



COOPERATIVE EDUCATION REPORT

Internship Report on Lexicon, Thailand

(Lexicon, Thailand)

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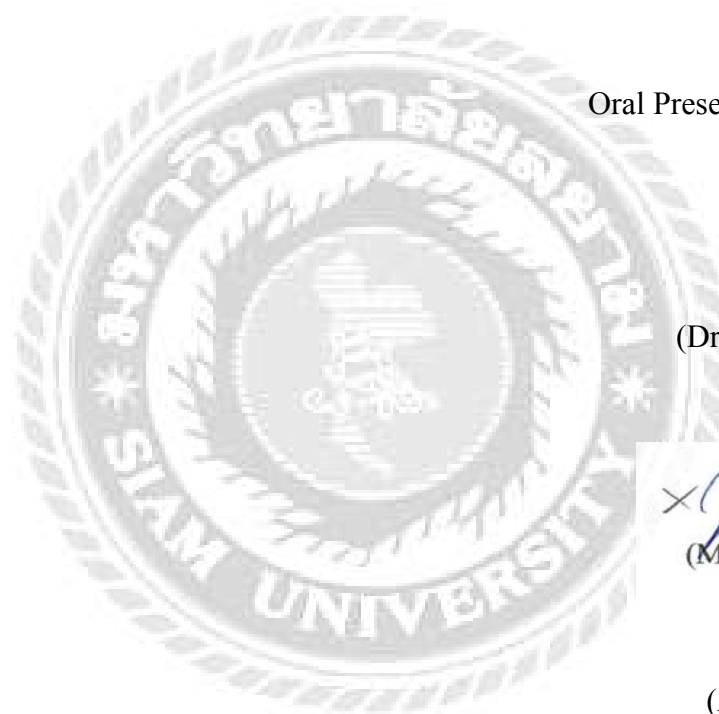
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ABSTRACT

This internship report fulfils a requirement for participation in Siam University's Faculty of Business Administration's Cooperative Education program. The internship, conducted at Lexicon, specifically within the Digital Marketer, and Designer section of Lexicon Limited, Thailand. Spanning a period of 15 weeks from August 26, 2024, to November 29, 2024, this internship provided a comprehensive immersion into the Digital Marketing industry, emphasising practical engagement in marketing, graphic designing, video production, web development activities. Objectives of the study include: (1) Examine the strategies employed by Lexicon Limited to achieve its success, (2) To develop proficiency in client engagement and coordination within the digital marketing industry (3) Identify opportunities and challenges facing in the evolving digital marketing industry.

Keywords: Cooperative Education, Digital Marketing, Marketing Industry, Video production, Web development



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I would also like to extend my special thanks to Dr. Sumaia Farzana and Dr. Saif-Ur Rahman for recommending and advising on the places where I could consider interning. Their advice led me to Lexicon Limited and helped me make a choice which truly has been an achievement. Their guidance ensured that I fall into a company from where I could rise and grow with experience that will always be an asset to any future career, not only focusing on IT but various fields.

I would also like to give my special thanks to Justin St. Denis, as he opened the doors of Lexicon Thailand for me and gave me the opportunity to do an internship in so many different fields within the company. He granted me the chance to allow me to experience so much more about the company than I ever could have thought.

I truly appreciate the support and mentorship accorded to me by the office manager Khun Apple and my colleagues in the whole Lexicon team. Overall mentorship, advice, and encouragement they have given me throughout this internship journey have made it so rich. My hands-on experience working with this dedicated team helped me gain invaluable insights into the industry.

Lexicon has, so far, been a very essential in my career, and what I learned and acquired at Lexicon I will carry with me into the next stage of my professional life.

This internship has been a crucial steppingstone in my career, and I will carry the lessons and experiences gained at Lexicon with me as I move forward into the next stage of my professional journey.

Celine H. M. A. Johnsen

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ACRONYMS

AI	: Artificial Intelligence
BSc	: Bachelor of Science
CEO	: Chief Executive Officer
CO-OP	: Cooperative Education
CTO	: Chief Technology Officer
GDPR	: General Data Protection Regulation
I.T.	: Information Technology
LTD	: Limited
NLK	: Natural Language Processing
PDPA	: Personal Data Protection Act
ROI	: Return on Investment
SME	: Small and medium-sized enterprises
SU	: Siam University
SEM	: Search Engine Marketing
SEO	: Search Engine Optimisation
4.0 strategy	: A new economic model based on innovation, creativity, high-quality services, and new technology that are employed for boosting the quality of life.

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CHAPTER 1: INTRODUCTION

Methodology represents the detailed explanation of the processes involved in the performance of an activity or the subject matter. It can be defined as a set of procedures that define what the activity of research is, how to proceed, how to measure progress, and what is succeeded. This report is basically prepared as per the experience of work while doing the internship. Information from both primary and secondary sources is used in this report. This helped in analysing findings to meet the objectives of the study. It deployed the method of Observation, Discussions, Digital media use, and much more in analysing data.

There was a collection of data that occurred and were on primary and secondary basis. The method of data collection is hereby explained as:

Primary Sources: In the process, the intern interacts with our colleagues and tries to understand the customer's requirements to gather information related to demands to be marketed for certain products. Hence, one needs to understand various aspects associated with the brand, competitor analysis, digital market trends, and so on. The interaction with the supervisors and so on is done to gather the data about the various products as well as services that are being offered by the Lexicon and various factors affecting it such as the Time related aspects amongst others. The main sources of data are:

- **Observations:** Self-study and informal discussion with staff.
- **Direct interaction** with colleagues and observe customers request and demand as well as probable prospects.
- **Customer and Competitor Visits at the office**

Secondary Sources: As an intern is put to work alone and unknown about the organization's policies, services, specific requirements, and offers. To understanding such information, an overview of what everyday life demands in the company is given; there is also a recommendation to spend some time on the website understanding their company prior to them starting work being assigned their first role.

1.1 Industry profile

Digital marketing has grown into one of the most fast-paced industries in Thailand, especially with the rapid increase in the rate of Internet penetration, social media usage, and e-commerce development. Its digital transformation is driven by an ever-growing consumer base that is deeply integrated into online platforms for shopping, entertainment, and

communication. Nowadays, more and more Thai companies rely heavily on the services of digital marketing agencies in order to have their online visibility maximized and target customers via social media platforms like Facebook, Instagram, Line, YouTube, and more. Thailand's marketing landscape has so much to offer in terms of creative and data-driven strategies of digital marketing.

1.1.1 Origin of Digital Marketing Industry

Digital marketing traces its roots back to the early 1990s, a time when the internet gained momentum across the world. The very first example of true digital marketing has been recorded to have taken place in 1993, where Gartner, a highly reputed technology research company, referred to a clickable banner ad on the internet. This ad, which is part of an AT&T campaign, appeared on HotWired - one of the predecessors to Wired magazine, and is one of the first forms of digital advertising (Hoffman & Novak 1996).

In 1998, Google launched its search engine, which revolutionized digital marketing by introducing search engine optimization (SEO) as a key strategy for businesses. Google's introduction of AdWords in 2000 further cemented paid search advertising as an essential part of digital marketing strategies (Smith & Chaffey, 2001). With the rise of social media platforms such as Facebook and Twitter in the mid-2000s, digital marketing expanded even further, offering businesses new avenues to reach and engage with their audiences.

History of Digital Marketing Industry in Thailand

1. Lexicon Business Communications

Location: Bangkok, Thailand

Specialties: Lexicon assembles experts in the services of digital marketing, including social media management, content marketing, SEO, web design, and video production. It is unique because it merges branding with strategic communications to help businesses be on top of their competition in the Thai marketplace.

Key Clients: Corporate clients from a variety of industries, including education, finance, and hospitality.

2. Primal Digital Agency

Location: Bangkok, Thailand

Specialties: Primal is an example of the top digital marketing agencies in Thailand. It focuses on services such as SEO, Search Engine Marketing (SEM), social media advertising, and digital strategy. When taking into consideration their data-driven approach, the agency ensures that campaigns are strategically built towards the attainment of specific client goals that are measurable in nature.

Key Clients: Major companies across Southeast Asia. It appears to have a focus point on the sector of travel and hospitality.

3. Syndacast

Location: Bangkok, Thailand

Specialties: Syndacast is a renowned company in advanced digital advertising, including video marketing and programmatic ads, while putting much emphasis on performance-driven campaigns. It highly focuses on tech solutions and analytics for the growth of brands in Thailand.

Key Clients: Top brands in real estate, e-commerce, and healthcare.

4. Grey Alchemy

Location: Bangkok, Thailand

Specialties: This boutique agency focuses on creative digital marketing services, including influencer marketing, creation of content, branding, and event marketing. They provide end-to-end solutions for brand activation and for online engagement.

Key Clients: Popular consumer brands in fashion, lifestyle, and technology

5. Digital Distinct

Location: Bangkok, Thailand

Specialties: Results-oriented agency specialized in SEO, Google Ads, and Social Media Marketing. Digital Distinct focuses on providing measurable business growth for small and medium enterprises, especially in Thailand.

Key Clients: Local and international clients, including SMEs in the retail and healthcare industries.

The digital marketing industry in Thailand is quite volatile and grows very fast. With increasing internet penetration and more and more people engaging on social media, the companies are gaining massively from the vast number of emerging opportunities in this space. From traditional SEO to cutting-edge programmatic advertising, the digital marketing landscape keeps developing in Thailand for both local businesses and global brands seeking to penetrate the Southeast Asian market.

1.1.2 Present trend of Digital Marketing industry

Constant development and change in technologies, added to changes in consumer behaviour, promote rapid evolution in the field of digital marketing. Although organizations are shifting towards digital channels progressively, a few crucial trends seem to form the basis of digital marketing presently:

1. Artificial Intelligence (AI) Integration

Artificial Intelligence has become a transformative force in digital marketing. It enables companies to analyze consumer behavior and take the automation of marketing tasks to the next level. AI-driven technologies, such as chatbots, predictive analytics, and machine learning, will help in improving customer experiences by delivering personalized content and recommendations in real time. Examples of AI-powered platforms can predict buying behavior from user data and optimize ad placements for better performance. According to Gartner (2023), AI in marketing, by 2025, will see considerably higher penetration across industries.

2. Video Marketing Domination

Video marketing continues to reign supreme in the content area, with YouTube, TikTok, and Instagram leading the front. The most-watched format is short-form video, given the minimal attention span of today's consumer. It has been found in studies that video marketing enhances engagement for a brand, increases conversions, and improves brand awareness. livestreaming, product demos, and interactive videos are growing important ways to build relationships with customers in real time. This can also include some form time of video podcasts.

3. Rise of Influencer Marketing

Influencer marketing remains one of the strong ways in which brands interact, especially on social media. The industry has matured from relying on macro-influencers-people with millions of followers-to leveraging micro and nano-influencers; both have smaller but highly engaged audiences. This can help a brand create more authentic relationships with its consumers, leading to trust and loyalty.

4. Voice Search Optimization

The optimization of content for voice search has acquired even more momentum in the backdrop of voice-based devices such as Amazon Alexa, Google Home, or Apple's Siri. Clearly, the way voice search is done demands a different approach in SEO, since users are bound to ask questions in a conversational tone. It is due to this that the firms have started routing their efforts into Natural Language Processing or NLP techniques and answering voice-based queries to maintain their search engine rankings.

5. Data Privacy and Ethical Marketing

With customers becoming increasingly conscious of data privacy, digital marketing has moved in to respond to concerns on data collection and usage. Indeed, new regulations such as the GDPR in Europe and similar legislation in other markets have transformed this into a

more transparent and ethical way of doing marketing. Today, marketers are hard at work gathering first-party data-that is, information about their own customers-offering them choices and gaining explicit consent, while investing in relationships with audiences based on trust.

6. Personalized Marketing

Personalization is at the top of the trend list, and customers want their brands to make their content, offers, and communications relevant to individual preferences. This will be possible with the advancement of AI and machine learning, as today's digital marketer can provide hyper-personalized experiences. This ranges from personalized email campaigns to dynamic website content that adapts based on user behaviours. A recent study found that 80% of consumers are more likely to make a purchase when a brand offers personalized experiences (McKinsey, 2023).

7. Social Commerce Growth

Social media platforms are integrating shopping features into their interfaces, allowing consumers to browse for and buy products within these apps-including Instagram, Facebook, and TikTok. This has brought on social commerce, a style of commerce that brings together social media and e-commerce into one seamless process. Companies are leveraging shoppable posts, influencer endorsements, and livestream selling to capture sales directly from social channels.

1.1.3 Challenges in Thailand's Digital Marketing Industry

However, despite rapid growth and potential in the digital marketing industry of Thailand, several key factors face businesses and marketers when approaching the local market. Those are:

1. Limited Digital Literacy

Despite the increase in internet penetration in Thailand, a good portion of the population still lacks advanced digital literacy. This makes several of the digital marketing strategies less

effective, especially those operating on a more complex or nuanced form of engagement, including email marketing, SEO, and AI-driven platforms. Many consumers still prefer traditional methods of advertising, as opposed to the desire of businesses to shift wholly to digital platforms.

2. Fragmented Social Media Landscape

Social media in Thailand has become fragmented, and the different groups target their connectivity with different platforms. Though Facebook, Instagram, and LINE dominate the market, usage can vary across regions, age groups, and even lifestyles of the target audience. Marketers would, therefore, prepare different messages for each platform, which adds to more complexity and higher costs, especially when niche audiences are targeted.

3. Language and Cultural Barriers

The official language of the land is Thai. It plays a highly important role in successful marketing. Due to this, many international companies fail in effective local market penetration owing to their not localizing their contents in Thai. Other specific cultural aspects of Thailand are respect for traditions, religion, and a royal family, which marketers need to take care about to not create any backlash.

4. Rising Competition in E-Commerce

The Thailand digital marketing space is fiercely competitive, and this situation has recently worsened in the e-commerce segment. Ever since the emergence of online shopping platforms like Shopee and Lazada, local and international brands have gone abreast with each other, fighting for consumer attention. This situation has further created a highly competitive business environment where the need to continue to stand out in such an overcrowded marketplace by investment in digital advertisements and promotions puts compulsion on businesses to invest a lot of money, which increases costs.

5. Data Privacy Concerns

Like many other regions, Thailand has instituted various legislation relating to data privacy, particularly with the enforcement of the Personal Data Protection Act (PDPA) at the start of 2022. Much like Europe's General Data Protection Regulation (GDPR), it demands that businesses exercise transparency and accountability when it comes to consumer data handling. The key in that statement for digital marketers is an added level of complexity to ensuring compliance in the delivery of personalized, data-driven marketing campaigns. The problem is that many companies find it very hard to adjust their current policies of collecting data in tune with these new regulations.

6. Lack of Skilled Digital Marketers

The supplies are not catching up with the demand for digital marketing professionals in Thailand at an astronomical rate. Most companies find it difficult to reach highly skilled professionals for resources such as SEO, data analytics, content marketing, and performance marketing. Other than limiting the actual growth of digital marketing, these gaps also increase hiring costs for the companies willing to expand their teams in digital marketing.

7. Ad Fraud and Transparency Issues

Ad fraud is still a concern on Thailand's digital marketing landscape, with marketers hugely being plagued by fake clicks, bot traffic, and non-human interactions on ads. Chief among these concerns is wasted advertising budgets and ad performance metrics skewed in one direction or another. Ensuring that there is transparency and accuracy in digital advertising metrics is a big challenge for companies heavily investing in paid digital advertising.

8. Slow Adoption of Advanced Technologies

However, while digital marketing is growing, adopting advanced technologies such as AI, automation, and machine learning could be faster in Thai businesses, especially among SMEs. Most small businesses are circumspect about investing in these technologies, either because of cost-related issues or because they lack a complete understanding of how these innovations could be utilized to drive better marketing outcomes. This lag in the adoption rate

further places some companies at a competitive disadvantage, both locally and internationally, against other more technology-savvy competitors.

Essentially, while Thailand provides a growing platform for digital marketing, it is important that these challenges be surmounted to put businesses in a position to reap maximum benefits. Addressing issues such as digital literacy, competition, and data privacy would better position companies for success on the Thai digital platform.

1.2 Company profile

Company Name: Lexicon Business Communications (Lexicon Limited)

Founded: 2015

Location: Bangkok, Thailand

Website: lexiconthai.com

Lexicon Limited ranks among Bangkok, Thailand's leading digital marketing and communication agencies. Since its founding in 2015, Lexicon has rapidly grown to prominence by offering a broad range of innovative, customized digital solutions for the needs of businesses operating in the Thai and Southeast Asian markets. It is a company that specializes in combining the art of storytelling with state-of-the-art digital marketing strategies, always helping its brands establish a rapport with their audiences through dynamic, impactful communication.

Content marketing lies at the very core of Lexicon's approach, from social media management through video production and into SEO, branding, and creative design. Its in-house high-calibre talent makes sure projects are tailored according to a client's needs, trends in the industry, and data-driven insights to actionable results.

1.2.1 Statement of the Report

This report explains the learning experience as a digital marketing intern during the internship at Lexicon Thailand.

1.2.2 Vision

That is an assumption, but I do think that Lexicon Limited's vision will be to continuously reinforce its prestige as a leading company in the field of digital marketing to expand the circle of service provided in the Southeast Asia region. It may seek to introduce into practice at the company some of the most innovative technologies like Podcast, AI, data analytics, and automation that will enable its clients to compete in the rapidly developing digital environment.

Mission

Lexicon aims to change the way companies communicate, building actual relationships between a brand and target audiences through creativity and technology. The company aspires to be trusted by businesses wading through their digital transformation with innovative solutions rather than tactics.

1.2.3 Company Logo



Figure 1: Logo of Lexicon Thailand

1.2.4 Companies Affiliated with Lexicon

No individual companies have been announced to the public with details regarding their officially being tied with Lexicon Limited in Thailand up to this date. On the other hand, several services of Lexicon reach a wide range of clients in the sectors of digital marketing, content creation, and corporate communications. They represent industries such as finance, education, technology, hospitality, and much more.

1.2.5 Products and Service Offered

Lexicon provides a comprehensive services and products of digital marketing and communications services, including:

- **Social Media Management**

Social media campaigns are the most important channel to reach out to new customers and create a more interactive relationship with them. Lexicon is the agency that is responsible for these campaigns.

- **Content Marketing**

Develop engaging content, be it in the form of blogs, articles, or newsletters, among other multimedia content, that would work for its target audience. This helps Lexicon's content marketing team establish thought leadership and brand loyalty.

- **Video Production**

A full-service video production company specializing in corporate storytelling, promotional content, interviews, podcast, live stream, and events, Lexicon marries creative video production with effective brand messaging.

- **SEO and Digital Strategy**

They have tailor-made SEO strategies to help businesses improve their online visibility and attract more organic traffic. The digital strategy team at Lexicon also works on website optimization and increasing user experiences.

- **Branding and Design**

Lexicon also gives its client companies an appropriate visual identity through brand development, graphic design, and logo creation, ensuring the brand message is consistently depicted across all platforms.

- **Corporate Communications**

Lexicon provides top-notch corporate communication services, including internal communications, PR campaigns, reputation management, and crisis communication. It helps brands build positive relationships with their stakeholders.

1.2.6 Strength of the company

a. Creative Storytelling

Storytelling is an intrinsic part of Lexicon's operation. This company believes that each brand has a story to tell, and hence, it uses its creative capability to create powerful narratives that then infiltrate across online and offline touchpoints with the audience.

b. Data-Driven Approach

Lexicon's strategic approach involves applying data analytics and continuous market research to inform its direction. From search engine optimization to targeted social media, they make sure that any campaign is appropriately based on information for completeness in terms of effectiveness and return on investment to clients.

this line is just for kicks.

c. Personalized Client Solutions

Lexicon prides itself on being customer-first. They go deep into the business to understand goals, challenges, and then come up with marketing strategies to fit the needs. This would imply that clients receive effective solutions in tune with their brand vision. Just this line is for the heck of it.

d. Multilingual and Cultural Expertise

Considering Thailand to be such a atypical market to its presence in the world, Lexicon has built a multicultural team proficient in both Thai and English to handle local business and multinationals alike wanting to get into this market.

1.3 Organization Structure

Organizational structure- specified path through which the formal command of authority and responsibility flows. Following is the diagram showing the organization structure of Lexicon. However, this is not the exact outline because there is more internal feature what may not be always at access for an intern to know such information.

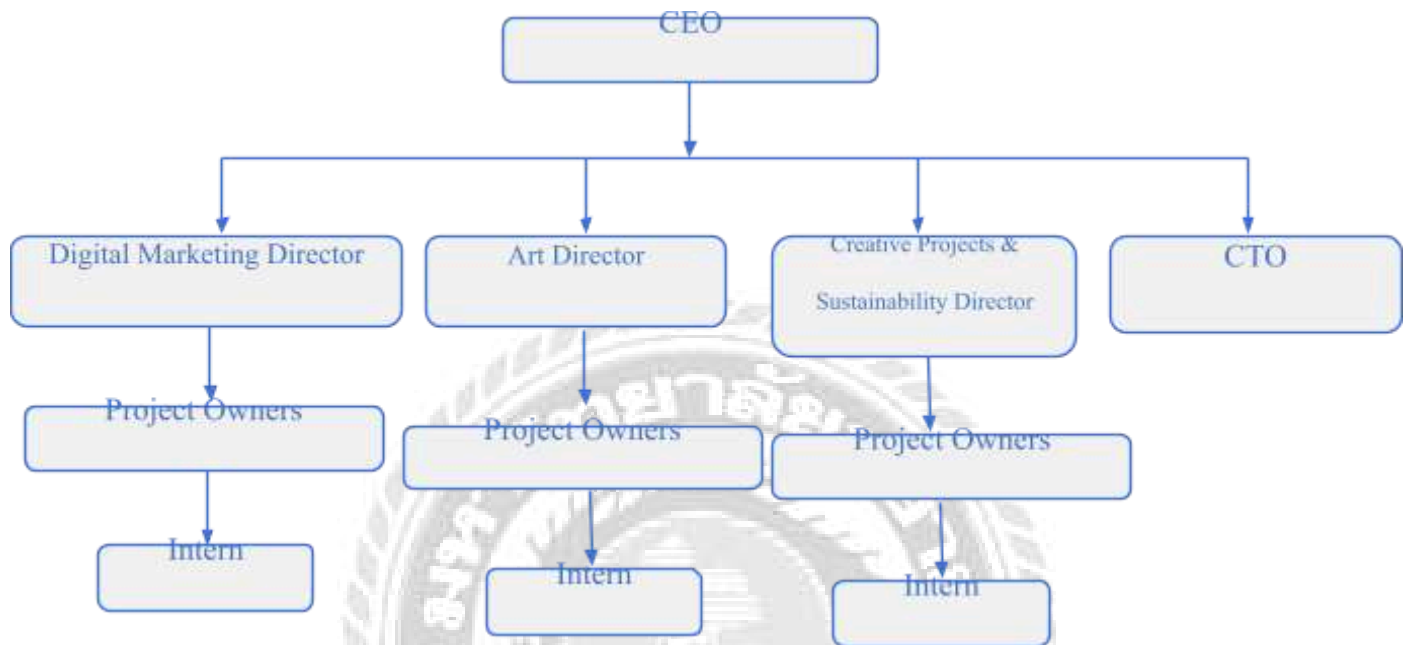


Figure 2: Sample of Organization Structure, however there is naturally a bigger structure kept confidential

The CEO:

The chief executive officer and company owner is the person currently holding the position of David Norcross. He is supposed to give the general direction and strategy of the company. Providing the necessary leadership to ensure that the company grows in profitability and that its vision is well aligned. He is the face of the organization before the world and is also supposed to play an important role in business development.

Digital Marketing Director:

This role oversees all creative output from the company, including branding, design, and content strategies. This position as the director (Justin St. Denis) is responsible for leading the creative output of the company in brand strategies, design, and content. The creative director ensures that each work is in line with the vision of the company and its client. Lexicon has several content creators that develop everything from blog articles to social media posts. Such

creatives produce desirable, brand-appropriate content and collaborate closely with clients to deliver on brand narratives.

1.3.1 My Job Position

The interview was with Mr. Justin St. Denis, Lexicon's Digital Marketing Director on the 16th of August 2024. After finishing my interview, I had been selected for the position of a Digital Storytelling & Graphic Designer Internship at Lexicon. I was also given a new Lexicon email address for internal communication and task assignments, by the office manager Khun Apple.

1.3.2 My Job Position in the Company's Organizational Structure

During my work at Lexicon, the role of Intern in Digital, Storytelling Marketing Intern, and Graphic Designer Intern fits into the organizational structure, whereby I help develop concepts and designs and can combine information technologies and research. This position fits into the overall company organization as follows:

Digital Marketing Intern

Content Creation: Collaborate with the content team in creating engaging blog posts, social media content, and other digital pieces of work that would meet the client's marketing objectives.

Analytics & Reporting: The agency tries to do some monitoring-performance of the campaigns run digitally and helps them analyse that data to draw conclusions from the working strategies, henceforth which will be beneficial in the future. Update competitions and events in the client's field of interest.

Research: Conduct research into the latest trends occurring within the landscape of digital marketing, including competitor analysis and consumer behaviour, to support ongoing and future campaigns. This will most definitely ring true regarding creating blogs, infographics, and videos for select clients.

Graphic Design Intern

Designing Visuals: Helping design social media graphics, infographics, education content, presentations, and other visual content for internal use and client campaigns. Also redesigning and designing PowerPoint slides for both clients and the director's slides for workshops. This was limited to just this, but a general context of what was expected in the field.

1.4 Intention and Motivation to Choose this Company co-op Studies Workplace

When it came to selecting a company for my co-op studies, there were good reasons that pointed out Lexicon Limited as an outstanding choice. Being an international student, the search for co-op positions can be far more challenging than anyone could ever expect in a competitive market like Thailand. Lexicon offers an international working environment that provided a special opportunity for me to reach beyond those limitations and gain important experience in a multicultural environment.

What really attracted me to Lexicon was the diversity in structure and dynamism within the company. Most of the internships available are pegged on a single area, while Lexicon opened avenues for me through various departments that ran the range from digital marketing to graphic design. Such variety allowed the broadening of my knowledge base and skill set, thus giving me an all-inclusive learning experience. The different sections created opportunities for me to learn about full-scale digital marketing and communications that, in the future, would make a big difference in my career-building process.

Another influential factor was that Lexicon had a good track record with students from Siam University: one of our former business students had completed their internship here and found the experience so great that my professors enthusiastically recommended it also for IT students. This endorsement by the faculties drove home the point that Lexicon is not only a site of practical learning but also an entrance to handling all aspects of a, growing industry. Being Thailand's number one digital storytelling company, Lexicon fits right with the novel changes that are happening in the digital landscape, opening ways toward a career.

Focusing on Lexicon was therefore a leap of faith in bridging the gap between academic

learning and real-life experience. I am sure that my skills gained here will play a fundamental role in shaping my future career not only within Thailand but internationally.

1.5 SWOT analysis for Lexicon:

<p>Strengths</p> <ol style="list-style-type: none"> 1. Industry Leadership 2. Diverse Service Offering 3. International Environment 4. Creative Storytelling Approach 5. Experience Leadership 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Limited Physical Presence 2. Resource Constraints 3. Heavy Competition 4. Dependence on Client Acquisition
<p>Opportunities</p> <ol style="list-style-type: none"> 1. Market Expansion 2. Adoption of New Technologies 3. Demand for Content Marketing 4. Collaboration with Local and International Clients 	<p>Threats</p> <ul style="list-style-type: none"> ● Economic Uncertainty ● Rising Competition ● Technological Disruption ● Regulatory changes ● Talent Shortage

Table 1: SWOT Analysis

This table summarizes the key strengths, weaknesses, opportunities, and threats facing Lexicon in the Digital Marketing industry.

Strengths:

1. Industry Leadership:

Lexicon is considered the leading digital storytelling company in Thailand, and such unparalleled brand equity serves as a plus for hard-core competitors in the market. It attracts a category of diversified clientele that aspires for creative consequence content.

2. Diverse Service Offering:

Lexicon provides a suite of services relating to digital marketing, including social media management, content marketing, SEO, video production, and branding. The versatility of the company aids in meeting diverse client needs and positions itself as a full-service agency.

3. International Environment:

Operating in a multilingual and multicultural environment with its international team and clients, Lexicon boasts of wide outlook that makes it attractive for both local and international clients. This global outlook also fosters innovation and creative solutions.

4. Creative Storytelling Approach:

Lexicon intrinsically focuses on storytelling as an integral part of its digital marketing strategy and hence is different from other competitors. The company creates yarns that help clients establish an emotional connect with their audiences, thus engendering brand loyalty and engagement at a higher level.

5. Experienced Leadership:

It confirms the strategic direction taken by the company amid its wide service delivery, led by a management team led by David Norcross, who has vast experience in digital marketing and communications.

Weaknesses:

1. Limited Physical Presence:

While having an excellent reputation in Thailand, Lexicon has its physical presence in Bangkok. This may impede scaling up of the operations of the company or laying a footprint in other key markets both within and outside Thailand.

2. Resource Constraints:

It is very much unlikely that resource constraints, both from a human capital and technology standpoint, will dampen near-term growth for many growth companies. This might also include difficulty in finding and retaining high-quality talent in very niche areas, such as SEO, content marketing, and data analytics, amid an ultra-competitive job market today.

3. Heavy Competition:

Competition within the digital marketing arena in Thailand is very stiff, with numerous agencies offering nearly the same services. It might be challenging for Lexicon to differentiate its offering from other competitive marketplaces-especially big global agencies that are better resourced.

4. Dependence on Client Acquisition:

Lexicon is a service-oriented company, the lion's share of its revenue is directly linked to its winning and maintaining its client base. This instantly links financial performance with any fluctuations inside of client budgets, which have been known to shrink in negative economic times.

Opportunities:

1. Southeast Asia Expansion:

Its strong base in Thailand will set it for expansion to cover other countries of Southeast Asia in due course. Growing digital economy emboldens them toward big possibilities in the capture of new markets and clients.

2. Adoption of New Technologies:

It is the biggest opportunity for differentiating Lexicon more and more with ever-growing momentum to apply Artificial Intelligence, automation, and data analytics to digital marketing. Meanwhile, it means more efficiency for the company because advanced technologies are integrated into service offerings, driving more data-driven results for clients.

3. Growing Demand for Content Marketing:

With more and more companies around the world realizing the potential of content marketing, the need for quality content keeps on growing. Considering the experience in the fields of storytelling and creative content production, Lexicon is in a good position to tap into this trend.

4. Collaboration with Local and International Clients:

The international outlook of Lexicon, in addition to its multicultural team, makes the company a very attractive partner both for local Thai companies and for international firms that wish to enter the Southeast Asian market. The extended collaborations and partnerships will provide Lexicon with greater opportunities to expand its customer base and, correspondingly, grow revenues.

Threats:**1. Economic Uncertainty:**

Economic slowdowns, both at the regional and global level, can reduce budgets that clients have for marketing services. Companies may cut spending on digital marketing, hence a decline in revenues at Lexicon.

2. Rising Competition:

The digital marketing space is getting increasingly competitive, with more local agencies and international players trying to take a bigger lead in the market. Lexicon will be stretched on their toes to innovate, work out of the box, and differentiate themselves consistently from other competing agencies.

3. Technological Disruption:

With changes always happening in digital marketing technologies, Lexicon will have to be well-informed of developments by updating its toolset and changing strategies. To that effect, failure to adopt new technologies such as AI, Machine Learning, or Blockchain may probably erode competitive advantages over time.

4. Regulatory Changes:

Changes in legislation, like the Personal Data Protection Act (PDPA) in Thailand, is going to affect how Lexicon and clients will collect and use data. Compliance with changing legislation could overcomplicate a marketing strategy and raise operational costs.

5. Talent Shortage:

The extremely low number of highly qualified specialists in digital marketing can turn into a threat of scaling up Lexicon with the appropriate quality of services even in Thailand. Competition for that kind of talent is heavy, and finding specialized professionals can be increasingly hard.

1.6 PESTEL Analysis of Lexicon.

Following is the PESTEL analysis conducted for Lexicon. This form of analysis can give considerable insight into the external factors that might influence the operations of the company. Each factor is discussed below:

a) Political:

- **Government Policies:** The Thai government is very supportive of digitization. Projects such as the Thailand 4.0 strategy encourage businesses in making use of digital technologies, meaning Lexicon will find a very conducive environment to operate within.
- **Political Risk:** It is related to Thailand's relative political stability in recent years, which is one of the key contributing factors for sustaining confidence in business operations. The shift in the apportionment of political power or the eruption of any civil uprising would affect business operations and investments made by customers adversely.
- **Foreign Business Operations:** As a company serving both local and international clients, any changes in policy regarding the regulation of foreign investment and ease of business in Thailand would normally affect the operations of Lexicon. Regulations that tend to make foreign business and international cooperation easy would highly benefit the company.

a) Economic:

- **Economic Growth:** The economy of Thailand, coupled with the greater Southeast Asia region, has been able to grow steadily in recent times. That would mean more businesses are likely to be investing in services related to digital marketing. Growth in this area opens opportunities for the extension of the client base by Lexicon.
- **Fluctuations in Client Budgets:** Economic slowdown or recession may also imply a cut in marketing budgets by companies that will tighten their purse strings. During an economic slowdown, it would be tough on Lexicon to maintain its revenue if the clients scale back on digital marketing expenditures.
- **Emerging Markets:** Increased digital adoption in emerging markets in Southeast Asia provides a window of opportunity for the extension of operations into new regions. Countries like Vietnam and Indonesia are relatively getting digitalized very fast, thus opening opportunities for expansion.



b) Socio-Cultural:

- **Digital Adoption and Consumer Behavior:** Internet penetration, social media usage, and e-commerce trends are high in the country. The compulsion forces businesses to spend large amounts on digital marketing activities within the country. Lexicon, thus, benefits from this shift where companies look to strengthen their online presence in engaging with consumers through digital means.
- **Cultural Sensitivity and Localization:** It is critical to consider Thailand's special cultural context, and therefore, businesses must make necessary adjustments to their marketing strategies to make them relevant to local audiences. At Lexicon, international knowhow is mixed with sensitivity to local knowledge, which leads it to create some culturally sensitive campaigns that form the secret to its success.
- **Rise of Social Media Influencers:** Nowadays, social media influencers are setting trends in Thailand's marketing landscape. Lexicon can always catch this trend by offering influencer marketing strategies in tune with consumer preferences for more personalized and authentic contact with their favourite brands.

c) Technological:

- **Advancements in AI and Automation:** This rapid development of AI, machine learning, and marketing automation totally changed the rules of the game in digital marketing. These technologies could further be utilized at Lexicon to make its offerings even more valuable, from the creation of content to ad targeting and data analysis.
- **Growing Importance of SEO and Data Analytics:** With more and more business being done online, a focus on SEO, or Search Engine Optimization, along with data-driven strategies, is becoming increasingly important. Lexicon will be successful by keeping up with the head of the technology curve to optimize their campaigns for their clients.

d) Environmental:

- **Sustainability Trends:** The world increasingly seems to be waking up to the need for sustainability. Therefore, 'green' brands are going to be viewed with increasing favour by consumers. Lexicon could help clients right from aligning their digital marketing with sustainability initiatives to creating campaigns that nail the nail on the head by speaking loudly of environmental responsibility.

- **Green Marketing:** With increasing environmental concern, Lexicon could also implement green marketing strategies for clients wanting to highlight their environmentally friendly activities. This trend will be of benefit to the companies experiencing changes in consumer choices as consumers begin to favour brands that are earth sensitive.

e) **Legal:**

- **Data Privacy Laws:** The introduction of the Personal Data Protection Act in Thailand means that there will be tighter controls regarding the collection, storage, and usage of information supplied by customers to firms. Lexicon, like every business, must ensure that it complies with such legal requirements, both for its own benefit and on behalf of its clients.
- **Intellectual Property (IP) Protection:** Protection of intellectual property, which includes digital, is very important in the context of this industry. Lexicon will have to ensure that their original work is well protected and that the content received from the clients are neither misused nor plagiarized.
- **Employment and Labor Laws:** Being a company hiring into a diverse, multiculturally composed team, Lexicon will have to be fully compliant with all the labour laws, regulations on foreign workers, employment contracts, and fair labour practices of Thailand. Any amendment in labour law, especially about hiring foreign talents, might affect its operation.

1.7 Objectives of this Co-Operative Study

This integrated learning project work will be focused on filling in the gap between theory and practice for the study areas of Digital Marketing and Graphic Design. The purpose is to enhance, by engaging in an actual natural constantly changing work environment, learning related to the function and operation of a digital marketing company-and vice versa, enabling me to contribute towards current projects and activities of the company.

Through this co-op experience, I seek to:

1. **Apply Academic Knowledge:**

This includes applying the knowledge and skill obtained from the studying period at Siam University, Faculty of Information Technology, to real business projects based on Digital Marketing and Graphic Design. For these fields, in this case, practical experiences are expected within content creation, social media management, understanding possible SEO strategies, and visual design.

2. Gain Multidisciplinary Experience:

My co-op experience has exposed me to various aspects of digital marketing, from creation and branding to data analytics and client management. This will be an all-rounded approach, expanding my professional skill portfolio to enable me to reach a deep-seated understanding of how different sections interact within a digital agency in view of achieving certain results for their clients.

3. Improve Problem-Solving and Critical Thinking Skills:

I will be able to extend my problem-solving and critical thinking skills in this fast-paced, results-oriented environment. The real-world challenges would make it possible for me to come up with creative solutions besides developing the needed ability to adapt with the ever-changing needs of the clients and changeable market trends.

4. Build Professional Networks:

Being part of the international team at Lexicon will possibility lead to opportunity to network with professional people within the industry, colleagues, and mentors with whom advice about my future career can be sought. Connections may make it possible for a future in Thailand and internationally.

5. Enhance Cross-Cultural Communication:

Since Lexicon works in an international environment, this study will also help me in improving my cross-cultural communication skills, which are so essential in working with various clients and teams. Learning the ways of steering through the cultures of business will add to my development in a very different dimension.

CHAPTER 2: CO-OP STUDY ACTIVITIES

2.1 Job description

Internship Role : Digital Storytelling & Graphic Designer Internship at Lexicon

Worksite Location : Lexicon Company Limited located on 25th floor at Wallstreet Tower Room no. 2501, Surawong Road, Suriyawong, Bangrak 10500, Bangkok.

Corporate Office : Lexicon Company Limited located on 25th floor at Wallstreet Tower Room no. 2501, Surawong Road, Suriyawong, Bangrak 10500, Bangkok.

Length of Internship: 15 weeks Internship

Start Date : Interview 16th August 2024, Commence 26th August 2024

Internship End Date : 29th November 2024, Document Submission to Co-Op Department by 1 December 2024.

2.2 Department Description at Lexicon Thailand

Digital Marketing and Graphic Design departments are the powerhouse for all creative output at Lexicon Limited. The Digital Marketing Department would be tasked with curating a digital story, maintaining social media presence, and coming up with engaging content across multiple platforms. It aims to deploy digital storytelling about talking to clients regarding their brand tales in the most meaningful way. Original research combined with creative writing helps the digital marketing team to come up with applicable and engaging content regarding client objectives.

The Graphic Design Department develops visually effective designs that support or enhance a client's branding and communication strategy. This team takes ideas and puts them into visual form-from designing social media graphics to brand identity and print publications. Its skill in crafting infographics and layouts that present complex information in an approachable and aesthetically appealing manner is integral to many campaigns and projects originating from Lexicon.

2.3 Roles and Responsibilities Assigned as Intern

It was mentioned on the website where the application for the internship in Lexicon was made that:

The Digital Marketing Intern will create different types of content, such as captions, blogs, and articles, mostly in English. This comprises desk research work to make the information as relevant and cognizant as possible. You shall apply storytelling abilities while developing engaging content that tells client brand stories to help clients engage their audience across varied digital touchpoints. Moreover, if you can edit, proofread, or translate, you will be able to add value and variety to the content. What we are looking for is an internationally oriented person who enjoys working with people from other cultures. In this internship, you should be resourceful and proactive: independently initiate activities, bring in ideas, not waiting for things to happen. Of course, a passion for storytelling will help, too, as you'll help craft and shape narratives that strike a chord with audiences. More than anything, though, we're looking for someone who genuinely enjoys their work and is passionate about digital marketing and content creation." – Lexicon website

And

“As a Graphic Design Intern, you will be expected to design engaging graphics for various social media platforms while maintaining alignment with the identity of the client's brand. You may also support the design of brand identity, refining logos, fonts, and overall aesthetic into effective representations of the clients' vision. You will design print publications and infographics, setting visually appealing layouts that show dense information in simple, engaging ways.

You will be expected to have experience working with the Adobe Creative Suite and have an attention to detail to ensure accuracy in your designs. You will also be called upon to accept feedback graciously, to be flexible in a fast-moving environment, and to work successfully in a team. You must have a positive attitude, a humble approach, and intellectual curiosity. Most importantly, you should be passionate about visual storytelling, eager to learn, and contribute across various design projects." – Lexicon website

2.3.1 Bangkok Bank InnoHub

InnoHub at Bangkok Bank is one of the leading innovation accelerator programs executed by Bangkok Bank, one of the largest regional banks in Southeast Asia. InnoHub dedicates itself to growth supports in FinTech and technology-driven startups through resources, mentorship, and strategic guidance in one of the ways of scaling their businesses. It therefore would be designed to enhance innovation, especially in the areas of fintech, IoT, and other new emerging technologies. It would therefore mean that this is in line with Bangkok Bank's commitment to staying ahead in the digital transformation of the financial sector.

One of the major clients during my work in Lexicon was Bangkok Bank InnoHub. My job was to create and deliver all kinds of content formats: graphic content outlines, article outlines, and video outlines. Every month, I needed to present 4 graphic content outlines, 4 new article outlines, and 1 video outline for approval. It was after these that I got full-length article writing opportunities on subjects concerning Information Technology, and for trends such as: Fintech, IoT, other technological advances. This gives much-needed insight at the juncture of banking with innovation and technology and allowed me to contribute to a high-impact project within the industry. *Please note that all pictures of work related are blurred for privacy purpose.*

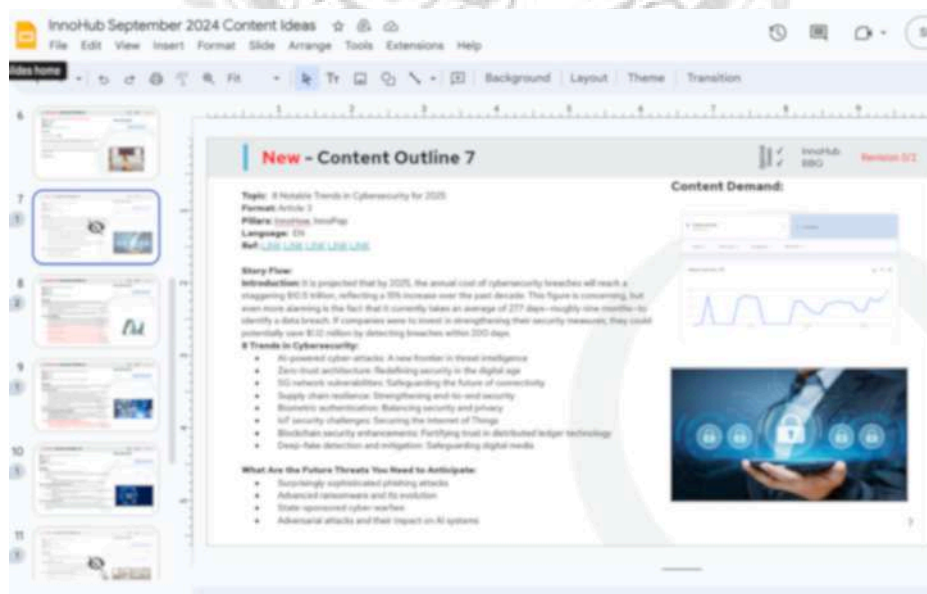


Figure 3: A Screenshot of September Outline approve by Innohub and Bangkok Bank

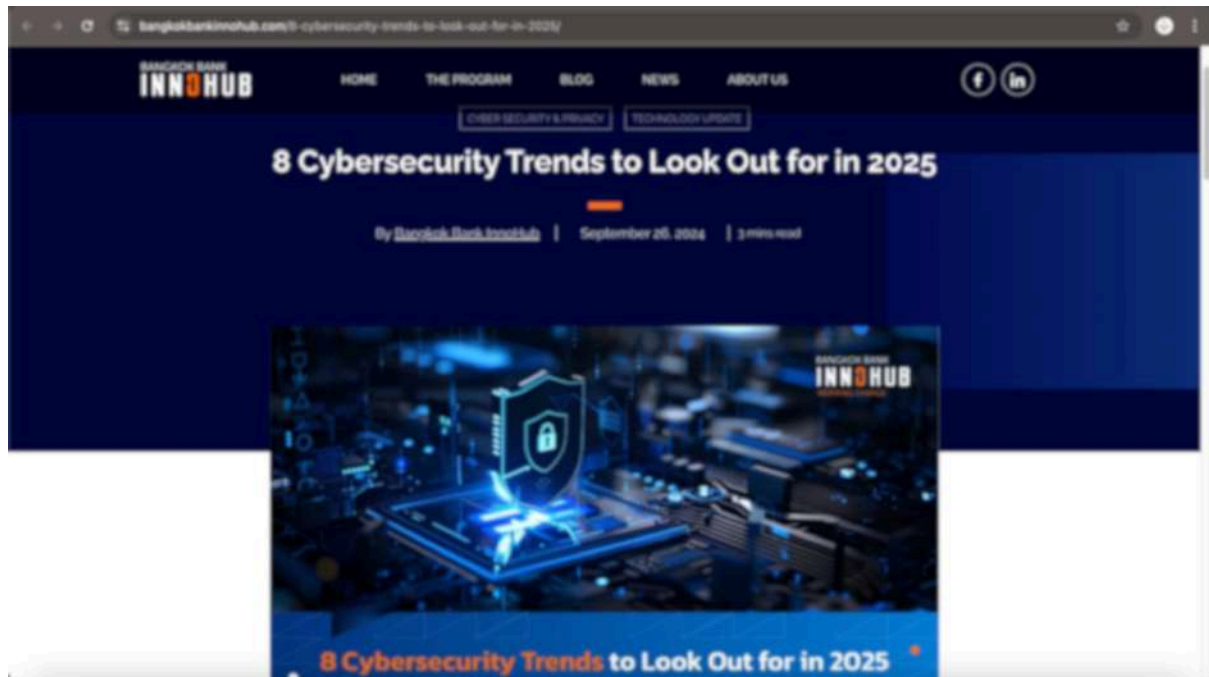


Figure 4: A Screenshot of my article being posted Bangkok Bank Innohub website as well as their Facebook.

2.3.2 Grant Thornton

Grant Thornton is a leading global organization of professional services in assurance, tax, and advisory. Innovative and forward-looking, Grant Thornton is part of the support an international organization gives to business around the world with difficult decisions, above all in aspects such as finance, technology, and leadership.

I was assigned to handle several aspects of promotion for their high-profile event on 24 September: "Courageous Leadership in the Age of AI," which includes an interview with the chief executive officer and a video campaign for the event. I had to participate in editing the promotional video at Lexicon, trying to make the themes of leadership and AI come across. Apart from editing the video elements, I have also set up the event slides for all nine speakers. This included not only editing but also redesigning some of the slides to strengthen their visual impact—a task I did in collaboration with another graphic design intern. The event was a total success, and this show of stunning visuals added to the professionalism and total impact of the day. *Please note that all pictures of work related are blurred for privacy purpose.*

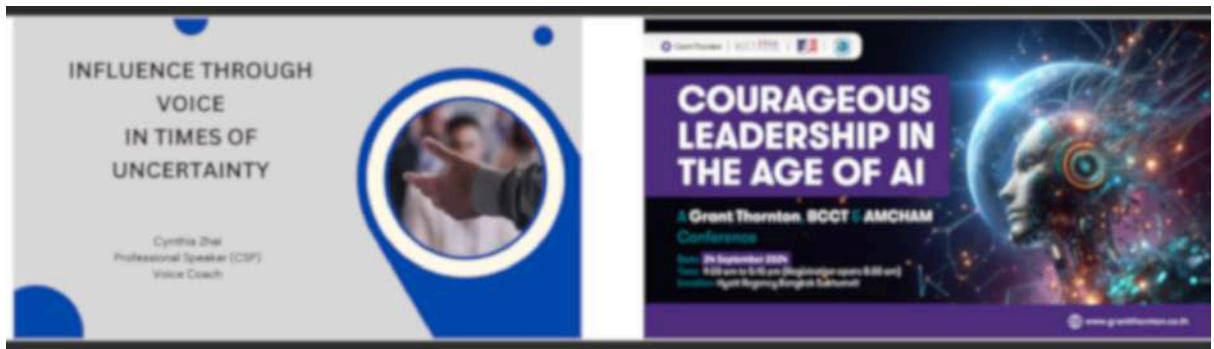


Figure 5: Sample of the Presenter slide with Banner for Grant Event



2.3.3 The British Chamber of Commerce Thailand (BCCT)

The British Chamber of Commerce Thailand is one of the largest business groups in Thailand, acting as a point through which British and international businesses meet and share intelligence to explore new opportunities. BCCT hosts many functions, workshops, and networking opportunities that bring companies and people from diversified backgrounds together. Its mission is to support growth and success for all businesses operating in Thailand, with particular emphasis on UK-Thailand trade relations.

BCCT is one of the major clients I am working with-regularly, day in and day out, week in and week out-during my internship at Lexicon Limited. I design event post captions for their events and see to it that crucial information, be it the event details or ticket pricing, is conveyed clearly to their audiences across various platforms like Facebook and LinkedIn. I also developed conclusion messages for the new interns and staff coming aboard at the BCCT for welcome and community building. Anytime I received assignments from BCCT, I would try to finish those within the hour to make sure they went up in time for posting and create engagement for their audience. This included pre-event posts and post-event captions while adhering to a professional tone and consistency, as would be expected from such a prestigious organization. *Please note that all pictures of work related are blurred for privacy purpose.*

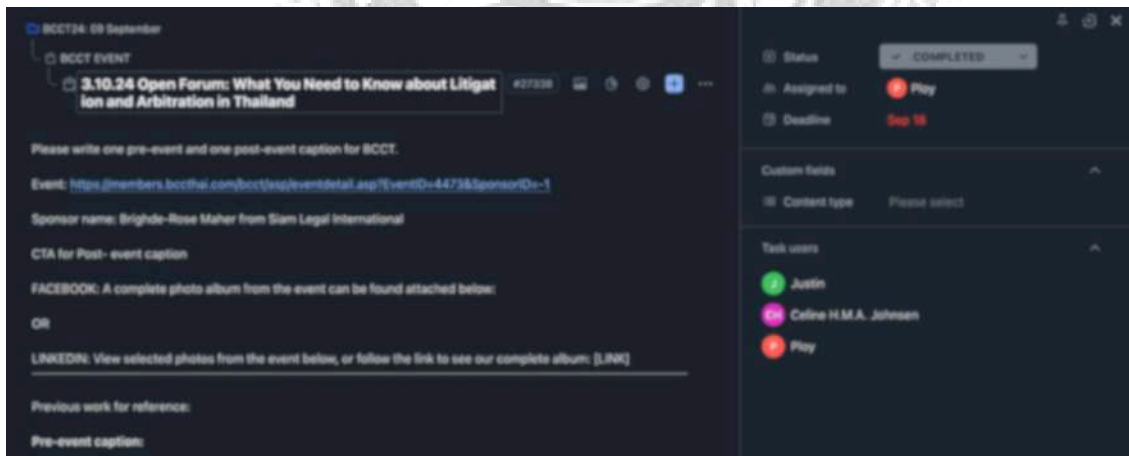


Figure 6: Screenshot of my Goodyear Lexicon Task assigned for BCCT Event Caption writing.

2.3.4 Avius ULD:

Avius ULD focuses on the design, manufacturing, and management of Unit Load Devices intended for aviation. ULDs are very important to enable the safe and efficient transportation

of cargo and luggage in commercial aircraft. Avius ULD focuses on offering innovative solutions that enhance logistics in facilitating simplification of operations which airlines and cargo operators can have by better handling and management of ULDs.

During my tenure at Lexicon Limited, I have been dealing closely with Avius ULD, updating them biweekly on their competitors, at times even events their competitors were attending. For this purpose, I used to take screenshots from LinkedIn to show interactions and prove engagement.

Besides that, I got the chance to redesign some PowerPoint workshop presentations for my supervisor to present to Avius ULD's senior management team. This included my task not only to enhance the look and feel of the slides themselves but also to adjust the general presentation to Avius ULD's identity for consistency and professionalism in all materials. *Please note that all pictures of work related are blurred for privacy purpose.*

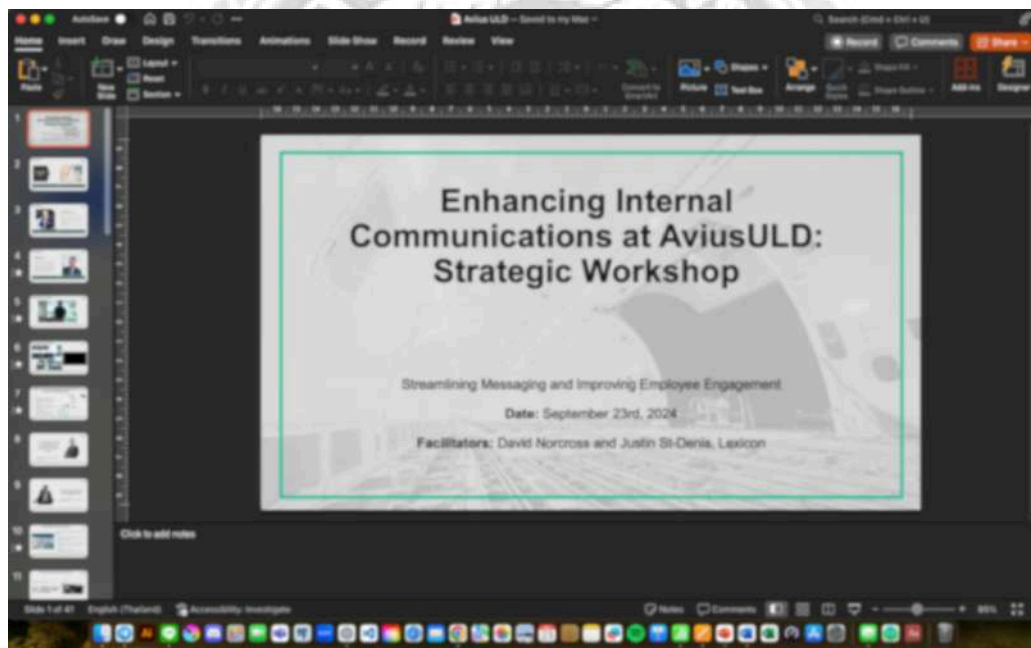


Figure 7: Screenshot of the re-designing of ppt I made for Mr. Justin St. Denis (Lexicon) for their workshop for Avius ULD

2.3.5 Driessen:

Driessen presents airlines with innovative solutions, from the most sophisticated cabin and cargo equipment systems to a range of engineering and technological capabilities that support airlines worldwide in their quest for efficiency and improvement of passenger experiences.

At Driessen, my main tasks were to provide a bi-weekly update of the competitors and give

insight regarding events relevant for the industry. I was also initially set to support the creation of their website, but since the project had still been in its early stages, starting had been a bit complex. In any case, I used that time to get better acquainted with WordPress, experimenting with all different features and functionalities that I hadn't had a chance to before and thus prepared me for the opportunities which would come later. *Please note that all pictures of work related are blurred for privacy purpose.*

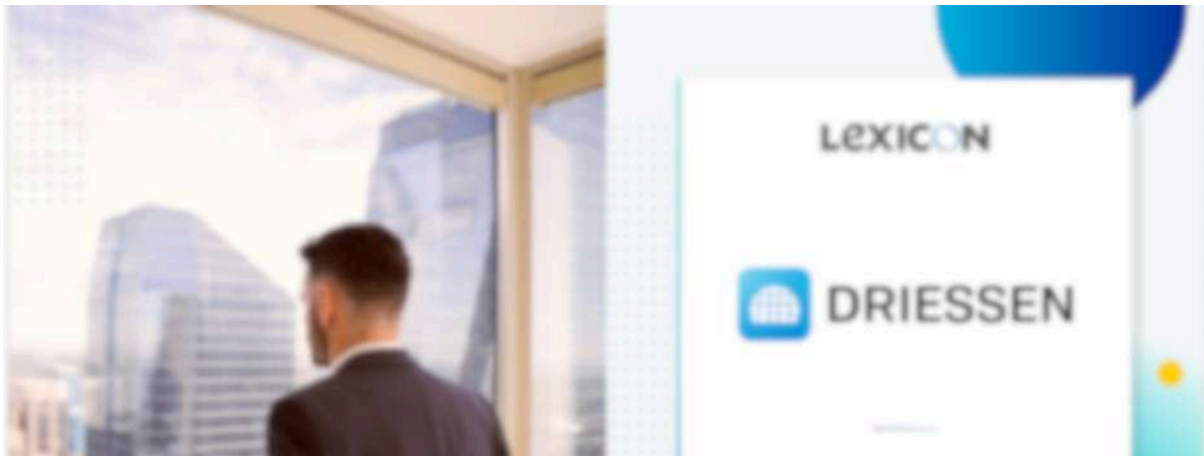


Figure 8: Screenshot of the reports made bi-weekly on various topics requested.

2.3.6 Red Cross Live Stream November 14th, 2024:

During the first half of the month of November, my role focused more on a live-streaming project for the Red Cross, a client approached Lexicon with a specific request. As such I was under another supervisor, for this project named Khun Attapat Panutat, to ensure a suitable and professional a live stream based on their topic of Yemen. My role began with extensive research to collect relevant images, videos, and visual content to align with their theme, carefully curating materials that would reinforce the message of the live stream.

After setting a framework for the flow and visual presentation of the stream, I organized the layout to present it to the client. This included determining how visuals would be displayed, and creating an engaging visual experience to keep the audience and supporters connected. The client provided feedback at each stage, allowing for minor adjustments and refinements that ultimately shaped a cohesive presentation.

A particularly challenging aspect was creating a PowerPoint presentation tailored to each speaker and knowing when to present these presentation as I was the one during the live

managing their presentation. These speakers were joining from diverse locations, including Yemen and our studio in Bangkok, which added layers of complexity in terms of timing, coordination, and smooth integration into the live event. The project demanded intense focus and spanned nearly the entire month of November to ensure every detail was executed perfectly. In the end, the live stream ran smoothly and delivered a powerful, well-coordinated message for the Red Cross.

2.3.7 Reporting to Supervisor, Activities in coordinating with co-workers– Good Day:

- **GoodDay:** This is a task management platform developed by Lexicon to manage all tasks associated with projects. This is where tasks were being assigned, and for each of those tasks, I had to update the status, tag my colleagues, and mark them complete once done. In so doing, I would always be in discussions with my colleagues and my boss; whatever feedback or suggestions they had would fall in the chat thread leading to that task. This system kept the communication lines clear, and anybody that was involved could always know what was happening with the project.
- **Regular Communication:** At Lexicon, for regular communication on company e-mail to which all team members were subscribed, the usage of Google chat was common. The most urgent or quick discussion would take place orally, and in some instances, even e-mails had been dispatched for clarity or follow-up. This amounted to a combination that worked seamlessly and efficiently for interactions across the team.
- **Team Meetings:** At Lexicon, team meetings would be held every Monday morning at 10 a.m. That is where every member of the team had to express one personal highlight from the prior week and one productive one. Then, each person described what they would be working on for the following week or said they were waiting on standby in case other people needed the person for different tasks. Besides, there were very important updates and information shared during such meetings that were vital to the operations of the team so that everyone was informed and aligned.
- **Task Delegation:** For example, Lexicon delegating tasks is organized in such a way that the owners of projects themselves, who are concerned with dealing with different clients,

are supposed to manage how tasks will be distributed among their teams. In case more help is needed, the tasks are then forwarded to the interns who are either readily available at that time or willing to learn about the domain of the task. This system gives flexibility and allows interns to work on different projects depending on their interests and availability.



2.4 Sample of a Job process diagram

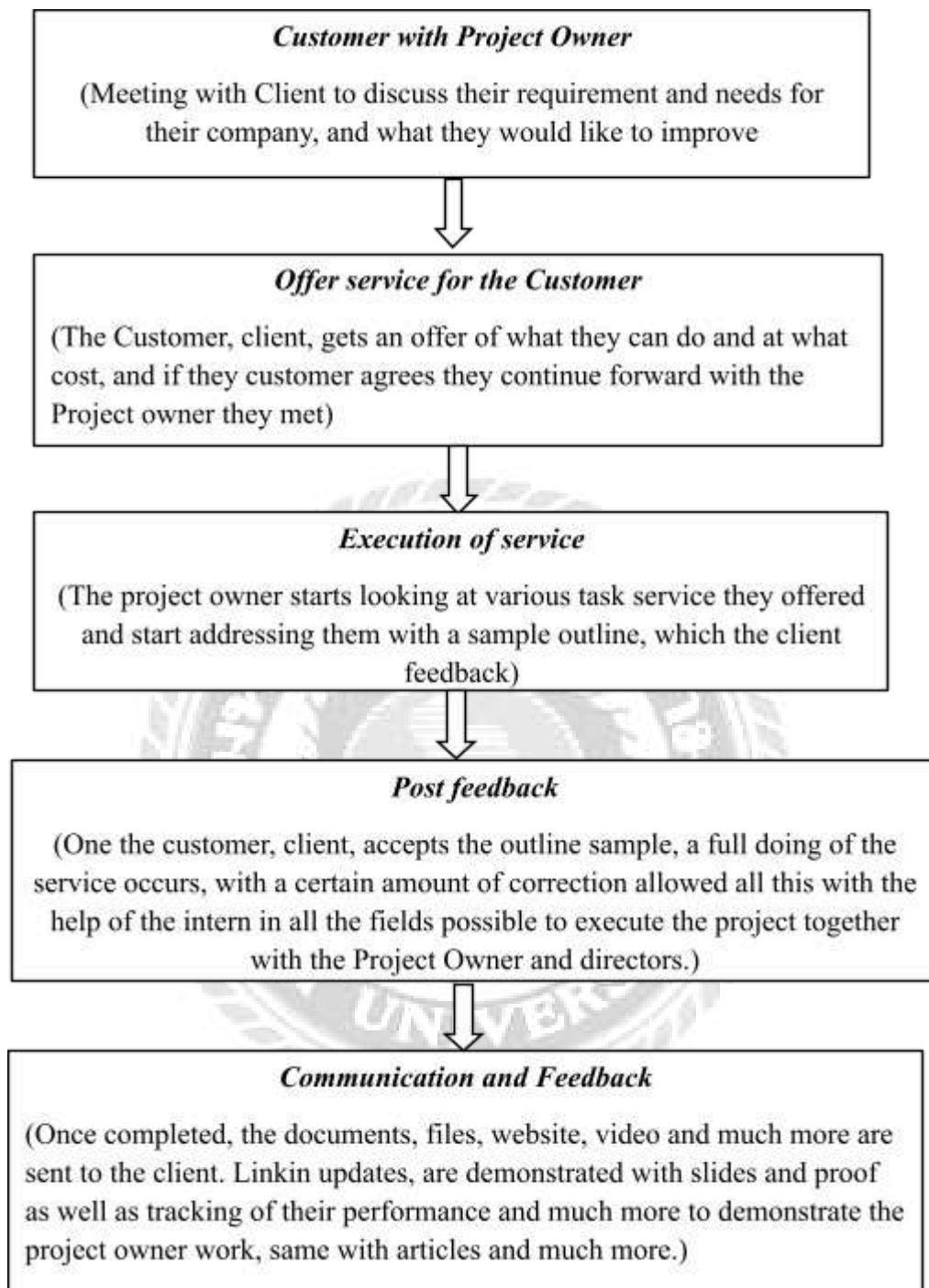


Figure 9: Job Process Diagram example of Lexicon

2.5 Contribution as a co-op student in the Company

In Lexicon Limited during my co-op work, I have actively taken part in company projects and different tasks while working directly with various project owners from different departments. Every week and every day brought new challenges and opportunities to further

develop my skills and knowledge base while keeping up excellent performance for all the tasks entrusted to me.

I was involved in many different tasks, including content creation, coming up with a digital marketing strategy, designing graphics, and project management. Whether I had to outline articles, describe social media posts, or redesign presentations, I did the best I could with every task assigned to me.

In the case of Bangkok Bank InnoHub, the lead role was to design and submit four outlines of graphic content, four outlines of articles, and one outline of video content every month. I studied current Information Technology trends, like fintech and IoT, and prepared articles to be published on time. In carrying out all these activities, close cooperation with the project owner was required so that the eventual content would really meet the goals and branding intentions of the client.

My role at BCCT also gave me the opportunity to engage in the creation of social media content. I drafted event pre-and-post captions that went onto platforms such as Facebook and LinkedIn, with important captions including ticket pricing. Many tasks required immediate turnaround, finalizing and submitting captions within the hour to help meet tight deadlines.

In the case of Avius ULD, I played a very important role in various form of analysis and branding adaptation. This entailed being charged with the responsibility of offering bi-weekly updates of the competitor activities, such as the LinkedIn engagement analysis, and redesigning slide presentations for workshops. This will go a long way in streamlining their communication strategy and ensuring their materials remain on-brand.

These are just a few of the many scopes of various works that I have been able to participate in during my internship. The smallest and big assignments and projects at Lexicon were always completed with due diligence by me for various project owners. In fact, my ability to manage time and prioritize things accordingly helped me in completing the tasks within the timeline without flaws. With every accomplishment came many more for the company in terms of results and exposure while allowing me to develop a well-rounded set of skills pertaining to digital marketing, content creation, and client management.

All in all, this was an enriching and influential co-op student experience that I had at Lexicon. Whatever came from any department, I valued the contribution of projects and delivered on each task assigned by various project owners. The dedication and hard work during my internship prepared me for greater challenges in the future, and I will be proud of what I could achieve during my time at Lexicon.



CHAPTER 3: LEARNING PROCESS

3.1 Problems Faced at Lexicon and Solutions

3.1.1 During the very start of my internship at Lexicon, I was worried about the kind of work that I had to do, especially working at what I thought is much faster and dynamic nature of digital marketing. This matched the temperature I am used to working in, and found myself on top of things, helping many of my colleagues because of this. The collaborative environment in Lexicon made it a point whereby, where limitations were, we tried to find alternative ways through which we could still satisfy our clients and maintain project quality.

3.1.2 Difficulty in Addressing pinpointing Customer Needs:

- **Problem Description:** At Lexicon, for instance, it was observed that clients, though very open and flexible with their ideas, tended to get very specific and demanding once concrete concepts were put across. The shift in client expectations has sometimes brought internal frustrations within the team due to the added pressures toward meeting such refined demands. But amidst all these challenges, this team stayed focused on the work at hand, and by the end of each of these projects, every client was happy. The most impressive thing this experience taught me is how to keep oneself patient and adaptive while maintaining demanding relationships with clients.

3.1.3 Addition situation that occurred in Lexicon that I observed:

During my tenure at Lexicon, sometimes project owners needed to intimate feedback received from the clients involving additional jobs or edits that were sometimes outside of the initial scope of work for the project. In those instances, it would be left to the directors to intervene and help resolve the situation-a formal email in this regard or a meeting to address specific points by the client. However, none of those situations happened to me directly.

All the clients which I helped the project owner with, especially InnoHub, appeared satisfied with the work I did, as they were typically approved with little to no revision including the content delivered monthly, as positive feedback was given the project

owners. They were especially impressed with the wider options I presented for articles, infographics, and videos. The only key to this was having to spend more time researching the emerging subjects in information technology, which allowed me to present insightfully relevant content. I had beaten their expectations. Notably, I never spoke directly with the clients; those were messages passed to the owner of the project or the directors.



CHAPTER 4: CONCLUSION AND RECOMMENDATIONS

4.1 Lessons Learned During the Internship

The most valuable lesson I learned from working in the company, Lexicon Limited, is how a well-organized company finds ways to improve its workflow to its clients for satisfaction, as well as a lot of internal communication. Inside sources have revealed a planned action whereby tasks were apportioned with great consciousness among various teams, each specialized in a particular field but working toward one aim: to deliver a quality product or service that would meet the client and further continue the collaboration for a long time.

The organizational structure of Lexicon was thus based on teamwork and effectiveness. Every content creation, digital marketing, design, or even project management department had distinctly differentiated roles assigned. The company allowed interaction between the groups to be openly functioning in the smooth processing of all projects, according to client requirements. As a result of this, an effective transfer of ideas and skills was possible, which easily facilitated project completion, whether complex or with stringent timeframes.

I was able to observe how work is passed on and shared between departments. The project owners played a very important role in the distribution of work; every member in the team should know what his/her responsibilities are and the time that it would take to finish the tasks. For example, while I was involved in the creation of content, my work was often passed on for visual implementation to the design/graphic team, then to a project owner for distribution and verifications and updates. This division of labour assures that no person or group is overwhelmed while at the same time ensure that each aspect of the project does get the attention it deserves. This again just reinforced the fact that a combined effort of all the groups will provide the superior product.

Although it was a busy company from time to time, what struck me most was how this company adapted and flexed to face such times. During its demanding periods, I witnessed how the team came together to prioritize tasks, redistribute workloads, and keep smiling. That taught me that flexibility and teamwork are crucial in tough times. The goal, however, was

always to keep the client happy, valued, and confident in Lexicon's ability to meet their needs-even during stressful times, excellence was delivered.

In everything that Lexicon did, the thought of customer satisfaction was always in mind. It was not about completing the tasks at hand but going above and beyond while furthering relationships of high achievements. It is from this very success of retention and repeat business within the company where it's departments could cooperate smoothly with one another and committed towards best possible results. The challenge taught me how it is necessary to maintain standards no matter the challenges experienced along the way.

All in all, the time spent in Lexicon taught me that the well-structured company is where collaboration, task distribution, and flexibility mean producing outstanding products and services. Besides that, it really taught me that no matter what the circumstances and problems might be, the client-oriented approach is the one that guarantees long-term success and builds good, long-lasting relationships.

4.2 Set of Skills Developed as an Intern.

4.2.1 Digital Storytelling Strategies:

The many valuable insights I had into digital storytelling strategies during my internship were while working at Lexicon. I did, however, learn how to make poignant narratives that fell in with brand identity while resonating with target audiences. This will involve being able to understand what the client wants to achieve, finding the perfect message that targets their request, and using storytelling to cause an emotional connect. I had developed the writing of engaging articles, blogs, and social media posts that are informative yet captivating. Ensuring continuity, consistency, and impact in the digital narrative. Elevating brands to voice and story that truly resonated with audiences.

4.2.2 Graphic and Design Strategies:

Graphically and by design, I was given the latitude to experiment with ways such visual elements would supplement and enhance storytelling. Drawing from my experience designing presentations, infographics, and social media graphics, I learned how consistency in design, brand colors, and typography come together in putting up

a cohesive visual identity. This meant I had to work closely with the design team to ensure that every piece of visuals I contributed was not only pleasing but also functional and did communicate well. This helped me in perfecting my graphic design skills, understanding that visuals have become very important in telling a brand's story and in engaging its audience.

4.2.3 Communication and Collaboration:

The communication and collaboration features during my internship at Lexicon were one of the most enriching parts of the experience. One was greatly conscious of how important clear communication is to the successful execution of projects, when working across teams and departments. The connection with project owners, designers taking feedback, or even the discussion of content strategies by the marketing team-good communication ensures that all parties are aware of what and when something is to be done. I have learned how to adjust my communication style with whom: whether clients, members of my team, or management, in a clear and professional way. The collaborative environment at Lexicon presented me with the opportunity to realize personally how teamwork brings about greater creativity, problem-solving, and efficiency in working toward high-quality outcomes.

4.2.4 Industry Knowledge and Insights:

I managed to enhance my personality and learn more professionally from Lexicon because of the practical exposure provided, the mentorship given, and teamwork. It helped me engage in practical projects by learning how to conduct the complexities of digital marketing with content creation while enhancing my technical and communication skills. Everything from article writing and graphics to working on client presentations has given me hands-on experience in all aspects of the business, something so instrumental in my development.

One of the influential elements in my growth was guidance and mentorship by the directors and project owners. They had clear directions as to what they were expecting from a particular project, thus guiding me toward meeting the high standards put in place within the industry. Their timely and sustained feedback helped me understand what success means in a professional context, thus helping me improve the quality of my work with each passing day. Developing communication skills became particularly remarkable, as I realized how important it is to effectively articulate ideas, manage the expectations of clients, and reassure

that projects are not going off from the client's vision. Such industry-specific knowledge allowed me to understand the exact needs of my clients and deliver satisfaction to them.

My other area of growth was confidence. Whenever I did a good job that the mentors and clients loved and recognized, I started trusting myself even more. Compliments and positive feedback bolstered my self-confidence even more, which led me to ask for more responsibility and participate in team collaborations more aggressively. It helped me get even more into the projects and eventually drove personal and professional growth at a faster pacegrowth.

Lastly and not least, the work environment at Lexicon was very instrumental in this growth. The friendly and collaborative atmosphere made every day worth working and underlined the importance of teamwork. Belonging to a helpful team made work not only easier but also contributed toward quality in the work that we did. This furthered my view that motivation, creativity, and success are indeed bred under a healthy and encouraging work environment. It is such factors put together that have made my internship a life-changing experience; hence, it prepares me for any future professional accomplishments in store.

4.3 Self-Assessment

The self-evaluation aspect was quite interesting as far as my period of practical training is concerned and exactly depicted the way a corporation operates in practice. Most of the times, the theoretical classes would simply does not demonstrate or provide information about how businesses were conducted and how their different customers were catered for. I was quite keen about the particulars of the management styles as applied at each level of hierarchy, being described as flexible and resourceful.

Another equally notable interaction that I could see was individual working style in quite a high context with cooperation. People demonstrated a great potential for both independent and group interaction — toward internally motivating and self-management to produce results. But there was an imposing sense of an ongoing collective effort towards common objectives as well, hence it appeared quite advanced in combining both individual and collective efforts. Quite different from the group projects in the university where each task and input are very clearly defined or non-existent.

Moreover, the possibility of participating in various meetings and strategy discussions gave me an opportunity to fully realize how complex the process of making decisions is, as well as the respect for every opinion. It was interesting to see how practitioners approached the solution of current problems, and how easily they adjusted to changes that were happening so fast. Professional work environments were indeed extended for me, and my ability to think critically and be able to adapt to multi-faceted challenges was greatly enhanced during this internship. This was the most important step in my career development, shaping my views and perception of teamwork and leadership within the corporation.

4.4 Limitations of Co-op Studies

While the internship at Lexicon had very valuable in various learning, there were some limitations which, while understandable, did impinge on the ability and degree of commitment to the work for which I was involved. It was often my case, when working as an intern, to want to undertake more tasks and help in areas beyond my direct area of responsibility; this naturally was an exposure somewhat limited in the range of responsibilities compared to full-time employees. I am not always aware of all current projects and tasks, which sometimes made me feel like I couldn't contribute as much as I would like. This did make sense within the structure of the company and regarding the role of an intern, but I think there was always a want on my part to be able to do more and be deeper involved in tasks that I was more passionate about.

As much as I appreciated being exposed to working with different project owners and teams, I knew that by the very nature of the job, interns don't always have that much of a professional network. Sometimes, interns just don't get as much access to the clients as full-time employees do. Although I learned quite a lot and built some very valuable relationships, I sometimes felt connecting with clients should have been broader to allow more experience outside of the close team.

In addition, one of the personal limitations was nothing to do with Lexicon itself, but just the limitation of developing skills concerning data science. Therefore, because my academic background is more related to data science, I felt that this internship did not always coincide directly with my degree, however due to limitations of getting an internship this is something expected. I did enjoy learning about digital marketing and how many companies outsource a

good deal of their work to Lexicon. This provided great insight to future aspect when considering creating my own company or the managing levels companies and how at times it complicated to get an answer from a department. I am nonetheless extremely grateful for that fact because it expanded my knowledge of marketing, digital storytelling, and the way business is transacted in several ways that did not occur to me previously, affording me, therefore, the opportunity to gain new insight and skills so important to the overall development of my career.

All in all, while there were a few limitations with respect to task involvement, limitation to client connection, and alignment to data science, this was an incredible opportunity for growth. I have had to expand my horizons and understand topics I never thought existed, which made me versatile for the job I will be doing later.

4.5 Recommendations:

From my experience as an intern at Lexicon Limited, the areas in which the company should improve operations to create a more responsible working environment and foster its continued growth are:

- 1. Enhanced Responsiveness and Accountability**

Improvements that should be made are to make members of the group more responsive when one's boss or director asks a question or provides instructions. What is expected is a direct "Yes," not any form of a non-committal reply. Equally, if the answer is "No," then the response should be firm but constructive, not diverting the conversation or avoiding the issue. This would help streamline the communication and reduce ambiguity, hence a better work dynamic.

- 2. Immediate Action on Time-Sensitive Tasks**

Another point to consider is that when urgent things, they need to be addressed right away. To be more precise, when the directors show urgency for something, it is important to highlight speed and efficiency with the aim of showing results as soon as possible – proactive behaviour. Clearly explaining the expectations about real-time completion of tasks will boost responsiveness and time management even more among teams.

3. Striking the Balance Between a Relaxed and Structured Work Environment

While it is great to have a workplace culture that is relaxed, sometimes this gets taken too far into distractions or less productive times. Encourage a more balanced approach where moments of relaxation do not take away from focusing on work; this would prevent leniency from being taken advantage of. Where necessary, this can be balanced out with a stricter approach that makes sure deadlines are met, as well as overall performance.

4. Employee Recognition and Reward System

Implanting a type of recognition policy for staff, to praise their achievements, will boost morale and motivation. I was quite impressed with the video editing team that did the editing of the Grant Thornton event; these are things to be recognized. An "Employee of the Month" award or anything like that would make people show more dedication and drive, which in turn can ensure better productivity and enjoyment of their job.

5. Streamlining Work Processes

In an aspect of a data scientist, identifying any bottlenecks in a company would be ideal for the management. The identification of such bottlenecks could give the company an approach to vary daily tasks in a more streamlined manner, enhancing effectiveness and productivity. Study the developed workflow to show where improvements might be achieved by this team to handle projects more effectively with higher-quality results.

These improvements will go a great deal in further enhancing internal relations within Lexicon and building a much more motivated, responsible, and efficient team.

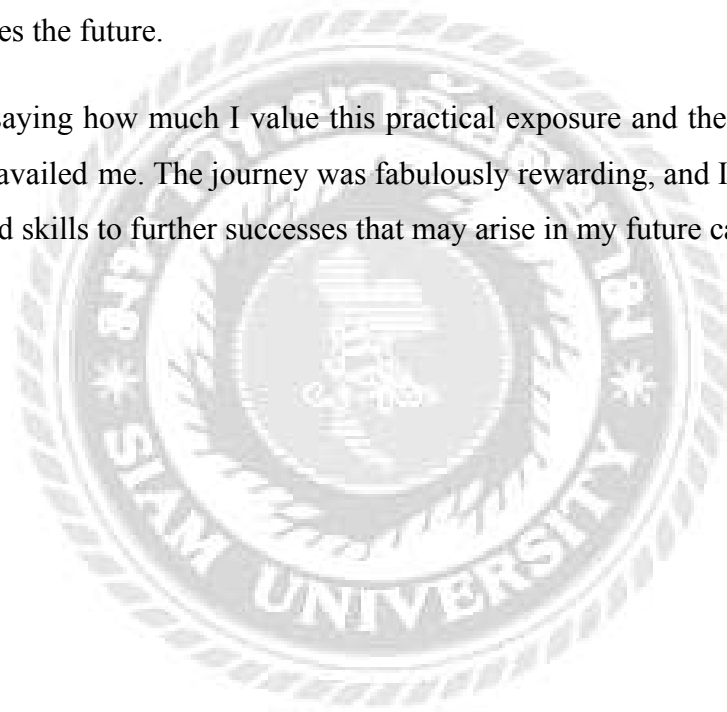
4.6 Conclusion

As I approach the end of my internship journey at Lexicon Limited, I am deeply grateful for the opportunities and experiences which have shaped my growth in this regard. The atmosphere was challenging but nurturance at Lexicon gave me great insights into the Thai market, especially as touching digital marketing. I value the guidance and mentorship received, along with collaboration with colleagues, which greatly helped my development.

This co-op education not only helps me fulfil my requirements here at Siam University but also builds up my technical skills in learning more about marketing strategies that suit the unique dynamics of Thailand. At Lexicon, the training environment has widened my horizon in exposing me to various aspects in the digital marketing industry from creation to campaign management. These experiences further solidified my ability to analyse market trends, devise creative strategies, and communicate to a diversified audience.

Looking ahead, I am excited about the opportunity for more growth and expansion on a personal and professional level. I will continue to work at polishing the skills I have so far attained and go even further in deeper knowledge concerning digital marketing. Since society and technology keep developing all the time, I am happy being part of such a dynamic industry that shapes the future.

Let me close by saying how much I value this practical exposure and the caring atmosphere that Lexicon has availed me. The journey was fabulously rewarding, and I hope now to apply my knowledge and skills to further successes that may arise in my future career.



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APPENDIX



Figure 10: One of the project owner – Aor's Birthday Celebration



Figure 11: Monday Morning Staff Meeting with CEO – David Norcross



Figure 12: Staff Meetings every Monday morning 10 am

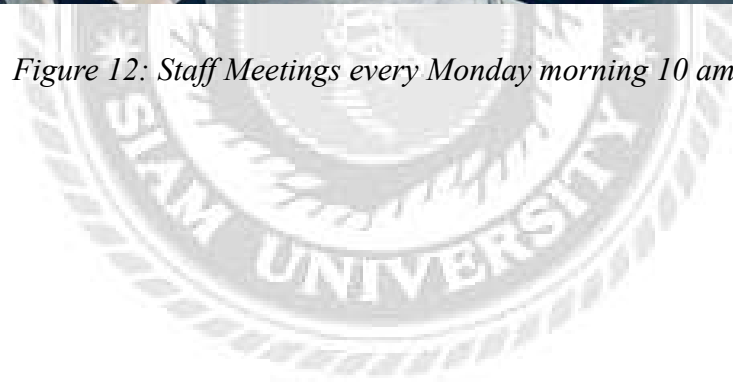




Figure 13: Attending Meetings to monitor weekly progress

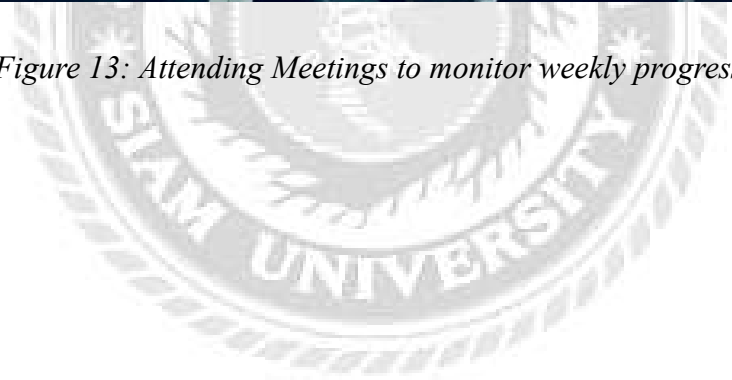




Figure 14: Entrance of Lexicon Office on the 25th floor of Wall Street Tower



Figure 15: Testing set up for a live stream for a Client in Lexicon Green room

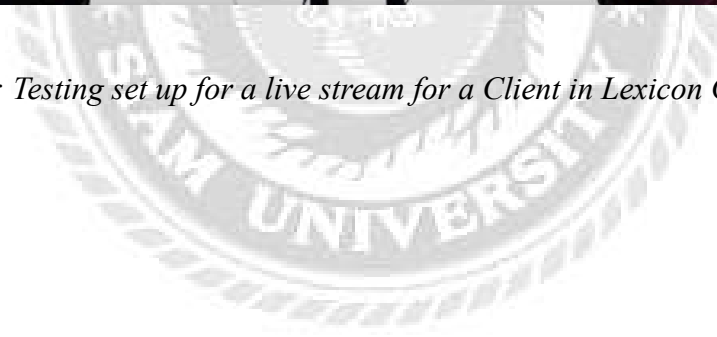




Figure 16: Farewell to intern Lina, that was doing amazing graphic designs.

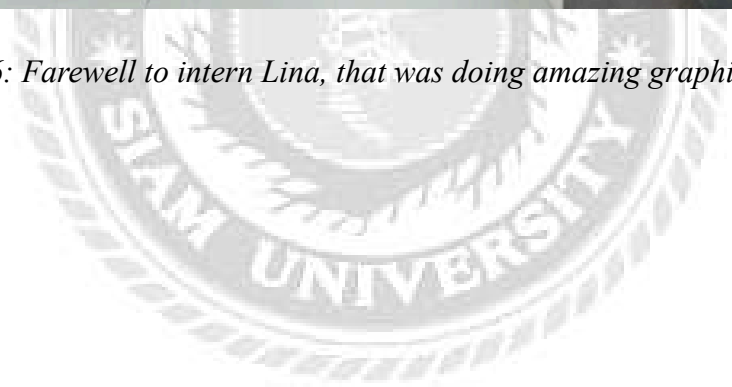




Figure 17: Lexicon Intern Lina farewell lunch outing with all the project owners, and interns.



Figure 18: Lexicon Studio internal Run for the Red Cross Yemen.



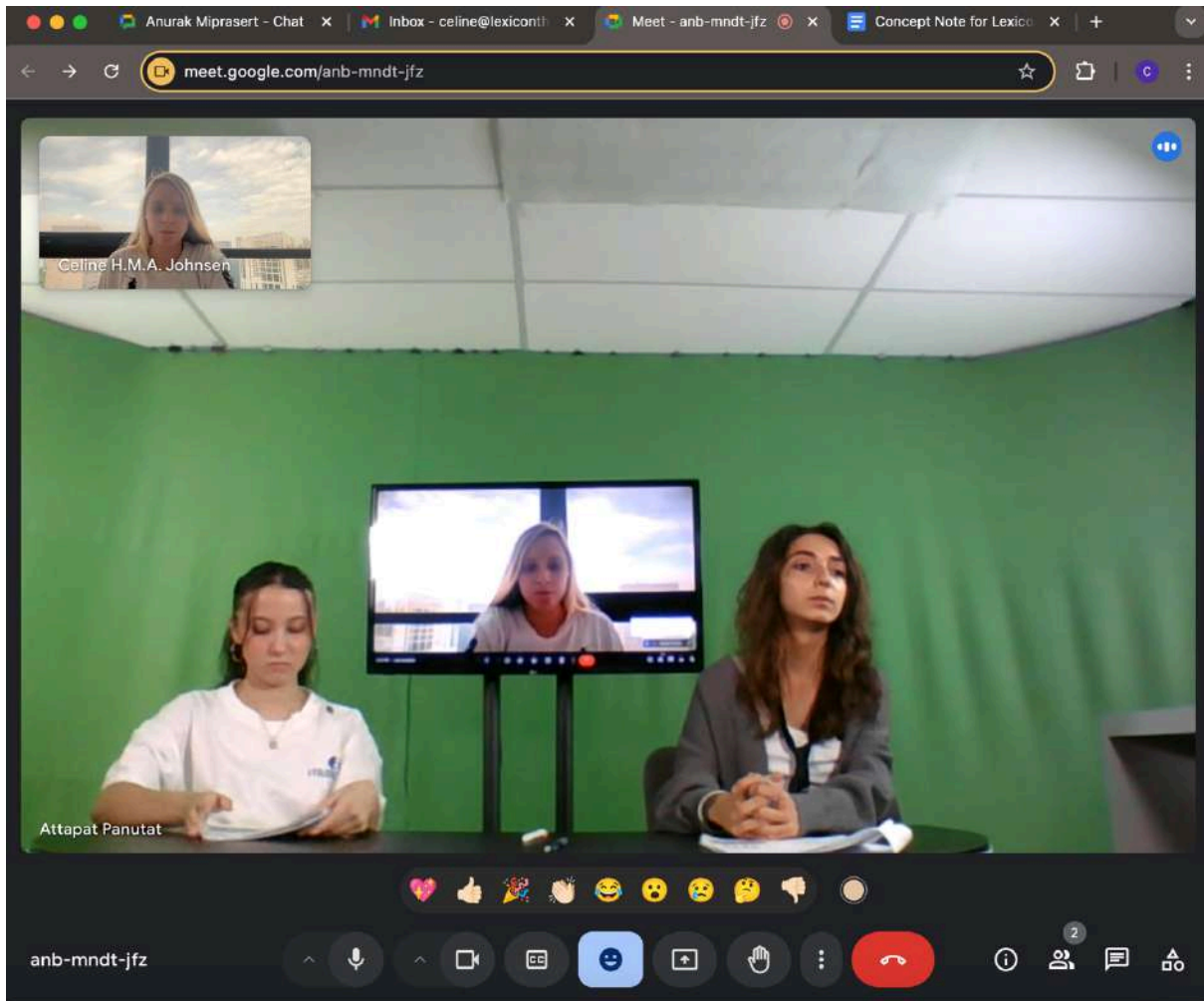
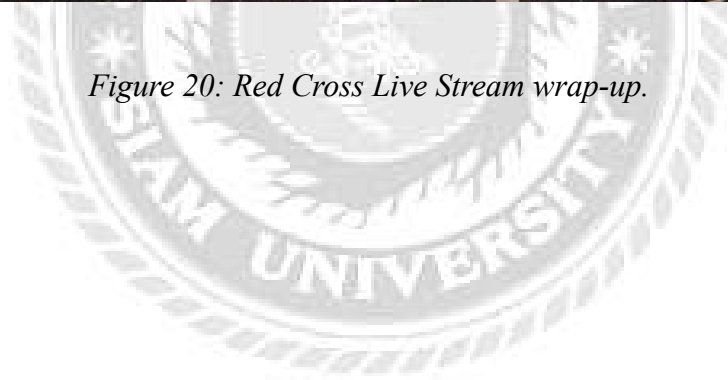


Figure 19: Lexicon Studio Internal Test Run Live steam camera.



Figure 20: Red Cross Live Stream wrap-up.



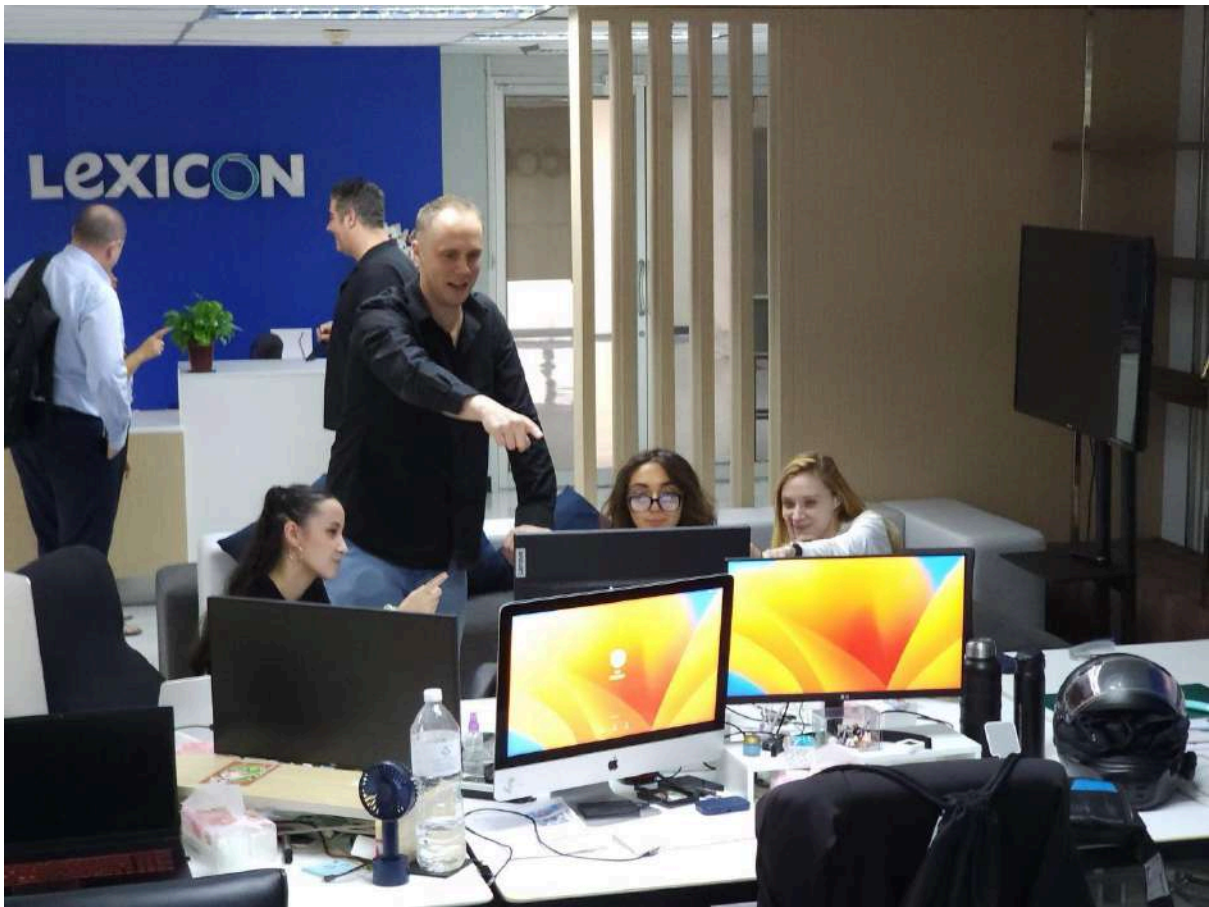


Figure 21: Director Justin giving a teaching at Lexicon office