which can have a severe influence on mental health. Workplace burnout is caused by too much stress over a lengthy period of time. Employees who work a lot of overtime are more likely to burnout. Fatigue, mood fluctuations, impatience, and a drop in work performance are all symptoms of burnout. Thus, by developing a work environment that values work-life balance, employers may maintain a healthier, more productive workforce.

The organization can enhance its ways of helping employees based on the aforementioned effects of the poor work-life balance. The organization can adjust its strategy to each employee because the research focused on the impact of personality on work-life balance. Some workers may be desperate for a better work-life balance. However, other people may be content with the amount of time they spend working. Some people like to start work later but are content to finish later as well. Others may be willing to work longer hours if it means they can unwind when they get home. Some people may want to work part-time but are unsure how to contact their supervisor about it. Companies that attract and retain the best employees recognize that each employee is unique, so they create work environments that can be customized for each individual. As a result, this method will be the first guideline for improving employee work-life balance as there will not be a one-size-fits-all solution that works.

Another important suggestion is to make sure that managers and the senior leadership team have a healthy work-life balance as well. Making sure they're leaving on time, taking breaks, and not emailing employees outside of business hours or expecting them to deliver work on unrealistic timelines when it's not urgent. Leading by example is crucial because as humans, we sometimes tend to follow in the footsteps of others.

Employers can improve working practices in a variety of ways to ensure that their employees are supported in finding the right balance. Another solution is to provide more help for parents, as many organizations lose tremendous talent, particularly mothers, because they are unable to meet their childcare needs. The issue isn't limited to mothers; many fathers say they wish to spend more time with their children as well. It would be beneficial to ensure that the company's mothers and fathers have a better work-life balance in order to avoid losing valuable skills. Furthermore, giving greater and equitable benefits for maternity, paternity, or shared parental leave will encourage all parents, regardless of gender, to balance work and parenthood. And the organization can explore whether it can do more to provide part-time or job-share opportunities for parents. Furthermore, regularly asking employee feedback will be beneficial because they will be directly sharing their

experiences with the organization, and their comments will assist in the creation of a better work-life balance for them.

## **Chapter 4 Conclusion**

### **4.1 Summary of highlights of my Co-Op Studies at Electrolux Company**

The most important knowledge that a digital marketing internship at Electrolux acquired during the internship was the working procedures in various areas within the digital marketing team. A twenty-week internship was not enough to understand how the company maintains a digital presence. However, it has proven to be very valuable for understanding practical implications and unlocking knowledge. The internship program helped to explore the dynamics of work culture, professionalism and systems in the business world.

This internship taught me the importance of interpersonal relationships, time management, effective communication, public relations, leadership and other management skills, which are basic requirements for the development of a student's personality as a whole. This learning period was very useful for combining the theoretical knowledge gained during the academic studies with practical tasks and for studying the real working environment.

### **4.2 Self-assessment of the work experience**

This internship experience is considered a very good platform for learning how to work in a real environment and also gave me the opportunity to determine which career path I would like to take. Throughout my internship period in the digital marketing department as an intern, the training was not focused on day-to-day tasks, but was also focused on understanding the general way the organization functions and the strategies it follows.

The internship was expected to be a learning experience on how the company uses digital marketing goals to maintain its digital presence. The job I was assigned required both independent and dependent abilities. When given a task, I preferred to dive deeper to learn more about the task and resolve my issues first via the Internet, but when I found it difficult to get out of the maze, I actually asked my supervisor to help me. Also, since the organization I chose for my internship was international, it was perceived by top management as very properly regulated. The work environment that I expected was to be very flexible and strict. In addition, I believe that an organization follows a set of hierarchical structures in order to function properly, as well as having flexible rules and chain of command for operations.

The internship experience was also very different from what I expected at first. Not only did the internship firm provide a learning experience by watching the day-to-day activities that took place throughout the organization, it also gave me the freedom to complete daily tasks in all areas of

digital marketing, which gave me the opportunity to learn about the work being done by each area of digital marketing on how they are functioning.

Therefore, this internship was a great opportunity to gain experience from a cohort of professionals, build a portfolio that would benefit from future job applications, expand your professional network, and most importantly, learn about common business concepts not only by watching but by participating in day-to-day operations of the organization. Perceptions and expectations from the internship were very different compared to what was gained after the actual experience. The amount of knowledge and knowledge gained is nothing compared to the minimum standards set at the beginning.

### **4.3 Limitations of my Co-Op studies**

During my Co-Op studies, I have had faced certain challenges as a limitation which are as follows:

- a) Difficulty in setting time with manager due to their busy schedule;
- b) Not having enough contribution in the decision-making process, as I had no prior experience, I needed more time to get familiar;
- c) 20 weeks' time is very limited to get acquainted with Digital Marketing;
- d) This internship report as a Digital Marketing Intern in the Marketing Department at Electrolux Company may or may not be useful to others because of different circumstances like locations, organization's processes, sector, etc.
- e) My major focus as an intern was in Digital Marketing so many other parts of marketing working are excluded from the report;

### **4.4 Recommendations for the Company**

Being a part of such a large organization with thousands staffing including all different professionals has been a wonderful experience. I was able to experience all the Digital Marketing workings in the real working platform within the company's Marketing Department. The recommendations are listed below:

1. In the future, I personally would like to suggest that Electrolux create such a practical work environment for other interns as well, as internships can help students gain valuable work experience and meet college requirements. In addition, internships can expose students to many aspects of a full-time job, allowing them to explore their interests and shape their personal career goals.

2. Another suggestion to the company's management is to provide a mentor, implying that in order to provide a dynamic feedback experience for the intern, assigning them mentors from upper-level management may not be the best idea, as they will almost certainly already be receiving feedback from their direct supervisor. Instead, pair interns with junior-level employees to foster a friendly environment that fosters professional growth and development, as well as to provide answers to issues that they would not feel comfortable asking their manager.
3. Also, in my opinion, setting goals for interns and reviewing their progress throughout their tenure is also a vital stage in their development. I actually had goals, but if it is more developed in the future, it would be useful for others. Interns typically work for a limited length of time, so keeping track of their progress and ensuring that their work has a defined beginning, middle, and end is crucial. It would be wonderful for an intern to feel like they came in, started something, and finished it, rather than feeling like they've been working on something for a long time but never get to finish it.
4. Last but not least, I would suggest the management review the digital marketing tools first and provide the initial introduction session to the interns so that they can cope up with the technological shock because a sudden introduction to the marketing tools might be overwhelming for interns. The demands of the company determine how the internship program is structured. One essential insight is to ensure that the employer contacts with the interns on a regular basis. Otherwise, they may lose track of their obligations and their place in the company.

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## Appendices



Pic 1: The visit of International Office to Electrolux Company

<b>Week: 1</b>	<b>Date: 15 December, 2021</b>
<p>Today was my first day at Electrolux. I was filled with a flurry of emotions, including excitement for the future, concern about what to expect, and excitement for what might happen and who I might meet. My supervisor, the Acquisition Marketing Manager, gave me an introduction to the company and its organization, as well as our team members, and showed me around the premises in the morning. My supervisor invited me to a few meetings after our introduction, and she introduced me to a few others there. Since my arrival at the company at the end of the year, I've attended a few meetings focused on the year in review for 2021.</p> <p>Because I didn't have my company laptop with me at that time, I used the time between meetings to check over the company's annual report for 2020, which helped me learn more about the company, particularly its financials.</p> <p>On the same day, the Christmas Party was held in the building. Fortunately, I had the opportunity to meet individuals from the marketing department during the Christmas party, as most employees were working online at the time. The start of the internship couldn't have come at a better moment. Throughout the event, I met a variety of people from various teams, including Product Management, Brand Management, Retailer Management, and so on. Everyone was extremely pleasant and hospitable.</p>	
<b>Week: 1</b>	<b>Date: 16 December, 2021</b>
<p>My first assignment as an intern was to use Facebook Ad Library for Taiwanese market to research the company's competitors. Before I started, I did some digging on the Facebook Ad Library to understand more about this. So, the Ad Library provides additional information regarding advertising about social problems, elections, or politics, such as cost, reach, and funding entities. These ads will be viewable whether they are active or not, and they will be kept in the Ad Library for seven years. Following my learning, I started putting my results in a ppt file, detailing what types of ads were made by competitors during the previous quarter and what measures were taken by competitors, such as, gift giveaway, or design of posts, or sponsorship with other companies.</p>	
<b>Week: 1</b>	<b>Date: 17 December, 2021</b>
<p>Today, the HR Manager had me in the HR department to provide the orientation. I was given a tour of the office or workplace, a company presentation, and an overview of company policies and safety requirements, as well as an outline of the company's history and business areas. Thanks to a thorough orientation, I felt immediately welcomed, loved, and valued. This had a significant impact on my commitment. Following orientation, I was given my company laptop, which I was able to change a few settings on thanks to the HR manager, as well as learn how to utilize Onelook and the Team Meetings platform to email and chat with other employees. After the orientation and receiving my laptop, I had some time to dive deeper into my laptop and other platforms.</p>	
<b>Week: 2</b>	<b>Date: 20 December, 2021</b>
<p>Last week. I started to work on the Facebook Ad Library for Taiwanese market to research the company's competitors. I have included images and information from competitors' adverts in this work. We intended to select a time range for the entire year, however the Facebook Ad library only displayed the last quarter of the year, which was October, November, and December. I was able to present my findings to my supervisor using Powerpoint. She provided me feedback on how I could</p>	

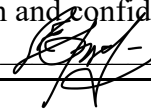
make it more informative and understandable by improving and adding a few more points to it.

<b>Week: 2</b>	<b>Date: 20 December, 2021</b>
After completing the adjustments, I began working on the same task in a different country, but I was able to understand what I was getting out of it because, in order to complete the same task, I knew I would have to work quickly.	
<b>Week: 2</b>	<b>Date: 21 December, 2021</b>
On this day, I have continued working on yesterday's task. Because it took more time to go through all the ads among 6 or 7 competitors. But this helped to see the benefits of the Facebook Ad Library as a result of this work. Because I uncovered information on any current Facebook ad, including who created it, what it looked like, and when it ran. The application is intended to enhance transparency by providing consumers with information about the advertisements they encounter on a daily basis. The Facebook Ads Library provides a mechanism for us, the digital marketing team, to better our own ads. We could also learn how to make our own ads more effective by researching successful Facebook ads.	
<b>Week: 2</b>	<b>Date: 23 December, 2021</b>
My supervisor told me to start another task on this day while I was managing the previous one. This one involved data analysis and reporting to the Brand team. I was granted access to Taiwan's Facebook accounts in order to begin my work. My supervisor then walked me through the Facebook Ads Manager and demonstrated how to use it in digital marketing. So, generally, this marketing tool runs advertising on Facebook, Instagram, Messenger, or Audience Network. It's an all-in-one tool for producing advertising, scheduling when and where they'll appear, and monitoring how successfully your campaigns are achieving your marketing objectives. Considering I didn't know anything about this marketing tool, I could see how long this task would take from the start. I began my self-study by watching YouTube videos to gain a general understanding of the importance and features of Facebook Ads Manager.	
<b>Week: 2</b>	<b>Date: 24 December, 2021</b>
To better grasp what I'm doing in the task, I started watching YouTube videos and committed an entire day to it. As a result, I was able to gain more in-depth information about how to create a campaign and comprehend key metrics such as CTR, CPC, and CPM. All of these measurements initially caused confusion because remembering the formula for each was difficult. However, it was critical for me to distinguish them and comprehend their meanings, as establishing a fresh digital marketing campaign necessitates a great deal of attention to detail. It's critical to specify the measures we'll use to measure your performance from the start if you want to succeed. It doesn't exist if we can't measure it. To optimize and improve, we must measure.	
<b>Week: 2</b>	<b>Date: 24 December, 2021</b>

**Supervisor's comment:**

She needed time to adjust because it was the first two weeks of her internship. As she had no prior experience, it took her some time to grasp the tasks, and after sharing my understanding of the tools, I encouraged her to pursue self-study. Furthermore, it was clear that she lacked a few abilities, like communication, as she had previously stated that studying during the pandemic was challenging. Thus, more experience, on the other hand, will help with communication and confidence.

Supervisor's Signature \_\_\_\_\_



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<b>Week: 3</b>	<b>Date: 27 December, 2022</b>
<p>I started pulling data out of Facebook Ads Manager after learning a little about it, so I could work on Excel and learn about Pivot Tables. Pivot Table is a great tool for faster, easier, and more reliable data collecting, analysis, sorting, summarizing, report and presentation creation, and supporting any user in making more trustworthy decisions. While learning about Ads Manager, I had the opportunity to learn about Pivot Tables and practice working with huge sets of data.</p> <p>Actually, I felt like I was down the rabbit hole today since I didn't know where to begin. After watching a number of videos, I thoroughly lost myself in them. But, thanks to my supervisor, I was able to climb out of this hole by being given the main topics to cover, such as investment for the entire year, how many people we reached, and CPM analysis by month, as well as viewing our data by where our ads were shown and the devices people were using when they saw our ads, and creating a reporting for specific creatives that drive conversions or are effective during that time range.</p>	
<b>Week: 3</b>	<b>Date: 28 December, 2022</b>
<p>Since this task takes longer, I worked on it again today, including for the following: amount spent - the total amount of money you spent on this advertising campaign; results - the number of times your campaign met its goal, whether it was conversions, impressions, likes, or something else; reach - number of persons who saw your ad for the first time; impressions - the total number of times your ad was seen on a screen is referred to as impressions (including second, third, fourth, etc., views by a person).</p>	
<b>Week: 3</b>	<b>Date: 29 December, 2022</b>
<p>After working on Excel, I immediately started to consolidate my data into a ppt file in order to visualize the Facebook results. Putting the results in the PowerPoint slide helped me to minimize clutter and focus on the essential points in my report presentation. While preparing, I intended to use multimedia assets such as photos, charts, and tables to make it more understandable and avoid many written texts.</p>	
<b>Week: 3</b>	<b>Date: 30 December, 2022</b>
<p>My supervisor and I held a meeting to discuss whether I was on the right track. She provided me with suggestions for what I should change and what I could add to make the slides more interesting. Her feedback aided me in lightning data visualization and simplifying communication of insights, which audiences like. Also, include the vital information in text so that the audience can pick up on and focus on the main aspects. Simultaneously, I've understood how critical it is to utilize the appropriate graph style for the data and audience, to use color effectively within limits, to employ visual hierarchy on the page to emphasize crucial aspects, and to keep focused on the goal.</p>	


<b>Week: 4</b>	<b>Date: 4 January, 2022</b>
<p>On this particular day, after our discussion, I changed the parts where she requested to improve. For this one, I set aside a day, simultaneously sorted the files while clearing out the ones I didn't need. Since I needed to send the file, I attached the file in an email, and sent it to the brand team to make them aware of the results and take proactive actions, and make the right decisions for future campaigns.</p>	

<b>Week: 4</b>	<b>Date: 5 January, 2022</b>
<p>I started for a different country after finishing the analysis of campaigns for the Taiwanese market. The first work takes longer because it requires knowledge and proper instruction, But, I was able to start and finish the second country fast, because the same steps have to be followed by me. So, for the next country, I planned on repeating the same steps: extracting data, consolidating it using Pivot Tables, and presenting the conclusions and key points in a PowerPoint presentation. And the objectives of the task was to cover the main topics to cover, such as investment for the entire year, how many people we reached, and CPM analysis by month, as well as viewing our data by where our ads were shown and the devices people were using when they saw our ads, and creating a reporting for specific creatives that drive conversions or are effective during that time range.</p>	
<b>Week: 4</b>	<b>Date: 6 January, 2022</b>
<p>While working on campaign analysis, I had a peek at the prior task, Facebook Ad Library. I uncovered the same information on any current Facebook ad, including who created it, what it looked like, and when it ran. The tool is intended to improve transparency by providing consumers with information about the advertisements they encounter on a daily basis. The Facebook Ads Library provides a mechanism for us, the digital marketing team, to better our own ads. We could also learn how to make our own ads more effective by researching successful Facebook ads.</p>	
<b>Week: 4</b>	<b>Date: 7 January, 2022</b>
<p>I completed the above-mentioned task on this particular day. So, before declaring it complete, I had a meeting with my supervisor. I was able to execute this task after receiving approval from my supervisor. With the help of the Facebook ad library, I was able to check out the advertising of company competitors or other ads comparable to the company's niche, which helped me grasp the importance of this tool. Also, I could gain some ideas from it, such as what the company can do with its advertisements, what unique and innovative things the company should do to differentiate itself in the market, and so on.</p>	
<b>Week: 4</b>	<b>Date: 7 January, 2022</b>
<p><b><u>Supervisor's comment:</u></b> During these weeks, it was clear that she was becoming adapted to the company and her responsibilities. When it came to tasks, she completed all of them and then some. She was always willing to do whatever needed to be done during this period. However, there are some areas for improvement: for example, she needs to enhance her presentation skills. She may require further</p>	



supervision, but I feel that every skill can be improved throughout the internship because she is continually looking for new methods to develop and takes my recommendations into consideration.

Supervisor's Signature \_\_\_\_\_



<b>Week: 5</b>	<b>Date: 10 January, 2022</b>
<p>After sending the email to the Brand team, I received a response from them with a few comments and a request for more information, such as campaign objectives and which objective performed best.</p> <p>My supervisor and I catch up on Mondays to follow up on tasks, and she invited me to present the analysis and reporting of Taiwan's market performance in a meeting with our team on Tuesday so that our team will be aware of what I'm working on. During my meeting with my supervisor, I asked for her assistance in determining which parts of the presentation I should concentrate on in order to make things easier for me.</p>	
<b>Week: 5</b>	<b>Date: 11 January, 2022</b>
<p>Every Tuesday, our team has a meeting in which we have a broad conversation about the projects or activities that we should everyone be aware of. This allows us to become familiar with the jobs that other team members perform, as well as give assistance, get the opportunity to ask questions, and assist them in any way necessary.</p> <p>Following the main discussion, everyone took a few moments to listen to my presentation. My supervisor assisted me during the presentation and answered a few questions from our team members. I felt nervous, and I recognized I needed to focus on my public speaking skills. Simultaneously, I must learn to regulate tension and emotions, rather than allowing nervousness to control me. I needed to be more knowledgeable, well-practiced and prepared for my next presentation, and try out some physical relaxing techniques in order to amaze myself and my audience by delivering a fantastic presentation in a calm and collected manner.</p>	
<b>Week: 5</b>	<b>Date: 12 January, 2022</b>
<p>In the previous days, I was working on the analysis and reporting of campaigns on Facebook ads, and last time, I started for a different country after finishing the analysis of campaigns for the Taiwanese market. The first work took longer because it required knowledge and proper instruction, But, I was able to start the second country without supervision, because the same steps have to be followed by me. So, for the next country, I planned on repeating the same steps: extracting data, consolidating it using Pivot Tables, and presenting the conclusions and key points in a PowerPoint presentation. And the objectives of the task was to cover the main topics to cover, such as investment</p>	

for the entire year, how many people we reached, and CPM analysis by month, as well as viewing our data by where our ads were shown and the devices people were using when they saw our ads, and creating a reporting for specific creatives that drive conversions or are effective during that time range.

**Week: 5**

**Date: 13 January, 2022**

The Marketing Effectiveness Manager, one of our team members, reached out to me for assistance with data validation in Power BI. The organization is working on launching this tool of digital marketing data and reporting for corporate employees and stakeholders, so they may look at the data without needing access to marketing tools or asking anyone. However, before going live, we wanted to make some tweaks and double-check that the data in the marketing tools was accurate. This tool is essential and it is a set of tools and services for enterprises that includes business intelligence, reporting, and data visualization. It creates dashboards and visuals from the raw data. This enables us to evaluate data more quickly, detect trends and patterns, and gain actionable insights to help us make better business decisions. Power BI is made up of a number of components that work together to allow us to develop and share business insights.

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**Week: 5**

**Date: 14 January, 2022**

Today I concentrated on data validation. To validate, I wanted to verify that the amount spent, impressions, and clicks in both dashboards and Facebook were correct, or to find any other issues. I created an Excel file in which I included the table and screenshot to make it evident to the Marketing Effectiveness Manager what kind of issues I encountered. I was able to complete data validation today after working on it for roughly two days. Following that, the Marketing Effectiveness Manager and I met to go over the problems, which I clearly discussed and demonstrated in both tools. The majority of the errors resulted from discrepancies in data between the two platforms, including video impressions and clicks. We needed to speak with the team in charge of Power BI in order to resolve these concerns. As a result, we scheduled a meeting with them.

**Week: 6**

**Date: 17 January, 2022**

On Mondays, my supervisor and I catch up to follow up on work, and she assigned me to start another task and sent me an email with some points. So our objective was to analyze videos from ads for Southeast Asian countries. It didn't take long; however, inputting and double-checking the metrics' numbers took a little longer. However, this task assisted in understanding how to identify the proper metrics for video analysis, such as 3 second video plays. This tells us how many people viewed our video instead of scrolling past it. Another is Video Average Play Time, which we can compare to the average playtime of our existing video commercials to see if our new ad is effective. I could even go a step further and divide our audience based on how much of our video they've seen. For example, I could use the metrics Video Plays at 50%, Video Plays at 75%, and Video Plays at 95% to create custom audiences for re-engagement. However, I only included video plays at 50% in this work since if the number of video views or average watch duration is lower than expected, it suggests we're either targeting the wrong audience or our video isn't interesting enough. I was also able to include which campaign objectives were successful. and I observed whether the videos were viewed with or without sound.

**Week: 6**

**Date: 18 January, 2022**

I was working on a similar task today, which was to analyze videos from ads for Southeast Asian countries. This assignment was completed today. One task could take several days to complete. But I'm pleased that I was able to do it in just two days, as there are six SEA countries to cover: Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam.

I realized the necessity of video analysis as a result of this work. The organization may test different video ads and viewers, analyze its effectiveness using video ad data, and then use the information to improve its next Facebook video ad campaigns.

**Week: 6**

**Date: 19 January, 2022**

After finishing the video analysis, I attached the file in an email, and sent it to the Brand team to make them aware of the results and take proactive actions, and make the right decisions for future campaigns.

In addition, my supervisor asked that I write briefs for newsletters. She emailed me all of the articles, and I needed to study the most recent ones and summarize them briefly by underlining the key areas. This brief needed to be mentioned in the description, and I had to read the articles in order to describe it. I was excited to take on this task because it allowed me to stay up to date on corporate news and familiarize myself with a few research projects. Nowadays, thanks to modern technology and the expansion of the media, I can easily keep up with what's going on throughout

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the world. However, because we don't always have time to read news or articles, because of this brief, individuals can skim the summary and figure out what the article is about.

**Week: 6**

**Date: 20 January, 2022**

Today I dedicated my time to finishing the Newsletters description. I've done it before, but this time I believe I'll be able to complete faster and highlight the best parts of the articles because I know exactly what to do and why I'm doing it. I was able to keep up with media trends as a result of this task, as well as learn how marketers can use Search to assist people make confident purchasing decisions, and get the results of some company study. If I were to summarize a couple items here, it would look something like this:

As TikTok grows in popularity, industry analysts expect that it will become more important for ecommerce and media in 2022. AR features and the option to check out in-app are two possibilities. Also, it's possible that longer-form work will return (tik-tok introduced 3min, IG reels 60sec). TikTok is expected to play a bigger role in organically reaching out to younger people.

**Week: 6**

**Date: 21 January, 2022**

I got lost in the articles yesterday because they were all so fascinating. As a result, I was able to complete all of the descriptions today and return them to my supervisor. Because the newsletters included topics related to Ecommerce, Creatives, Video Marketing, Media, Research, and so on, there was a lot to learn from them. I could extract knowledge about everything, such as Search marketing strategies for brands to make people feel certain and confident before making a purchase, as Search is the top touchpoint (responsive search ads; Google Ads using headlines and descriptions that match search queries), and in order to be good in Search, companies should provide trusted information: relevant, reliable online content, informative landing pages; also provide personalized and relevant information. At the same time, if I'm talking about creativity, the article about how to think about creating effective Youtube ads would be a great place to start with some tips on how to improve ads with exciting scenes-grab eye, leading story, unexpected imagery, breaking the 4th wall-

make them feel like they're a part of the story, giving a puzzle to solve, enough to make them want to figure out the answer, and exploring emotions-humor, nostalgia, embarrassment.

**Week: 6**

**Date: 21 January, 2022**

**Supervisor's comment:**

She completed all of the tasks assigned to her. She felt confident enough in her abilities to trust her intuition and managed a variety of situations, reducing our workload significantly. We were all impressed by her abilities to analyze the task and do it in a reasonable amount of time. She was trusted to handle projects on her own by our team, and she always achieved good results. I expected her to send me a weekly task update and to know exactly what she needed to do. She handled this with ease as well, keeping me up to date, asking questions when she needed assistance, and picking everything up quickly. She surpassed all expectations and took on everything we handed to her.

Supervisor's Signature \_\_\_\_\_



**Week: 7**

**Date: 24 January, 2022**

On Mondays, my supervisor and I catch up to follow up on work, and she assigned me to start another task and sent me an email with some points. I was actually analyzing videos from ads for Southeast Asian countries, and the new task was to continue doing the same analysis for other countries like Australia, South Africa, and Middle East Countries. It didn't take long; however, inputting and double-checking the metrics' numbers took a little longer. This task assisted in understanding how to identify the proper metrics for video analysis, such as 3 second video plays. This tells us how many people viewed our video instead of scrolling past it. Another is Video Average Play Time, which we can compare to the average playtime of our existing video commercials to see if our new ad is effective. I could even go a step further and divide our audience based on how much of our video they've seen. For example, I could use the metrics Video Plays at 50%, Video Plays at 75%, and Video Plays at 95% to create custom audiences for re-engagement. However, I only included video plays at 50% in this work since if the number of video views or average watch duration is lower than expected, it suggests we're either targeting the wrong audience or our video isn't interesting enough. I was also able to include which campaign objectives were successful. and I observed whether the videos were viewed with or without sound.

**Week: 7**

**Date: 25 January, 2022**

Following the completion of the video analysis, I began working on the budget allocation of media plans provided by the media agency. I just needed to summarize for each country in one file, including the total spend with their timeline and some comments. At the same time, I learned the importance of budget allocation. This is significant because a budget is a financial plan that forecasts revenue and expenses over a set period of time. It's a management and planning tool as well as an accounting record. These budget plans can be used as an indicator of the costs and revenues associated with each of our activities, as a means of providing information and supporting

management decisions throughout the year, and as a means of monitoring and controlling the business, especially if the company analyzes the differences between actual and budgeted income. It's also important to make sure that media placements are in line with the business goals, and that the marketing expenditures are spent in ways that add the greatest value to the company.

**Week: 7**

**Date: 26 January, 2022**

Today, I had an introduction to DV360 from the Marketing Effectiveness Manager to do the same data validation I did for Facebook. She gave some guides on how and where to pull data, and how to filter them. The organization is working on launching this tool of digital marketing data and reporting for corporate employees and stakeholders, so they may look at the data without needing access to marketing tools or asking anyone. However, before going live, we wanted to make some tweaks and double-check that the data in the marketing tools was accurate. The marketing tool is essential, as Display & Video 360 is a single platform that allows to plan campaigns, design and manage content, organize and apply audience data, identify and acquire inventory, and measure and optimize campaigns all in one place. Companies may cooperate across teams using Display & Video 360, such as sharing campaign data and insights across media, creative, data, and analytics teams to work across disciplines. It also aids in the attainment of transparency and control like seeing exactly how your money is being spent and where your ads are being displayed across all of your campaigns. It also allows faster and sharper insights by built-in intelligence throughout the platform, automates operations like bidding and optimization, and displays insights and recommendations automatically so businesses can act swiftly to meet their objectives.

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**Week: 7**

**Date: 27 January, 2022**

Today I concentrated on data validation. To validate, I wanted to verify that the amount spent, impressions, and clicks in both dashboards and Facebook were correct, or to find any other issues. I created an Excel file in which I included the table and screenshot to make it evident to the Marketing Effectiveness Manager what kind of issues I encountered. I was able to complete data validation today after working on it for roughly two days. Following that, the Marketing Effectiveness Manager and I met to go over the problems, which I clearly discussed and demonstrated in both tools. The majority of the errors resulted from discrepancies in data between the two platforms, including video impressions and clicks. We needed to speak with the team in charge of Power BI in order to resolve these concerns. As a result, we scheduled a meeting with them.

**Week: 7**

**Date: 28 January, 2022**

I managed to meet with my supervisor to begin a video analysis on DV360 after becoming familiar with it. Because the operations and structures of marketing tools are so dissimilar, I needed to learn more about DV360 and distinguish it from Google Ads and Facebook. I viewed various videos on Youtube to figure out which metrics may be used for video analysis. Skips, Complete Views, Average Viewable, 50% views, Youtube views, Audio Mutes, and Unmutes were the video analysis metrics that were compared to Facebook. Partner, Advertiser, and Custom are the connection types that are supported. Non-aggregatable metrics can be downloaded using the Partner and Advertiser connection types. Users can connect to and retrieve data from DV360 reports using the Custom connection type. If we want to draw in data that is specific to either an Advertiser or a Partner, we must choose between the Advertiser and Partner connection types. When retrieving data from DV360, Funnel applies a filter based on the Partner id and, if selected, the Advertiser id that was selected when connecting the Data Source.

<b>Week: 8</b>	<b>Date: 31 January, 2022</b>
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Since I have done the data validation on DV360 for Power BI dashboards, we had a meeting with the Consultants who were in charge of fixing the errors in data. I showed them the Excel file in which I included the table and screenshot to make it evident what kind of issues I encountered. Following that, the Marketing Effectiveness Manager and I met to go over the problems, which I clearly discussed and demonstrated in both tools. The majority of the errors resulted from discrepancies in data between the two platforms, including video impressions and clicks. We all discussed the issues, and they were clearly eager to resolve these concerns.

<b>Week: 8</b>	<b>Date: 1 February, 2022</b>
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Every Tuesday, our team has a meeting in which we have a broad conversation about the projects or activities that we should everyone be aware of. This allows us to become familiar with the jobs that other team members perform, as well as give assistance, get the opportunity to ask questions, and assist them in any way necessary.


Since our team was expanding, we had a team lunch all together. Organizing lunch get-togethers for us assisted enhancing team morale. There was a chance for our team to network and connect over non-work-related topics. It was an opportunity for us to express different points of view on any job-related topic, brainstorm solutions to problems we are having at work, or even learn something new.

<b>Week: 8</b>	<b>Date: 2 February, 2022</b>
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On this day, I was given a responsibility to validate data on ACL Dashboards. It was quite similar to Power BI dashboards, but the only difference is that ACL is global. The organization is working on launching this tool of digital marketing data and reporting for corporate employees and stakeholders, so they may look at the data without needing access to marketing tools or asking anyone. However, before going live, we wanted to make some tweaks and double-check that the data in the marketing tools was accurate. These dashboards display data as graphs to help users spot trends and patterns, and they allow users to easily switch between representations. Users can interact with the data by using interactive and flexible charts to increase the value of the information the team brings to the table, and by using Drill-Downs, Time-Sliders, Tooltips, and Series Selection to provide context to visualized results, bringing analytic results to a whole new level. By summarizing and trending data analysis done in the field, these dashboards may monitor and share crucial metrics.

<b>Week: 8</b>	<b>Date: 3 February, 2022</b>
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ACL Dashboards are broad, encompassing all regions and countries. I just checked for the APAC and MEA regions when validating data, and I started with Facebook. Only acquisition metrics such as cost, impressions, and link clicks were included on Facebook. I extracted the results of both tools in order to compare the actual data with the data from dashboards. I made an Excel document with the table of both data reports for the entire year. The majority of the mistakes were caused by data differences between the two platforms, such as cost, impressions, and clicks. We believe the gap was caused by the exchange rate, however we needed to work with the appropriate person to rectify the discrepancy between impressions and clicks.

<b>Week: 8</b>	<b>Date: 4 February, 2022</b>
<p>Today, Marketing Effectiveness and I met with Consultants to address the problems discovered on Facebook and DV360. We showed the file, in which I included a table and a screenshot to explain what kind of problems I had. They supplied us with answers to challenges that arose from data disparities between the two platforms, such as video impressions and clicks. Fortunately, everything appeared to be in order so far.</p>	
<b>Week: 8</b>	<b>Date: 4 February, 2022</b>
<p><b><u>Supervisor's comment:</u></b>  She expresses a genuine desire to learn more about the organization, their function, and their responsibilities. She can also operate within a team structure and negotiate since she adapts well to new requirements from managers, coworkers, and customers, as she takes initiative and looks for ways to contribute to the team and learn through tasks. She also seeks out resources and asks for assistance when she is confused about how to proceed with tasks. However, she lacks technical skills, so I recommended her to learn about SQL, API servers, and other related topics before beginning her digital marketing career. SQL is useful for storing and retrieving data from databases, but it can also be used for a lot more. SQL is flexible, powerful, and rapid, and it is accessible and economical for most organizations because she will be working with data.</p> <p style="text-align: right;">Supervisor's Signature </p>	

<b>Week: 9</b>	<b>Date: 7 February, 2022</b>
<p>I attended two meetings today, the first of which being the Conversion Marketing Manager's CRO workshop 2022. She gave us an overview of CRO and how to enhance it. It was a resourceful workshop where she explained many aspects of CRO for our business. CRO increases the effectiveness of our site traffic and can greatly reduce your cost per acquisition, so CRA is critical. CRO is therefore critical for anyone utilizing Google Ads, Facebook Ads, or any other PPC platform. She also discussed which market's hypothesis would be tested during the year. I realized that it is critical for users to be clear about their goals in order to build a hypothesis that would assist in forecasting the outcome of any change. Before generating a hypothesis to answer a specific problem, two essential criteria must be considered, as the hypothesis must suggest a solution to the problem in question. In addition, the hypothesis must be able to predict the expected outcomes of the solution. If these two conditions are met by thorough study and data collection, the hypothesis has a good possibility of producing improved results for the users.</p> <p>I needed to start validating conversions while doing data validation for ACL Dashboards on Facebook. As a result, my supervisor and I met to discuss Google Analytics and where to discover conversion indicators such as Add to Cart, Transactions, and so on.</p>	
<b>Week: 9</b>	<b>Date: 8 February, 2022</b>
<p>I attended a few meetings today. "A brand content forum" was one of them, where the brand team discussed future content for the company. Because there were so many holidays coming up in the</p>	

near future, the majority of the content was focused on them. Meanwhile, they detailed which products would be hero products and what promotions would be available. They also discussed what kinds of challenges they had following deployment and how they would adjust or better things in the future.

The "SEO monthly meeting" for Vietnam was another meeting. Individuals in charge of SEO shared what their team is working on, any current challenges they've discovered, any wins they'd like to share, and any industry news they'd like to discuss at this meeting. They reviewed what is working and what isn't working by the end of the meeting, which included a report on success from the action items agreed upon in the last meeting. They've also learned from their work and will make better decisions in the future.

**Week: 9**

**Date: 9 February, 2022**

I had a meeting with my supervisor today to show her the final version of the video analysis file. In one ppt file, I combined the results of all countries. I learned how to analyze video creatives in campaigns and which ones and markets did effectively as a result of this task. In addition, I learned that video analysis can assist us in uncovering deeper insights into what works and what doesn't for brands. These data analytics can allow us to not only analyze previous initiatives, but also anticipate the performance of future ones, even before investing money and testing them on platforms like Facebook and other marketing platforms.

After the meeting I attended the "QBR regional" meeting. The QBR provides an opportunity for the entire team to communicate, celebrate, plan, and develop in a continuous manner, which aids in long-term morale and effectiveness. KPIs with dates, budget allocations, and responsible parties were included in the business reviews, which highlighted successes to date and mapped changes that could lead to further growth. Everyone at the meeting was aware of the accomplishments and improvements made in the previous quarter, and everyone highlighted how they contribute to the business strategy and how they are searching for new ways to interact that will boost loyalty and help them achieve their objectives.

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**Week: 9**

**Date: 10 February, 2022**

Today, I joined another "Q4 QBR regional" meeting. It was similar to yesterday's meeting, where KPIs with dates, budget allocations, and responsible parties were included in the business reviews, which highlighted successes to date and mapped changes that could lead to further growth. Everyone at the meeting was aware of the accomplishments and improvements made in the previous quarter, and everyone highlighted how they contribute to the business strategy and how they are searching for new ways to interact that will boost loyalty and help them achieve their objectives.

**Week: 9**

**Date: 11 February, 2022**

Today, I had an introduction to SA360 from the Marketing Effectiveness Manager to do the same data validation I did for Facebook. She gave some guides on how and where to pull data, and how to filter them. The organization is working on launching this tool of digital marketing data and reporting for corporate employees and stakeholders, so they may look at the data without needing access to marketing tools or asking anyone. However, before going live, we wanted to make some tweaks and double-check that the data in the marketing tools was accurate. In short terms, SA360 is Google's advanced search engine management tool, allowing organizations to manage numerous Google Ads accounts and campaigns across different search engines from a single integrated interface. I followed the same steps, gathering data in Excel, and then showing it to the manager.



<b>Week: 10</b>	<b>Date: 14 February, 2022</b>
<p>Since there were new media plan files for some countries, I began working on the budget allocation of media plans provided by the media agency. I just needed to summarize for each country in one file, including the total spend with their timeline and some comments. At the same time, I learned the importance of budget allocation. This is significant because a budget is a financial plan that forecasts revenue and expenses over a set period of time. It's a management and planning tool as well as an accounting record. These budget plans can be used as an indicator of the costs and revenues associated with each of your activities, as a means of providing information and supporting management decisions throughout the year, and as a means of monitoring and controlling the business, especially if the company analyzes the differences between actual and budgeted income. It's also important to make sure that media placements are in line with the business goals, and that the marketing expenditures are spent in ways that add the greatest value to the company.</p>	
<b>Week: 10</b>	<b>Date: 15 February, 2022</b>
<p>Every Tuesday, our team has a meeting in which we have a broad conversation about the projects or activities that we should everyone be aware of. This allows us to become familiar with the jobs that other team members perform, as well as give assistance, get the opportunity to ask questions, and assist them in any way necessary. Our team discussed the most often asked questions throughout the meeting. For example, the group reviewed which digital marketing skills are vital for managers, and there were several takeaways from them, including media planning, the ability to work with data and draw conclusions, and having a data-mindset as a soft skill. They also discussed digital trends and what kind of must-run tools should be utilized in the organization, as well as campaign performance analysis and gaining insights from it.</p>	

<b>Week: 10</b>	<b>Date: 17 February, 2022</b>
<p>I started working on the summary for last year's Upweight Budget today. My supervisor sent me files from which I had to extract actual spending and results. The goal of this work was to determine whether or not the extra budget costs were spent as planned. These extra budget that was left from plans can be used as an indicator of the costs and revenues associated with each of our activities, as a means of providing information and supporting management decisions throughout the year, and as a means of monitoring and controlling the business, especially if the company analyzes the differences between actual and budgeted income. It's also important to make sure that media placements are in line with the business goals, and that the marketing expenditures are spent in ways that add the greatest value to the company. With the help of my understanding, I created an Excel file with actual spent and results.</p>	
<b>Week: 10</b>	<b>Date: 18 February, 2022</b>
<p>I worked on the Upweight Budget from last year today and was able to complete it. However, there were several misunderstandings and questions about how to input the correct numbers, as well as the</p>	

lack of results for some plans. As a result, I made direct contact with people without my supervisor's supervision. Directly contacting and sending emails to other people helped me gain confidence and learn to work with others as well as independently.

On the same day, I worked on Google Ads and DV360's best practices for Youtube videos. In order to emphasize the key features of both marketing platforms, I began by separating their functions and the types of formats accessible for Youtube videos in each tool. Although each platform has advantages for Youtube advertisements, if an advertiser is already using DV360 for paid media, YouTube campaigns are best placed here because of the platform's ability to manage frequency and combine with other media buys. However, because of the ease of set-up and lower platform expenses, Google Ads is likely the superior option for advertisers looking to make their initial entry into YouTube activity.

**Week: 10**

**Date: 18 February, 2022**

**Supervisor's comment:**

I believe she is capable to do great work without constant supervision.. I believe that by completing these tasks, she will be able to understand why something is good or bad, as well as build critical thinking abilities. Understanding what went wrong and how to fix it is critical for motivation and the development of initiative and creativity in our future professionals. She will also be able to communicate her views and ideas clearly and effectively to people both inside and outside the business, both in writing and orally.

Supervisor's Signature



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**Week: 11**

**Date: 21 February, 2022**

I started working on the MENCA mapping file today to double-check the digital setup. However, I was unsure where to begin and requested assistance from my supervisor. There were topics to cover for each marketing tool, so she recommended that I start with websites per country, where I needed to understand what websites we operate in the region, what website technology they use (such as whether they are hosted on an epi server or not), and plans for website switching to EPI, launching new websites, and etc.

On the same day, I had a meeting with the Marketing Operations Specialist, because she requested us to help her with a few tasks. We needed to coordinate to redesign the Email template rebranding from Electrolux to Zanussi for Egypt, to coordinate resign the Matching C&A email template, to coordinate to receive product information for New Product Launch Email with Vietnamese team, and to coordinate on the current situation on Electrolux Life App. She explained to me what exactly needs to be done, and I followed them by sending emails to individuals.

**Week: 11**

**Date: 22 February, 2022**

I talked with the Conversion Marketing Manager to inquire about the websites that are built on the EPI server. We discussed it and I did some research on the epi server in order to add it in the mapping file for MENCA. Episerver is a digital marketing tool that aids in the creation of website content and online experiences for organizations. It's a .NET platform, which means it was created with Microsoft's trusted technology and is extremely safe and well-supported. It aids firms in achieving marketing objectives through marketing automation, ecommerce, analytics, and social media engagement. Businesses may genuinely unlock digital potential and enhance their user experience to new heights by using more experimental and optimization technology.

Since our team's Digital Marketing Manager visited Bangkok, we had a team dinner all together. Organizing dinner or lunch get-togethers for us assisted enhancing team morale. There was a chance for our team to network and connect over non-work-related topics. It was an opportunity for us to express different points of view on any job-related topic, brainstorm solutions to problems we are having at work, or even learn something new.

**Week: 11**

**Date: 23 February, 2022**

To check the digital setup, I started working on the MENCA mapping file today. As a result, I began incorporating issues such as what websites we operate in the region, what website technology they use (such as if they are hosted on an epi server or not), and plans for website converting to EPI, launching new websites, and so on, into the ppt file. I also turned to Google Analytics after finishing this section, where I needed to check the GA tag on all websites, check property and view setup, check if goals were set up, and examine the traffic levels from the nations. My supervisor assisted me in installing certain Chrome extensions, such as Event Tracking Track and Page Analytics, so that I could begin checking Google Analytics tags.

**Week: 11**

**Date: 24 February, 2022**

Today, I worked on the tasks where our Marketing Operations Specialist asked for our help. We needed to coordinate to redesign the Email template rebranding from Electrolux to Zanussi for Egypt, to coordinate resign the Matching C&A email template, to coordinate to receive product information for New Product Launch Email with Vietnamese team, and to coordinate on the current situation on Electrolux Life App. She explained to me what exactly needs to be done, and I followed them by sending emails to individuals.

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Since the coordination to redesign the Electrolux to Zanussi email template rebranding for Egypt was prioritized as the first task, I sent Electrolux templates to the Digital Content Designer to redesign to Zanussi for Egypt.

**Week: 11**

**Date: 25 February, 2022**

Today, I continued checking the digital setup. I started working on the MENCA mapping file today. As a result, I began incorporating issues such as what websites we operate in the region, what website technology they use (such as if they are hosted on an epi server or not), and plans for website converting to EPI, launching new websites, and so on, into the ppt file. I also turned to Google Analytics after finishing this section, where I needed to check the GA tag on all websites, check property and view setup, check if goals were set up, and examine the traffic levels from the nations. After installing certain Chrome extensions, such as Event Tracking Track and Page Analytics, so that I could begin checking Google Analytics tags. In order to include other points for Google

Analytics, I watched a few YouTube videos to get my answer and understand my purpose better.

**Week: 12**

**Date: 28 February, 2022**

Today, I had another round of data validation on SA360 like I did for Facebook. To validate, I wanted to verify that the amount spent, impressions, and clicks in both dashboards and Facebook were correct, or to find any other issues. I created an Excel file in which I included the table and screenshot to make it evident to the Marketing Effectiveness Manager what kind of issues I encountered. I was able to complete data validation today after working on it for roughly two days. Following that, the Marketing Effectiveness Manager and I met to go over the problems, which I clearly discussed and demonstrated in both tools. The majority of the errors resulted from discrepancies in data between the two platforms, including video impressions and clicks. We needed to speak with the team in charge of Power BI in order to resolve these concerns.

**Week: 12**

**Date: 1 March, 2022**

Today, I continued checking the digital setup. I began incorporating issues such as what websites we operate in the region, what website technology they use (such as if they are hosted on an epi server or not), and plans for website converting to EPI, launching new websites, and so on, into the ppt file. I also turned to Google Analytics after finishing this section, where I needed to check the GA tag on all websites, check property and view setup, check if goals were set up, and examine the traffic levels from the nations. My supervisor assisted me in installing certain Chrome extensions, such as Event Tracking Track and Page Analytics, so that I could begin checking Google Analytics tags. In order to include other points for Google Analytics, I watched a few YouTube videos to get my answer and understand my purpose better. I slowly moved to Facebook, where I need to check Facebook pixel IDs and event structure, to check domain verification, to check AEM set up, to check Page Ownership under global for Facebook pages, to check Page Ownership under global for Instagram, and to check the connection of FB and IG accounts.

**Week: 12**

**Date: 2 March, 2022**

Today, I continued checking the digital setup. I slowly moved to Facebook, where I need to check Facebook pixel IDs and event structure, to check domain verification, to check AEM set up, to check Page Ownership under global for Facebook pages, to check Page Ownership under global for Instagram, and to check the connection of FB and IG accounts. In order to check Pixels, I installed Facebook Pixel Helper extension to my Chrome, and followed other topics, too.

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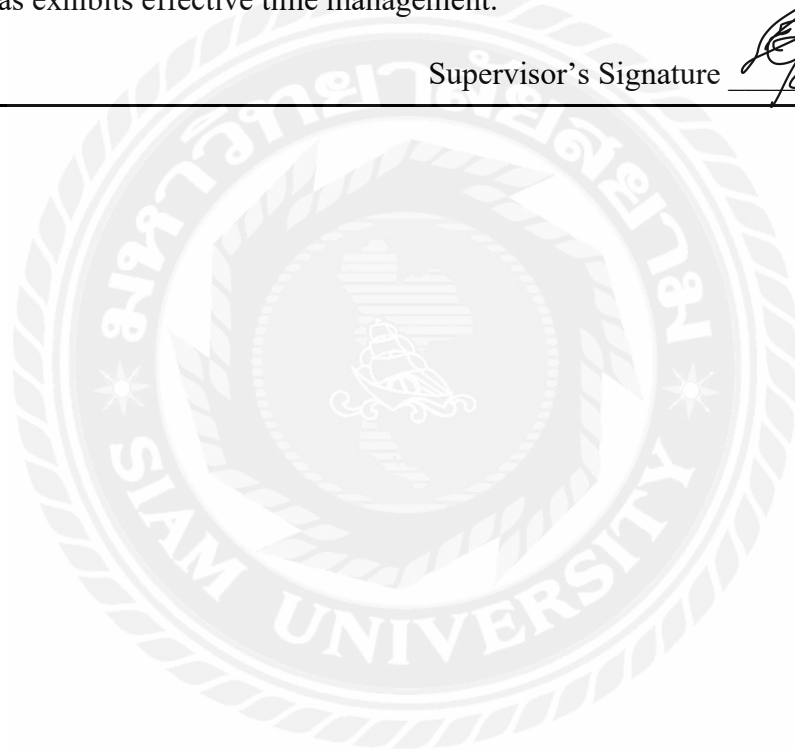
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**Week: 12**

**Date: 3 March, 2022**

Today, I worked on the tasks where our Marketing Operations Specialist asked for our help. We needed to coordinate to redesign the Email template rebranding from Electrolux to Zanussi for Egypt, to coordinate resign the Matching C&A email template, to coordinate to receive product information for New Product Launch Email with Vietnamese team, and to coordinate on the current situation on Electrolux Life App. She explained to me what exactly needs to be done, and I followed them by sending emails to individuals. Since I already followed with templates for Zanussi, I emailed to get hero products for Product Launch emails.

<b>Week: 12</b>	<b>Date: 4 March, 2022</b>
<p>Today, I continued checking the digital setup. I slowly moved to Facebook, where I need to check Facebook pixel IDs and event structure, to check domain verification, to check AEM set up, to check Page Ownership under global for Facebook pages, to check Page Ownership under global for Instagram, and to check the connection of FB and IG accounts. In order to check Pixels, I installed Facebook Pixel Helper extension to my Chrome, and followed other topics, too.</p>	
<b>Week: 12</b>	<b>Date: 4 March, 2022</b>
<p><b><u>Supervisor's comment:</u></b>  She exhibited improved technical knowledge and abilities in order to perform job tasks. When she needed direction, she swiftly picked up following my instructions. She is self-motivated and capable of working on her own with little supervision. I saw that she was open to talking about her own limitations, attitudes, and biases. Because when she receives feedback, she acts to improve or change. She also completes work despite difficulties and problems because she sets priorities and sticks to them, as well as exhibits effective time management.</p> <p style="text-align: right;">Supervisor's Signature </p>	



<b>Week: 13</b>	<b>Date: 7 March, 2022</b>
<p>My supervisor and I had a meeting to review my weekly tasks and how to complete them all. I showed her the MENCA mapping file, and she offered some suggestions for modifying the slide template and organizing the material. Following our discussion, I continued to work on the changes and added more information to the Google subject. In this topic, I needed to make sure that SA360 accounts were created and linked to Google Analytics, that DV360 and CM360 accounts were created by country, that search accounts were under Regional MCC, that an overview of existing</p>	

YouTube channels and accesses was included, and that the Floodlight structure was reviewed.

**Week: 13**

**Date: 8 March, 2022**

The "SEO monthly meeting" for Vietnam was a meeting I attended.. Individuals in charge of SEO shared what their team is working on, any current challenges they've discovered, any wins they'd like to share, and any industry news they'd like to discuss at this meeting. They reviewed what is working and what isn't working by the end of the meeting, which included a report on success from the action items agreed upon in the last meeting. They've also learned from their work and will make better decisions in the future.

**Week: 13**

**Date: 9 March, 2022**

My supervisor and I had a meeting to review my weekly tasks and how to complete them all. I showed her the MENCA mapping file, and she offered some suggestions for modifying the slide template and organizing the material. Following our discussion, I continued to work on the changes and added more information to the Google part. In this topic, I needed to make sure that SA360 accounts were created and linked to Google Analytics, that DV360 and CM360 accounts were created by country, that search accounts were under Regional MCC, that an overview of existing YouTube channels and accesses was included, and that the Floodlight structure was reviewed.

**Week: 13**

**Date: 10 March, 2022**

Today, I worked on the tasks where our Marketing Operations Specialist asked for our help. We needed to coordinate to redesign the Email template rebranding from Electrolux to Zanussi for Egypt, to coordinate resign the Matching C&A email template, to coordinate to receive product information for New Product Launch Email with Vietnamese team, and to coordinate on the current situation on Electrolux Life App. She explained to me what exactly needs to be done, and I followed them by sending emails to individuals. Since I already followed with templates for Zanussi and emailed to get hero product for Product Launch emails, I set up a meeting to discuss the current status of Electrolux Life App.

**Week: 13**

**Date: 11 March, 2022**

I continued to work on the changes and added more information to the Google part for the MENCA mapping file. In this topic, I needed to make sure that SA360 accounts were created and linked to Google Analytics, that DV360 and CM360 accounts were created by country, that search accounts were under Regional MCC, that an overview of existing YouTube channels and accesses was included, and that the Floodlight structure was reviewed.

**Week: 14**

**Date: 14 March, 2022**

I had two catch-up meetings first thing in the morning. The first is with a Marketing Operations Specialist colleague who I assist with a few tasks. We followed up on the tasks during our meeting,

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and then moved on to the next level, where I contacted Digital Content Designer for a pdf version of the Sustainability template. Following that, we asked Egypt market to confirm what type of block

sign-off to use at the bottom of the emails in order to complete the EDMs (Electronic Direct Emails). Also, following our discussion with an Acquisition Marketing Specialist about the Electrolux Life App, we obtained the names of those who had received newsletter emails and reached them to inquire about the current status of the app.

The second meeting was with my supervisor where we discussed my weekly tasks and how to complete them all. I submitted a pdf file which summarized the best practices of YouTube in Google Ads or DV360. Before the end of the meeting, I was given a new task in which I needed to consolidate a brief for India, and I began working on it right away.

**Week: 14**

**Date: 15 March, 2022**

In the SA360 platform, I was given access to MENCA accounts, and I needed to cover the points for the Google part of the mapping file. This section included verifying that all MENCA accounts were created in both DV360 and SA360, and that these accounts were linked to GA (Google Analytics). Because I don't have complete access to all platforms, I left a few points unfilled to fill in later after being granted access. At the same time, because we didn't get any responses from other countries, I wanted to complete with the actual spending and results from an upweight budget, so I emailed the Australia and South Africa markets to collect them and include them in my summary.

Every Tuesday, our team has a meeting in which we have a broad conversation about the projects or activities that we should everyone be aware of. This allows us to become familiar with the jobs that other team members perform, as well as give assistance, get the opportunity to ask questions, and assist them in any way necessary.

**Week: 14**

**Date: 16 March, 2022**


We had a prearranged meeting while I was working on the mapping file to discuss and resolve the difficulties with each account's websites with all managers. The majority of our team members, including the Acquisition Marketing Manager, Marketing Effectiveness Manager, Conversion Marketing Manager, Search Marketing Marketing Manager, and Digital Marketing Manager, participated in the conversation. During the meeting, I made a list of the areas where I need to conduct research and gain knowledge. Since there was such a broad discussion, the time allocated was insufficient to cover all aspects of the MENCA accounts. As a result, another was arranged to address the points.

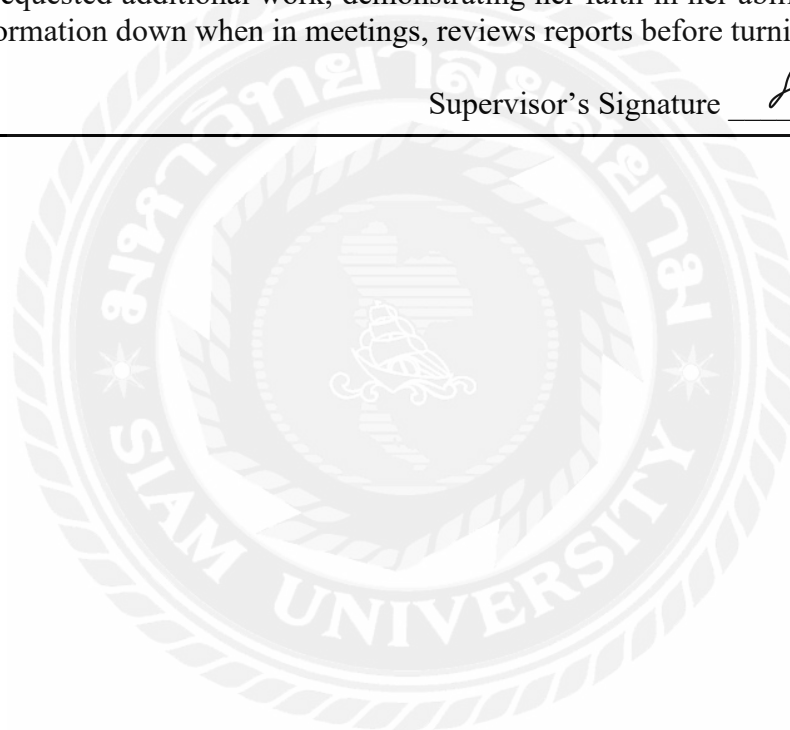
**Week: 14**

**Date: 17 March, 2022**

For the month of February, I started a new validation on ACL Dashboards. I included the validation between last year's February and this year's February because the data in ACL Dashboards is pulled out for a year. Furthermore, since I am working on several jobs at the same time, I started a new assignment to brief the India media plan, which was the most important of the tasks.

In the afternoon, I had a meeting with my supervisor, and she asked me to assist with Paid Search setup the same day, and during our meeting, she described paid search marketing and how it works, and I took a few notes to learn about impression share, keyword match type, and how to study formulas thoroughly.

<b>Week: 14</b>	<b>Date: 18 March, 2022</b>
<p>I managed to meet with the Marketing Effectiveness Manager today to discuss a discrepancy in the names and numbers of DV360 in the master file. We realized that we didn't have access to the Egypt accounts during our meeting, and I made a list of individuals who needed an extra look with account access. After determining who requires access, I emailed to the digital agency to request access to the aforementioned accounts.</p> <p>After that, I finished the ACL Dashboards data validation and emailed my findings. Overall, my research revealed the same problems, such as data discrepancy. I've included all of my findings in an email that I've sent to the line manager.</p>	
<b>Week: 14</b>	<b>Date: 18 March, 2022</b>
<p><b><u>Supervisor's comment:</u></b>  She is a quick learner who is still learning all aspects of working in digital marketing. There is a wide range of work to be done, and she has jumped right in to learn as much as she can about the industry. She recently requested additional work, demonstrating her faith in her abilities. I also realized that she writes information down when in meetings, reviews reports before turning in.</p> <p style="text-align: right;">Supervisor's Signature </p>	





<b>Week: 15</b>	<b>Date: 21 March, 2022</b>
<p>Today, I primarily concentrated on data validation for ACL Dashboards, and I contacted the person I'm assisting about the issues I've encountered across each account, as well as asking for clarity on the exchange rate, as there was a discrepancy in actual data that was pulled out from Facebook and the data from dashboards. In addition, I attended a meeting where our team outlined each person's responsibilities for MENCA accounts. We addressed the essential points of discussion, and we're looking forward to another meeting with a MENCA Digital Marketing Manager. Among other things, I needed to follow up with the Brand team on the copy of the product launch emails and upload the Sustainability template to the shared group files.</p>	
<b>Week: 15</b>	<b>Date: 22 March, 2022</b>
<p>A follow-up meeting with a Marketing Operations Specialist was scheduled. During our discussion, we followed up on the tasks, and then moved on to the next level, where I sent an email to a Digital Content Designer about the emails' footers and the articles which should be included in the Sustainability emails. Also, because the English version was available, there was a requirement to approach the Egypt market to request the translation of the EDMs. On the same day, we had a team meeting where we mostly discussed and were introduced to the Ownership Hub. Following the meetings, I returned to work on the ACL Dashboards, as there was a need to double-check the data to ensure that both parties were on the same page. Following the fast validation, I sent an email summarizing my results.</p>	
<b>Week: 15</b>	<b>Date: 23 March, 2022</b>
<p>A meeting with my supervisor was held today to discuss a few topics. The first one was to contact the digital agency to confirm the modifications to the names of the specific market accounts. Because the name had to be changed in Google Ads, the SA360 platform had to be updated as well. I emailed him about it in order to find out when the update will be implemented in the SA360. Another point is that I showed her the file where I was compiling all of the market's budgets into a single one. Following that, I needed to include remarks about the differences between the previous budgets sent by the agency and the new budgets, as well as the budgets' primary features. My supervisor also provided me with a file to use as a guide to outline the sitelinks for each market, and she directed me to begin with the best practices for sitelinks, what they are, and where to begin. Finally, I mentioned about the people we were unable to contact in order to obtain information on the actual spending and results of the upweight budget.</p>	
<b>Week: 15</b>	<b>Date: 24 March, 2022</b>
<p>Since I sent an email regarding quick validation on ACL Dashboards, I needed to double-check the data she provided me to see if the data validation on both sides matched or not. However, there was a tiny misunderstanding that I couldn't understand, so I scheduled a meeting for Friday to immediately clear up this misunderstanding. On the same day, I began working on sitelinks, where I exported data from SA360 and established a new one to group all of the markets together, making it easy to look at each one quickly. I included a column in this file with the sitelink texts, descriptions, and URLs, as well as the quantity of characters. Because the amount of letters is limited, it is important.</p> <p>Meanwhile, employees from the IBBA headquarters paid a visit to the company. The meeting took place in one of the meeting rooms, and they talked to my supervisor about how I'm doing in general. They also discussed the company's future prospects as well as collaboration between the institution and the company to improve the education at the university.</p>	

<b>Week: 15</b>	<b>Date: 25 March, 2022</b>
<p>I had a quick talk with the person in charge of the ACL Dashboards because I had a scheduled meeting regarding them. We agreed at the end of the discussion to take another look at a few specific markets to double-check the data accuracy. In addition, I informed her that I planned to include the percentage difference in ad spend between ACL Dashboards and Facebook in the upcoming email. I had a meeting with the Conversion Marketing Manager prior to this meeting, as I was willing to assist our team in any way possible. As a result, I'd want to assist with the Vietnam website by checking for problems after clicking on each button, text, or image on the main page, product listing page, and product page. Overall, it is critical to review the website in order to address the flaws that have been discovered.</p> <p>Another meeting with our team was held to discuss POWERBI Dashboard training. Following the release of these dashboards, training is required to familiarize employees with how to use and export data from the dashboards. So the Marketing Effectiveness Manager walked us through her presentation and asked for our feedback and recommendations on how she might strengthen her points.</p>	
<b>Week: 16</b>	<b>Date: 28 March, 2022</b>
<p>After arriving at the office today, I immediately began working on the assignments in order to complete the majority of them within the day. The first was to ensure that the statistics from ACL Dashboards and Facebook were accurate. To do so, I summed the totals of Ad spend, Impressions, and Clicks, then calculated the percentage difference using a formula. Then, I responded to the required email after doing some calculations. After this, I had a meeting with a Marketing Operations Specialist after this work to follow up on the tasks. We discussed publishing the New Product Launch emails this week and sent an email approving the Digital Marketing Manager's translation of these emails. Following this discussion, I began working on the Paid Search setup, creating an Excel spreadsheet that included the English-language markets. The first step was to extract data from the Google Ads platform for the previous quarter, which included the search keywords utilized. I performed all of the aforementioned tasks and was looking forward to discussing them with my supervisor.</p>	
<b>Week: 16</b>	<b>Date: 29 March, 2022</b>
<p>Today, I decided to go over the Vietnamese website and look for problems. This task is reported to Conversion Marketing, one of our team's managers. So, since this job was time consuming, I chose to work slowly on it. I needed to check for issues after clicking on each button, text, or image on the main page, product listing page, and product page. I started and finished the home page, and I started examining the product page, and I plan to complete and report my findings in the next few days so that the fixers can correct the errors.</p>	
<b>Week: 16</b>	<b>Date: 30 March, 2022</b>
<p>I had a productive day today, and I was in a rush to present to my supervisor the tasks so we could move forward. So I started my day by updating the Budget Allocation file to include the media plans for a few markets. This was not a tough task, but it was time consuming because it needed time to go through the 15-20 page file and acquire the correct totals and input them into the Excel file.</p>	

I wanted to finish collecting sitelinks from English-language marketplaces as a top priority. The first step was to extract data for the current quarter from the Search Ads platform, which contained the Sitelink Extensions utilized. The number and type of sitelinks varies per market and are not equal. Only sitelinks that drive impressions or clicks were picked from among these sitelinks. Because some of them existed despite the fact that they had no results.

I finished Sitelinks and I had some time to complete the task relating to Paid Search Set Up. I gathered all keywords from English-language markets and waited to speak with my supervisor before moving forward.

**Week: 16**

**Date: 31 March, 2022**

I had a meeting with my supervisor today to go through the tasks I'm working on. There were several, and I began by displaying the most important, which is the Singapore website's sitelinks. I was using Excel to collect and combine all of the related sitelinks from various markets because it was easier. I categorized the products into three categories: taste, care, and well-being. However, categorizing the products by Laundry, Kitchen, Bathroom, and Floor made it easier for us to see which ones needed more attention. Another file was to show her the file in which I extracted data in order to begin setting up Paid Search. My supervisor told me where to begin, but I'll be working on it after a few days or after completing the task on Sitelinks.

**Week: 16**

**Date: 1 April, 2022**

I spent today completing the sitelinks for Singapore's website. I was able to see which products needed more sitelinks after categorizing them by Laundry, Kitchen, Bathroom, Air, and Floor. So, in order to make a related sitelink for each product, I did some research and gathered information from the description of that specific product and I then utilized it as a guide. These invented sitelinks were closer to the sitelinks collected from English-language markets. While a few products have enough sitelink to be utilized as alternatives, I concentrated on the Laundry, Air, Floor, and Bathroom categories. However, because I have yet to receive approval and comments from my supervisor, I decided to wait until Monday of next week to address it.

**Week: 16**

**Date: 1 April, 2022**

**Supervisor's comment:**

Overall, she is able to define goals and objectives, prioritize and plan work activities, and multi-task and balance conflicting demands. However, I believe it would be preferable if she improved her concentration in order to reduce distractions. This will assist her in completing tasks in a timely and efficient manner, hence increasing production. However, following my recommendation to contact our team's managers, it's good to see how she strives to assist them as well, which will help her comprehend and become familiar with their field of work. It may be challenging to focus on multiple tasks at once, but it is beneficial to push ourselves, and enhance our multitasking skills, and accept the challenges, and manage working under the pressure.

Supervisor's Signature



<b>Week: 17</b>	<b>Date: 4 April, 2022</b>
<p>Today, I began working on a task in which I assisted our Conversion Marketing Manager in conducting a Vietnamese Site Audit, in which I needed to verify the Electrolux website in Vietnam for mistakes. This allows her to see where she can enhance and improve user experience. However, I was unable to do this since I double-checked the data validation for Power BI. Our Marketing Effectiveness Manager is in charge of resolving the discrepancy between link clicks, impressions, ad spend, and conversion metrics like Add to Cart, Transactions, and so on. We held a meeting in the afternoon, but there was still a mismatch between the actual data and the data in Power BI. She needed to get back to the team who was responsible for fixing the issues after she finished a meeting with me.</p> <p>On the same day, we had our team meeting. It was moved from Tuesday to Monday. In the team meetings, we have a broad conversation about the projects or activities that we should everyone be aware of. This allows us to become familiar with the jobs that other team members perform, as well as give assistance, get the opportunity to ask questions, and assist them in any way necessary.</p>	
<b>Week: 17</b>	<b>Date: 5 April, 2022</b>
<p>Fortunately, I was able to devote my entire day today to completing the Vietnamese Site Audit, which required me to check the Electrolux website in Vietnam for errors. This allows her to see where she can enhance and improve user experience. However, I was unable to do this since I double-checked the data validation for Power BI. Our Marketing Effectiveness Manager is in charge of resolving the discrepancy between link clicks, impressions, ad spend, and conversion metrics like Add to Cart, Transactions, and so on. I included my findings in the Excel file where they shared with me to follow the steps how and where to check in the website, and at the end of the day, I shared the file with her.</p>	
<b>Week: 17</b>	<b>Date: 7 April, 2022</b>
<p>After her extended annual leave, we held a follow-up meeting with the Marketing Operations Specialist today. We agreed that there wasn't much I could do on my end because the product launch emails need the greatest attention in order to go live as soon as possible. I just had to follow up with the EDMs for Zanussi, Egypt, because we needed to assist them with translation and getting HTML versions of their emails. As a result, I proceeded to work on Keywords for Paid Search Setup while taking notes. I began this project by downloading all of the keywords from English-language markets such as Australia, Singapore, and South Africa. However, I became confused when it came to sorting out the enormous data and making it understandable. I discovered that Pivot Tables were hard to read and not eye-friendly, so I designed a new table that was easier to comprehend. After that, I forwarded it to my supervisor to see which one she thought would be best for her to use in the future.</p>	
<b>Week: 17</b>	<b>Date: 8 April, 2022</b>
<p>Following up on yesterday's discussion with the Marketing Operations Specialist, I've chosen to follow up with the Egypt market to see if there's anything I can do to help. To begin, I emailed the</p>	

Digital Content Designer to request that the "Electrolux Egypt" block sign be replaced with "Zanussi Egypt." Due to the fact that Zanussi and Electrolux are two separate brands. Meanwhile, I've written to the E-commerce Marketing Specialist to request the translator's contact information so that the emails' copy can be translated. However, she took control of the situation by sending the email templates to the agency directly. The Digital Content Designer received the updated email templates, which I promptly forwarded to the E-commerce Marketing Specialist for translation.

<b>Week: 18</b>	<b>Date: 11 April, 2022</b>
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Today I dedicated my time to finishing the Newsletters description. I've done it before, but this time I believe I'll be able to complete faster and highlight the best parts of the articles because I know exactly what to do and why I'm doing it. Out of this task, I've learned a lot about rich media from these pieces. I had never heard of rich media before reading these articles, but they forced me to catch up with technology and be informed of what is going on in the digital world. Rich media is a word used in digital advertising to describe ads with advanced features such as video, music, or other aspects that encourage users to interact with the material. While text advertisements and display ads sell with words and graphics, rich media ads provide more methods for an audience to interact with an ad. Furthermore, I have noticed that the use of rich media by retailers is rapidly increasing. The articles offered best practices for rich media and what technologies to use in order to be successful in the retail industry. For example, Digital Asset Management (DAM) technology and Product Asset Management (PAM) can help by storing a single version of an image and optimizing it to work on whatever channel a business chooses.

<b>Week: 18</b>	<b>Date: 12 April, 2022</b>
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Today, I began conducting research in order to collect the best practices for sitelinks. I needed to put on a PowerPoint presentation for this task, and I included topics like what are sitelinks, varieties of sitelinks, and best practices for sitelinks. This assignment assisted in familiarizing myself with several forms of sitelinks, such as paid, organic, organic one-line sitelinks, and organic sitelink search box. Because Sitelinks are links to other pages (or sections of a page) that appear under some Google search results, they're crucial. They assist consumers in easily finding important content on a website. Also, I discovered that sitelinks in organic search results are not editable. They're created using a computer algorithm. As a result, we can only impact them through various methods such as internal linking, having a good site structure, and etc.

<b>Week: 18</b>	<b>Date: 12 April, 2022</b>
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**Supervisor's comment:**  
She is eager to learn and take on new tasks, as seen by the fact that she spends her days assisting other team members. It's also clear that she's capable of completing duties on time. However, in order to complete tasks more effectively, she must first become acquainted with them, and it has been seen that she makes good progress if she has completed the activity previously. I could also advise her to learn time management skills, as arranging many responsibilities at work can be challenging, especially if she is working on multiple projects with different individuals. Prioritizing, assigning, and updating status will assist her in completing all tasks on time.

Supervisor's Signature 

<b>Week: 19</b>	<b>Date: 18 April, 2022</b>
<p>I began the task of learning how to produce a content suggestion for a specific topic today. Our SEO Specialist volunteered to assist me and gave me a task to do in order to provide some practical SEO knowledge. Before starting, he also described what elements SEO includes, and how they work to understand why SEO is so crucial. In a nutshell, SEO is important because it increases the visibility of our website, which means more visitors and opportunity to convert prospects into customers via organic search. Therefore, in order to improve the ranking, the content of the webpages was our primary concern. The reason for this is that without optimized content, we will not be able to rank in search engines. We won't be able to reap the full benefits of SEO unless we have high-quality content - relevant and valuable information on our website encourages users to remain longer, which can improve our search ranks. From this perspective, he discussed the steps of developing content suggestions for copywriters, and I chose to begin with the first topic.</p>	
<b>Week: 19</b>	<b>Date: 19 April, 2022</b>
<p>An SEO Specialist and I met today to go over the structure after working on the first topic for SEO content. According to the topic, I showed him the file I worked on and went over the crucial parts, such as Primary and Secondary Keywords, Suggested Title, Introductory Recommendation, Content Coverage, and Reference. During the meeting, he made several comments, and I made adjustments in response to them. Before we ended our meeting, I decided to schedule another one to cover other topics.</p> <p>I also attended a meeting on dashboards on the same day. Our Marketing Effectiveness Manager invited everyone in the marketing department to learn about Power BI Dashboards. She explained to our colleagues why our team has released dashboards, how they function, and how to get the information needed from them. Power BI is critical for us because it allows us to connect to third-party tools and solutions such as SA360, Facebook, DV360, and Google Analytics, as well as link to a variety of data sources for our analysis and reporting. Another benefit of dashboards is that they enable our colleagues to solve problems faster, identify opportunities, and handle time-sensitive data or circumstances more effectively.</p>	
<b>Week: 19</b>	<b>Date: 20 April, 2022</b>
<p>I started working on data validation in the Search Channel for ACL Dashboards today. I followed the same steps when I have done this task for Facebook, and prepared a file to verify the correctness of the data on ACL Dashboards, To do so, I combined data from two sources and added the totals of Ad spend, Impressions, and Clicks, then used a formula to get the percentage difference. Then I contacted someone who worked with ACL Dashboards data and asked her to double-check the data from her side, too. Since data validation takes some time, I set aside a whole day for it, and reported my findings to my supervisor as well.</p>	

<b>Week: 19</b>	<b>Date: 21 April, 2022</b>
<p>I worked on creating content for other topics today. There were a few processes that I took when creating optimized content. The first is to obtain the most relevant keywords from a file in which the SEO team has included the results of a keyword search for a variety of topics, and I utilize the primary keyword to obtain the best results on the search page results. After using the search engine, I'm going to pick the top 5 web pages to see what sort of structure they used, what they're talking about, and how many words they used, so I can figure out what our content's average word count is. Following that, I provide the suggested title (H1), an Introduction Recommendation, and Content Coverage. Finally, in my reference section, I give links to the web pages I've chosen as the</p>	

top. Simply put, it's how I came up with content creation for various topics.

<b>Week: 19</b>	<b>Date: 22 April, 2022</b>
<p>Since I wasn't able to finish all the topics for the Content in SEO, I continued the same steps for the rest of the topics. I followed the same steps for other topics as well. The first is to obtain the most relevant keywords from a file in which the SEO team has included the results of a keyword search for a variety of topics, and I utilize the primary keyword to obtain the best results on the search page results. After using the search engine, I'm going to pick the top 5 web pages to see what sort of structure they used, what they're talking about, and how many words they used, so I can figure out what our content's average word count is. Following that, I provide the suggested title (H1), an Introduction Recommendation, and Content Coverage. Finally, in my reference section, I give links to the web pages I've chosen as the top. Simply put, it's how I came up with content creation for various topics.</p>	

<b>Week: 20</b>	<b>Date: 25 April, 2022</b>
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My supervisor and I had a meeting today. We couldn't properly catch up on the tasks that I took responsibility for because she was out of the office for a few weeks. I showed her the tasks I did, such as Sitelinks recommendations for a certain market and best practices for sitelinks, and I kept her up to speed on the status of the data in ACL Dashboards. For the most part, SEA countries' ad spend, impressions, and clicks are accurate, however some markets require more work to correct missing data. During the discussion, she suggested that I include more information about the best practices for sitelinks and then email them to our team's SEO Specialist. Also, I was also unable to begin the structure of Keywords for a specific market for a few weeks, and she instructed me on where to begin and how to follow the structure she required. We closed our meeting after this conversation, and I began working on Sitelinks best practices. I did more research on Sitelink Extensions in order to include more information, and I put the material that I believed would be useful in the file. After completion, I shared the file with our SEO Specialist, as requested by my supervisor.

<b>Week: 20</b>	<b>Date: 26 April, 2022</b>
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An SEO Specialist and I met today to go over the structure after working on the first topic for SEO content. According to the topic, I showed him the file I worked on and went over the crucial parts, such as Primary and Secondary Keywords, Suggested Title, Introductory Recommendation, Content

Coverage, and Reference. During the meeting, he made several comments, and I made adjustments in response to them. However, I noticed that I mistakenly overlooked one more topic, so after our meeting, I decided to finish the last one, too.

**Week: 20**

**Date: 27 April, 2022**

I started working on a Keywords Report for a certain market today. I needed to collect keywords for each category in this file, such as core keywords, keywords for the taste category and its products, keywords for the care category and its products, keywords for the wellbeing category and its products, and so on. To begin, I gathered keyword data from English language markets and began classifying them by category. Making a consolidated version of a report is a time-consuming process because the number of keywords is not limited. But, his report is crucial since it reveals whether we are utilizing the correct keywords for each group.

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Co-operative Education - Daily Diary

IBBA, International College, Siam University

**Week: 20**

**Date: 28 April, 2022**

I kept working on the keyword report today because I wasn't able to finish it yesterday. I learned a lot about keywords as a result of this work. I'd want to provide some background information about them as well: Keywords are words or phrases that are used to match advertisements to the terms that people are looking for. The keyword match types specify how closely a term must match a user's search query in order for the ad to be considered for the auction. As a result, businesses can utilize broad match to target a wider range of user searches, or exact match to target specific user searches. In this task, I only worked on the Exact Match Type because it gives you the most control over who sees your ad while also reaching fewer queries than both phrase and broad match. Square brackets are used in exact match syntax, such as [electrolux products]. As a result, every keyword I included in the file was enclosed in square brackets.

**Week: 20**

**Date: 29 April, 2022**

Today was my last day, and I attempted to complete the last work, the Keyword Report; however, due to time constraints and the task's need for additional time, I was unable to complete it properly. I wasn't satisfied with my most recent task because I usually try to finish what I start. However, I have done my best to complete and comprehend the work, and I am confident that I now know how to develop a Keyword List if one is required in the future.

Before handing over the corporate laptop, I gathered all of the files I worked on and placed them in the files that our team has access to, so that my supervisor could see them instantly. When I gathered all of the files, I discovered that I hadn't worked on many, but I believe that quality over quantity is more important. I've learned a lot of things that I couldn't have learned otherwise, and I wouldn't know anything if it weren't for these tasks. Thanks to my supervisor, I was able to collaborate with other members of our team and become acquainted with their areas of expertise.

**Week: 20**

**Date: 29 April, 2022**

**Supervisor's comment:**

She is a polite, reliable, and decent individual who strives to please while completing things as requested. It was admirable of her to take the initiative to learn about company operations. When participating in committees or meetings, she should focus on improving his ability to express ideas and initiatives. Critical thinking and understanding key metrics, ability to work with data and make



decisions are vital to succeed in business environment, so focusing study program on these aspects would help new graduates. I believe she is likely to have brilliant ideas but is too shy to communicate them. As a result, I would advise her to practice more by attending workshops or other meetings so that she may hone her skills and focus on those in which she thrives. Because it is critical for young employees to feel comfortable speaking their minds and giving their thoughts at team meetings. Overall, she performed admirably during her internship. She demonstrates a strong desire to study as well as a high level of maturity. She was given a variety of tasks to accomplish, some of which she completed with minimal guidance.

Supervisor's Signature \_\_\_\_\_

