



Cooperative Education Report

“Journey through Digital Marketing at Lexicon Business Communication: Insights from an Internship Experience”

Written by:
Sadia Mahamood
6308020033

**This Report Submitted in Partial Fulfillment of the
Requirements for Cooperative Education
Faculty of Business Administration
Academic Semester 2/2023**

**International College
Siam University**

Title: Journey through Digital Marketing at Lexicon Business Communication: Insights from an Internship Experience

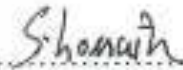
Written by: Sadia Mahamood 6308020033

Department: Bachelor of Business Administration Program in International Business

Academic Advisor: Mr. Sabbir Hossain

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2023.

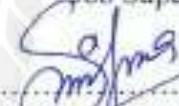
Oral Presentation Committees



(Mr. Sabbir Hossain)
Academic Advisor



(Justin St-Denis)
Director of Digital Storytelling
Job Supervisor



(Dr. Sumaiya Farzana)
Cooperative Committee



(Mr. Saif-Ur Rahman)
Cooperative Committee



(Dr. Durnikha Jayaranjan)
Cooperative Committee
Dean of International College



(Asst. Prof. Dr. Maruj Limpawattana)
Assistant President and
Director of Cooperative Education

Acknowledgement

Engaging in a cooperative education program and immersing myself in the real-world dynamics of the professional landscape has been an enriching experience that I deeply value. Spending four months with a reputable company like Lexicon Business Communication, renowned for its industry standards, has been a privilege I am immensely proud of. I extend my heartfelt gratitude to Lexicon for providing me with such a fulfilling experience, one that has instilled in me confidence, knowledge, and practical skills as I transition into the job market. I am indebted to Mr. Sabbir Hossain, my cooperative education advisor, for his unwavering support and guidance throughout my journey at Siam University. His mentorship over the past year, and indeed throughout my academic period, has played a pivotal role in shaping my personal and professional growth.

I extend my appreciation to Lexicon Business Communication for the opportunity to learn and grow during my internship. The experiences gained, from managing social media platforms to contributing to content creation, have been invaluable in preparing me for future endeavors. I am grateful for the support and mentorship provided by my supervisor, Mr. Justin St-Denis, Director of Digital Storytelling at Lexicon Business Communication, whose leadership has been instrumental in my professional development. Additionally, I express my gratitude to Mr. David Norcross, CEO & Founder of Lexicon Business Communication, for his vision and dedication in creating an environment conducive to learning and growth.

Furthermore, I wish to acknowledge the unwavering support of Siam University throughout my academic journey and internship experience at Lexicon. Dr Duminda Jayaranjan, Dean of the International College at Siam University, and Dr Pornchai Mongkhonvanit, President of Siam University, have both been instrumental in providing a conducive learning environment and fostering student success. Their guidance and encouragement have been invaluable, and I am thankful for the opportunities afforded to me. In conclusion, my internship at Lexicon Business Communication has underscored the significance of experiential learning in preparing students for the workforce. I firmly believe that cooperative education programs, like the one I participated in at Lexicon, are invaluable in equipping students with the skills and knowledge needed to succeed in their careers.

Abstract

Project Title	: Journey through Digital Marketing at Lexicon Business Communication: Insights from an Internship Experience
Author	: Sadia Mahamood
Advisor	: Mr. Sabbir Hossain
Degree	: Bachelor of Business Administration (International Program)
Major	: International Business Management
Faculty	: International College
Semester / Academic year	: 2/2023

This cooperative internship report reflects a four-month experience at Lexicon Business Communication, offering valuable insights into digital marketing strategies at a leading marketing firm. The internship's main objective was to enhance the intern's knowledge and skills in digital marketing while fostering professional relationships within the industry. The intern's responsibilities included managing social media platforms, writing captions, conducting competitor analysis, assisting in content creation, and supporting various marketing campaigns.

A mini qualitative research project was undertaken to help Lexicon identify improvements in their social media engagement strategies. Data was gathered through informal interviews and an analysis of social media metrics using convenience sampling. The findings revealed that while Lexicon's social media strategy was effective, it needed more personalized engagement and consistent content.

In response, a 3-step plan was proposed, focusing on the creation of a content calendar, targeted engagement tactics, and regular performance reviews. This plan aimed to boost Lexicon's social media presence and audience interaction. Overall, the internship provided significant personal and professional growth opportunities, with memorable experiences including contributing to major marketing campaigns and overcoming challenges such as adapting to new tools and thriving within a fast-paced team environment.

Keywords: Digital marketing, social media, content creation, internship experience.

Table of Contents:

Chapter 1: Introduction:

1.1 Company profile.....	7
1.1.1 Lexicon’s Mission.....	8
1.1.2 Lexicon’s Vision.....	8
1.1.3 Lexicon’s Values.....	8
1.1.4 Strategies of the Lexicon Business company.....	9, 10
1.1.5 Lexicon’s Organizational structure.....	10, 11
1.2 Job position of the intern.....	12, 13
1.2.1 Job position in the organizational chart.....	13
1.2.2 Intension and motivation to apply for Lexicon.....	14
1.3 SWOT analysis.....	14, 15, 16
1.4 Objective of the study.....	16

Chapter 2: Internship activities

2.1 Job description and responsibilities.....	16, 17
2.2 Process diagram for job responsibilities.....	18, 19, 20, 21
2.3 Contribution as intern.....	21, 22
2.4 Examples of some special skills learnt during the internship.....	22, 23, 24, 25

Chapter 3: Learning process

3.1 Problem statement.....	24, 25
3.1.2 Proposed Solution.....	25, 26

3.1.3	Significance of the study.....	26, 27, 28
3.1.4	Literature review.....	28, 29
3.1.5	Methodology.....	30, 31
3.1.6	Expected result/solution.....	31, 32

Chapter 4: Conclusions

4.1	Conclusions.....	32, 33
4.2	Limitation of the study.....	33, 34
4.3	Recommendation for the company.....	35

Reference and supplementary documents:

i.	Reference.....	36, 37
ii.	Appendix.....	38, 39, 40, 41, 42, 43, 44, 45, 46, 47
iii.	Siam University visit Lexicon.....	48
iv.	Curriculum Vitae.....	49, 50

Chapter 1: Introduction:

1.1 Company profile



Lexicon Business Communication, founded in 2015 and based in Bangkok, Thailand, is a leading digital agency specializing in creative brand storytelling. The company is organized into three departments: Digital Storytelling, Tech Lab, and Multimedia Projects, offering a range of services including executive branding on LinkedIn, social media management, website and application development, creative design, video and animation production, and production studio services. Lexicon's unique selling proposition lies in its exceptional storytelling capabilities, which engage audiences and attract potential clients. The company employs a multifaceted approach to storytelling, utilizing writing, design, video production, brand identity, social media, personal branding, and tech solutions to amplify their clients' stories online. Lexicon positions itself as a guide in the hero's journey, helping clients become the heroes of their own narratives and achieve their goals. Committed to seamless collaboration between its creative departments and clients' in-house teams, Lexicon aims to deliver genuinely creative and high-quality work. The company upholds three core values: creative storytelling, aspiring to be Bangkok's best storytellers; professionalism, consistently delivering on promises; and teamwork, fostering unity within the company and strong relationships with clients. Through these principles, Lexicon Business Communication provides exceptional digital marketing services, ensuring effective audience engagement and client satisfaction.

1.1.1 Lexicon's Mission

Lexicon's mission is to connect clients with their ideal audience through Digital PR and Brand Storytelling, all produced entirely in-house. To ensure clarity, consistency, and convenience, Lexicon clients work with a single friendly contact person throughout their collaboration. This approach allows Lexicon to deliver a seamless and personalized experience, effectively meeting the unique needs of each client while maintaining high standards of quality and creativity.

1.1.2 Lexicon's Vision

Lexicon provides a creative environment for talented, internationally minded storytellers. Dedicated to fostering a vibrant and inclusive community, Lexicon aims to nurture and inspire the next generation of global storytellers, offering them the resources and support they need to bring their unique narratives to life.

1.1.3 Lexicon's Values

Lexicon's core values are central to their operations, influencing hiring, evaluation, rewards, and discipline. These principles are embodied in every aspect of their work, ensuring the delivery of truly creative, high-quality results for clients. Lexicon excels in seamless collaboration across their diverse creative departments and with clients' in-house teams.

A strong emphasis on teamwork defines Lexicon's approach. They operate as a unified team, both internally and with their clients, fostering a collaborative environment that enhances creativity and efficiency. Professionalism is another cornerstone of their values, with a steadfast commitment to fulfilling their promises and delivering on their commitments consistently.

Creative storytelling is where Lexicon truly differentiates itself. Renowned as Bangkok's premier storytellers, they leverage their exceptional talent and innovative spirit to craft compelling narratives that resonate with audiences. By living and breathing these values, Lexicon ensures they continually overdeliver, providing unparalleled service and creativity to their clients.

1.1.4 Strategies of the Lexicon Business company

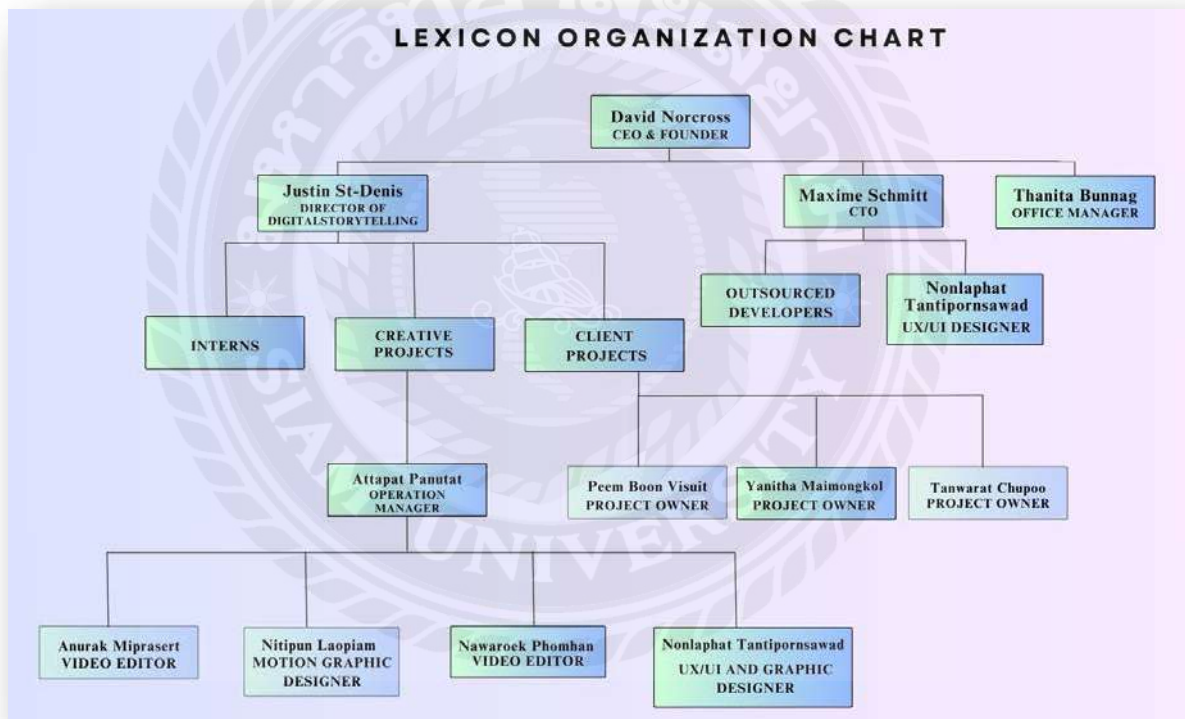
Lexicon Business Company employs a comprehensive and multi-faceted approach to attract and retain clients in a competitive market. One of the core strategies revolves around active involvement in the business community, particularly through the prominent role of the company's founder, David, who serves as the Vice Chair of the British Chamber of Commerce in Thailand. This involvement extends to regular participation in speaking events hosted by various Chambers of Commerce, including the Australian, American, and British Chambers. These events provide valuable opportunities to build and strengthen relationships with potential clients, particularly British businesses operating in Thailand. The connections and credibility gained from these engagements have proven to be instrumental in winning new clients.

In addition to community involvement, Lexicon places a strong emphasis on personal branding and social media influence, particularly through David's presence on LinkedIn. By positioning him as a LinkedIn influencer, the company showcases its expertise in brand storytelling and digital marketing. David regularly shares insights and success stories related to the services Lexicon offers, which has led to significant business inquiries from those who follow his content. This strategy not only highlights the company's capabilities but also builds trust and credibility with potential clients. The company is also expanding this approach by developing the personal brands of other team members, further amplifying its reach and influence online.

Another key strategy for Lexicon is maintaining a strong online presence through effective search engine optimization (SEO). The company ensures that its website ranks highly for key services such as video production, social media management, and branding, making it easy for potential clients to find them. The website is carefully designed to feature high-quality case studies and client references, which serve as tangible proof of Lexicon's capabilities and help convert visitors into clients. This emphasis on SEO and a well-structured online presence has been particularly effective in attracting new clients, especially for one-off projects like video production and branding.

Finally, Lexicon offers a wide range of services that cater to various aspects of digital marketing and branding, making it a one-stop shop for businesses looking to enhance their brand presence. These services include video production and animation, social media management, marketing strategy development, executive branding, graphic design, branding and design, motion graphics and animation, as well as website and web application development. By offering such a comprehensive suite of services, Lexicon is able to meet the diverse needs of its clients, ensuring that they can rely on a single partner for all their digital marketing and branding requirements.

1.1.5 Organizational structure



At the helm of Lexicon Business Communication is David Norcross, the CEO and Founder. Mr. David is responsible for the overall strategic direction and vision of the company, providing leadership and ensuring that the company’s values and mission are upheld. His leadership is pivotal in maintaining the company’s strategic focus and guiding it towards achieving its goals.

Justin St-Denis serves as the Director of Digital Storytelling. He oversees both client projects and creative projects, guiding digital marketing strategies and ensuring high-quality output. Under Justin's leadership, the structure is divided into two main areas: client projects and creative projects. The client projects team includes Ms. Yanitha Maimongkol, Mr. Peem Boon Visuit, and Ms. Tanwarat Chupoo, all serving as Project Owners. Ms. Yanitha Maimongkol oversees project execution and client relations, ensuring that projects are delivered to the highest standards. Mr. Peem Boon Visuit manages project delivery and client communication, playing a crucial role in maintaining client satisfaction. Ms. Tanwarat Chupoo ensures successful project outcomes and upholds the quality of work delivered to clients.

The creative projects team is managed by Mr. Attapat Panutat, the Operation Manager. Mr. Attapat handles the daily operations and coordinates the creative projects team, ensuring that all creative efforts align with the company's strategic goals. Working closely with him are Ms. Nonlaphat Tantipornsawad, the UX/UI and Graphic Designer, who focuses on user experience design and creating graphic content; Mr. Nawaroek Phomhan and Mr. Anurak Miprasert, both Video Editors responsible for editing video content; and Mr. Nitipun Laopiam, the Motion Graphic Designer, who specializes in creating dynamic motion graphics. This team collaborates to produce high-quality creative content that supports client projects and enhances Lexicon's digital storytelling capabilities.

Additionally, interns work under Justin, gaining hands-on experience and contributing to both client and creative projects. Sadia Mahamood, a Digital Storytelling Intern, manages social media platforms, writes engaging content, assists in content creation, conducts research, performs competitor analysis, and supports the marketing team in campaign planning and execution. This internship program not only aids the company in its operations but also provides valuable learning opportunities for emerging professionals.

Maxime Schmitt holds the position of Chief Technology Officer (CTO). Mr. Maxime oversees the technical aspects of the company, working with outsourced developers to implement and maintain technological solutions. Ms. Nonlaphat Tantipornsawad, apart from her role in the creative projects team, also works under Maxime, focusing on enhancing user experiences and creating visually

appealing designs, ensuring that the technological and creative aspects of the company are well-integrated.

Ms. Thanita Bunnag is the Office Manager, responsible for managing the administrative functions of the office, ensuring efficient office operations, and supporting staff needs. Her role is essential in maintaining the smooth running of the office and providing support to the entire team.

This structured organization allows Lexicon Business Communication to deliver high-quality digital marketing solutions and maintain its reputation as a leading storytelling agency in Bangkok. The collaborative environment and clear roles contribute to the company's success in creating impactful and creative digital content.

1.2 Job position of the intern

During my four-month internship at Lexicon Business Communication, I worked as a Digital Marketing Intern. This role provided me with comprehensive exposure to digital marketing within a leading company. My primary responsibilities included managing social media platforms, writing engaging captions, and ensuring consistent content across all channels.

I assisted in creating diverse content types such as blog posts, infographics, and articles for various clients. I conducted thorough research to develop content outlines and supported marketing campaigns by contributing ideas and content, gaining insights into campaign strategies and execution.

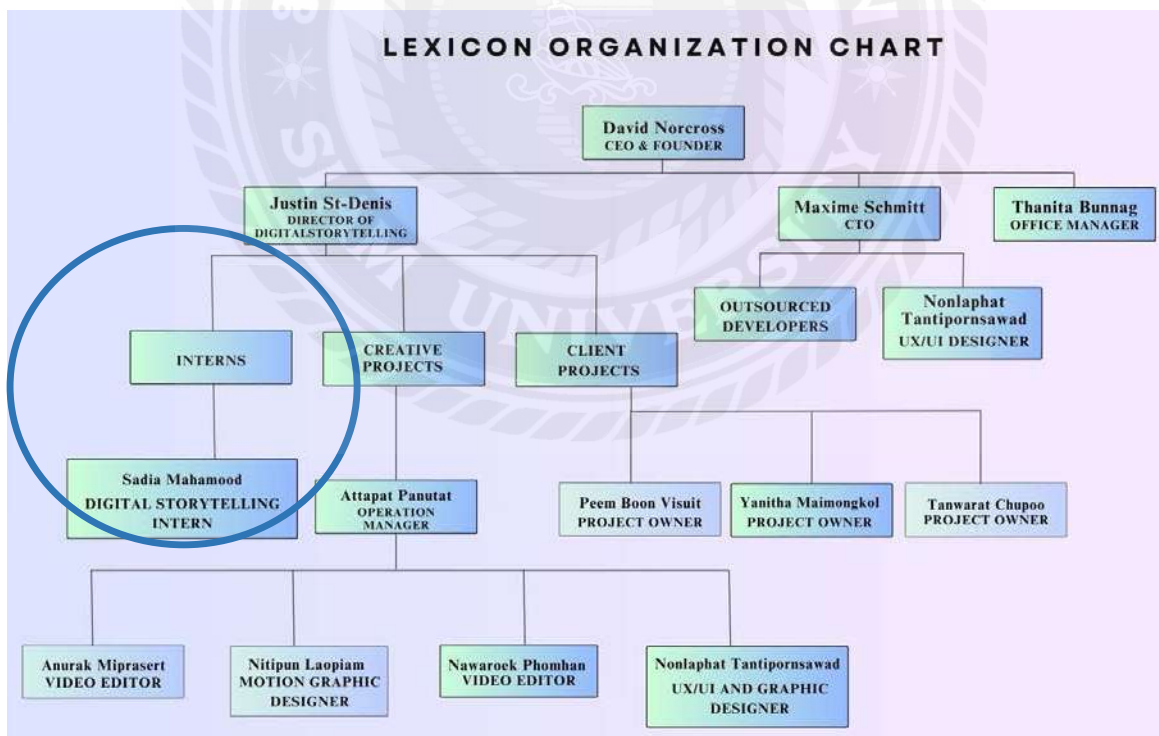
I performed competitor analysis to understand market trends and identify areas for improvement. This involved assessing competitors' social media strategies and deriving actionable insights. I collaborated with the marketing team to plan, execute, and monitor campaigns, handling tasks like content scheduling and performance tracking. Additionally, I conducted a mini qualitative research project to enhance Lexicon's social media engagement strategies. This involved collecting data

through informal interviews and analyzing social media metrics. Based on my findings, I proposed a three-step plan to improve engagement, including developing a content calendar, implementing targeted engagement tactics, and conducting regular performance reviews.

The internship also focused on my personal and professional development. I honed my digital marketing skills through practical experience and mentorship from experienced professionals. Building relationships within the industry expanded my network, supporting future career growth.

I overcame challenges such as adapting to new digital tools and collaborating effectively within a dynamic team environment. Overall, I gained in-depth knowledge and hands-on experience in digital marketing, enhancing my technical skills and industry understanding. This internship was a platform for professional growth, preparing me for future roles in the digital marketing field.

1.2.1 Job position in the organizational chart



1.2.2 Intension and motivation to apply for Lexicon

My intention to apply for an internship at Lexicon Business Communication was driven by a strong desire to immerse myself in digital marketing within a reputable and innovative company. Lexicon's excellence in marketing strategies and commitment to creativity aligned perfectly with my passion for crafting compelling content and engaging audiences.

I was particularly inspired by Lexicon's mission to connect clients with their ideal audience through Digital PR and Brand Storytelling, as well as its vision of nurturing internationally minded storytellers. The opportunity to work in a creative, inclusive environment and receive mentorship from experienced professionals was incredibly appealing.

Lexicon's core values of teamwork, professionalism, and creative storytelling resonated deeply with my own work ethic. I was excited by the prospect of collaborating within Lexicon's diverse creative departments and contributing to impactful projects. Additionally, Lexicon's strategic use of data-driven insights to enhance marketing effectiveness aligned with my desire to deepen my expertise in market analysis and consumer behavior.

In summary, my motivation to join Lexicon was driven by the opportunity to develop my digital marketing skills within a company that values creativity, professionalism, and teamwork. The internship provided me with invaluable experiences and insights, significantly contributing to my personal and professional growth.

1.3 SWOT analysis

Strengths: Lexicon's greatest strength lies in its diverse and highly skilled team, where each individual brings a unique set of talents to the organization. The company benefits from a variety of expertise, ranging from project management to creative execution. Project managers are adept at coordinating with clients, ensuring that clear briefs are established, and maintaining strict adherence to timelines. This level of organization is crucial for delivering on promises and managing internal workflows. On the creative side, team members like David, who is deeply

involved in the storytelling aspect, and others who excel in idea generation, bring innovative concepts to the table. These ideas are then realized through the collaborative efforts of graphic designers and video teams who add their own creative spin, often exceeding initial expectations. This synergy of talents leads to the production of high-quality, creative outputs that distinguish Lexicon in the marketplace.

Weaknesses: Despite its strengths, Lexicon faces challenges that can impact its effectiveness. One significant weakness is the potential for communication issues within the team, which can arise from managing a high volume of clients and varying timelines. The bilingual nature of the team, where some members may not be fluent in both Thai and English, can occasionally lead to misunderstandings and delays. Additionally, the fast-paced nature of the industry sometimes strains the company's ability to prioritize tasks effectively. While these are areas that the company is actively working to improve, they represent ongoing challenges that need careful management to ensure smooth operations.

Opportunities: Lexicon is uniquely positioned to capitalize on its storytelling approach, which sets it apart from competitors. The emphasis on storytelling, particularly the use of the hero's journey framework in marketing, resonates strongly with clients seeking to engage their audiences on a deeper, more emotional level. This approach positions Lexicon not just as a service provider but as a strategic partner that helps clients craft compelling narratives where the customer or target audience is the hero of the story. As more businesses recognize the value of authentic storytelling in marketing, Lexicon has the opportunity to expand its market share by leveraging this unique selling point. Additionally, the growing importance of digital media and content creation presents a significant opportunity for Lexicon to offer its creative services to a broader audience.

Threats: The competitive nature of the digital marketing and communications industry poses a threat to Lexicon. With numerous agencies offering similar services, standing out requires constant innovation and maintaining high standards of creativity and execution. Additionally, the fast-paced environment can lead to burnout among team members if not managed properly, potentially affecting the quality of work and client satisfaction. The reliance on effective communication within a bilingual team also remains a potential vulnerability, particularly if not addressed

promptly, as it can lead to project delays and client dissatisfaction. Finally, economic fluctuations or shifts in client budgets could impact on the demand for Lexicon's services, making it crucial for the company to continually adapt to changing market conditions.

1.4 Objective of the study

The objective of this study is to gain insights into Lexicon Business Communication's digital marketing strategies and enhance my skills in this field. This includes examining social media management, content creation, and competitor analysis to understand their effectiveness and identify improvement areas. The study also aims to develop practical skills in social media management and content creation through hands-on experience. Additionally, I conducted qualitative research to identify areas for improving Lexicon's social media engagement strategies.

Based on the research findings, the study proposes a three-step plan to enhance social media engagement, including a content calendar, targeted engagement tactics, and regular performance reviews. Finally, the study seeks to foster my personal and professional growth through mentorship and collaboration within a dynamic team, preparing me for future roles in digital marketing.

Chapter 2: Internship activities

2.1 Job description and responsibilities of the intern

As a Digital Marketing Intern at Lexicon Business Communication, I actively supported the digital marketing team in executing effective strategies. This role provided me with invaluable hands-on experience in various aspects of digital marketing, including social media management, content creation, research, and campaign execution.

One of my primary responsibilities was managing and updating social media platforms such as LinkedIn, Facebook, Instagram, and TikTok. I crafted engaging captions, scheduled posts, and ensured consistent and cohesive content across all channels to maintain a strong online presence for the company and its clients. Content creation was another crucial aspect of my role. I

contributed to developing diverse content types, including carousel posts, infographics, and articles tailored for different clients. This involved conducting thorough research to create content outlines and writing and editing to ensure clarity, engagement, and alignment with brand guidelines.

In campaign planning and execution, I played an active role in brainstorming, scheduling, and tracking digital marketing campaigns. I provided ideas and content to support the marketing team, performed competitor analysis to identify market trends, and conducted qualitative research to enhance social media engagement strategies. This included analyzing social media metrics and gathering insights through informal interviews. I also developed and maintained a content calendar to ensure consistent posting and engagement across social media platforms. Leveraging research findings, I implemented targeted engagement tactics and conducted regular performance reviews to provide insights for improving social media strategies.

Collaboration and teamwork were key aspects of my internship experience. I worked closely with a dynamic team, participated in weekly meetings, and contributed to discussions on social media strategies. Additionally, I built valuable relationships within the industry, fostering future career growth opportunities. Administrative tasks were also part of my responsibilities. I arranged and organized social media pictures and posts, managed the GoodDay account for assigning captions, scheduled media posts, and prepared social media presentations and reports.

This internship was an incredible learning experience that enhanced my technical skills and prepared me for future roles in digital marketing. I quickly adapted to new digital tools and technologies, overcame challenges, and actively contributed to major marketing campaigns. By the end of my internship, I had gained a deep understanding and hands-on experience in the dynamic field of digital marketing.

2.2 Process diagram job responsibilities

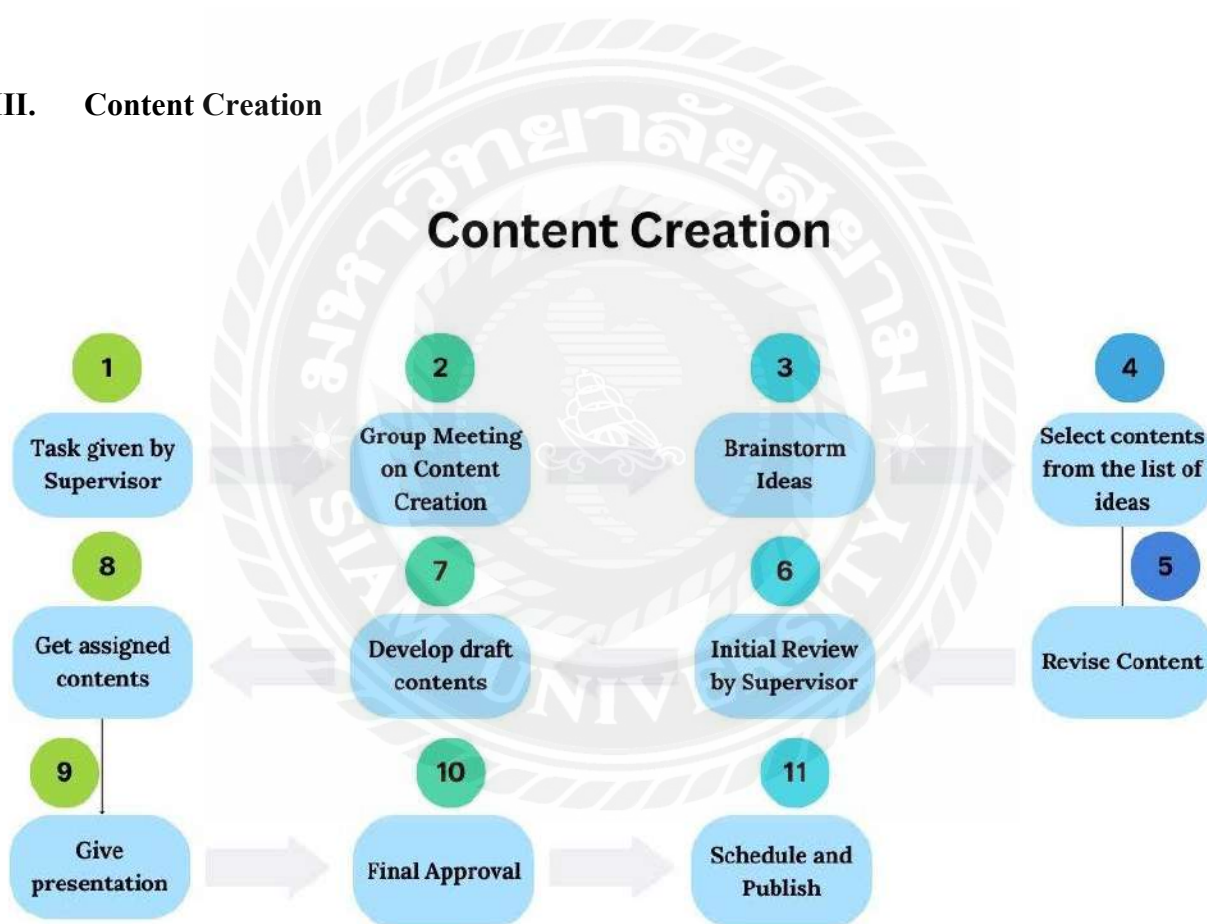
I. Social Media Management



The social media management job flow includes several key steps. Initially, there is a social media meeting to discuss strategies and plans. This is followed by creating a content calendar schedule. The next step involves collecting and editing content. Once the content is prepared, it is reviewed by the supervisor for confirmation. If the supervisor confirms the content, the process proceeds; otherwise, necessary edits or changes are made. After obtaining confirmation, captions are assigned to the supervisor, who writes appealing captions. Upon final confirmation of both captions and content, the posts are scheduled and uploaded. After uploading, the analytics of the posts are monitored, and a weekly report is generated to assess performance and engagement.

The process proceeds with presenting these insights during a structured presentation to stakeholders or the supervising authority. Feedback from the presentation is discussed to clarify any questions or refine the findings further. In the final stages, the insights are utilized for strategic improvements, allowing the organization to make informed decisions to enhance its competitive position in the market. This methodical and iterative process ensures a comprehensive understanding of the competitive landscape and enables actionable strategies for growth and development.

III. Content Creation



The content creation process begins with a task being assigned by a supervisor, establishing the objectives and purpose of the project. This is followed by a group meeting where team members collaborate to discuss strategies and approaches for content development. During this brainstorming session, ideas are generated, and creative solutions are explored.

Once ideas are formulated, the most relevant and impactful ones are selected for further development. These selected ideas are then reviewed and revised to ensure alignment with project goals, audience needs, and organizational standards. After revisions, the content undergoes an initial review by the supervisor, providing feedback to refine the draft further.

The next step involves developing comprehensive draft content based on the reviewed ideas. This draft is assigned to team members for final adjustments, ensuring it meets all quality benchmarks. Following this, the final draft is submitted for approval, signifying readiness for implementation. Once approved, the content is scheduled for publishing and dissemination across the appropriate channels. The process concludes with a formal presentation, highlighting the content's value and impact on the target audience. This structured workflow ensures the delivery of high-quality, engaging, and purposeful content.

2.3 Contribution as intern

During my internship at Lexicon Business Communication, I made significant contributions to various projects and tasks, enhancing both the company's operations and my professional skills. One of my key contributions was managing the company's social media platforms. This responsibility included creating and scheduling content, engaging with the audience, and analyzing the performance of different posts. Through these efforts, I ensured a consistent and engaging online presence for Lexicon, helping to build a stronger connection with the target audience.

Another major contribution I made was in content creation. I assisted in writing blog posts, creating infographics, and developing articles for various clients. This work required thorough research to ensure the content was accurate and engaging. These tasks not only supported the marketing team but also allowed me to hone my writing and research skills, which are essential for a career in digital marketing.

I also played a pivotal role in conducting competitor analysis. By studying the strategies and content of Lexicon's competitors, I identified areas for improvement and innovation. This involved assessing competitors' social media strategies and deriving actionable insights to inform Lexicon's

content and engagement approaches. My analytical work helped keep Lexicon competitive in the market.

Additionally, I conducted a mini qualitative research project aimed at improving Lexicon's social media engagement strategies. This project involved informal interviews with team members and analyzing social media metrics to identify strengths and areas for improvement. Based on my findings, I proposed a three-step plan to enhance engagement, which included developing a content calendar, implementing targeted engagement tactics, and conducting regular performance reviews. This project not only contributed to Lexicon's strategic planning but also provided me with valuable research and analytical experience.

Throughout my internship, I collaborated closely with the marketing team, contributing ideas for campaigns and assisting in their execution. This hands-on experience in campaign planning and execution was instrumental in helping me understand the intricacies of digital marketing and allowed me to apply theoretical knowledge in a practical setting. Overall, my contributions during the internship were impactful for both Lexicon and my professional growth. This experience provided me with a solid foundation for a future career in digital marketing.

4.3 Examples of some special skills learnt during the internship

During my internship at Lexicon Business Communication, I acquired several specialized skills that significantly enhanced my professional development and effectiveness in the digital marketing field. One of the key skills I gained was using **GoodDay Software** for daily work management. This platform helped me organize and track tasks, ensuring an efficient workflow and timely project completion. I became proficient in navigating this tool, which is essential for project management and productivity in a professional setting.

I also gained valuable experience with **WordPress**, a critical platform for website management and content creation. Learning to navigate and use WordPress allowed me to contribute to website updates, blog postings, and overall site maintenance—vital skills for any digital marketer. Proficiency in **Google Docs** was another important skill I developed. I used this tool extensively to create, share, and collaborate on documents. Leveraging Google Docs for efficient teamwork

and document management streamlined the content creation process and facilitated real-time collaboration with colleagues.

I also honed my ability to create **infographics**, an essential skill for visually presenting information in an engaging and digestible manner. Using design tools, I created compelling graphics to support content marketing efforts. Another area where I gained valuable experience was **website design**. By understanding principles of layout, user experience, and visual aesthetics, I contributed to designing and optimizing web pages, improving their appeal and functionality.

Content writing became a fundamental skill I developed during this internship. I created engaging and high-quality written content for various platforms, including blog posts, articles, and social media updates. This skill is crucial for effective digital communication and marketing. I also developed expertise in **KPI analytics**, where I analyzed key performance indicators to assess the effectiveness of digital marketing strategies and campaigns. Interpreting data allowed me to make informed decisions and recommendations to improve performance.

Content management was another skill I mastered, involving the organization and maintenance of content across various platforms. This ensured that all content was consistently up-to-date and easily accessible.

Creating a content calendar was another crucial skill I learned. Planning and scheduling content in advance ensured a steady flow of material that aligned with marketing strategies and objectives. This approach facilitated the timely and relevant delivery of content across platforms. I also became proficient in scheduling and monitoring content on various social media platforms. Using scheduling tools, I ensured posts were published at optimal times to maximize engagement. By monitoring the performance of these posts, I adjusted strategies based on audience response and analytics.

Finally, I developed the ability to write compelling captions for social media posts. Crafting engaging and concise captions was essential for capturing the audience's attention and driving engagement on social media platforms. Overall, the skills I acquired during my internship at

Lexicon Business Communication—ranging from project management and website design to content creation, analytics, and social media management—have provided me with a strong foundation for a successful career in digital marketing.

Chapter 3: Learning process

4.3 Problem Statement

During the internship at Lexicon Business Communication, the intern encountered several notable challenges that affected the efficiency and impact of the company's digital marketing activities.

Lack of a Comprehensive Content Calendar: One significant issue was the absence of a well-structured content calendar. Without a detailed plan outlining content creation and posting schedules, there were inconsistencies in social media postings. This lack of organization often led to periods of inactivity followed by bursts of content, disrupting audience engagement and hindering the development of a cohesive brand presence online. The ad hoc approach to content planning made it difficult to maintain a steady stream of relevant and engaging posts, impacting the ability to keep the audience consistently engaged.

Inconsistent Social Media Content Engagement Due to Busy Schedule: The demanding nature of daily tasks and responsibilities often resulted in limited time for strategic content planning and engagement. This busy schedule contributed to the irregularity in posting and responding to audience interactions, which are crucial for maintaining a dynamic and interactive social media presence. The inconsistency in engagement not only affected audience retention but also the overall effectiveness of the social media strategy.

Need for More Creative Content to Attract Consumers: Another challenge was the need for more innovative and creative content to captivate and attract the target audience. While the existing content was of high quality, it lacked the distinctiveness required to stand out in a saturated digital market. There was a clear need for fresh ideas and creative approaches to content creation that could better resonate with the audience and differentiate Lexicon from competitors. This included

exploring new content formats, storytelling techniques, and interactive elements to enhance audience engagement and interest.

These challenges highlighted the importance of strategic planning, time management, and creativity in digital marketing. Addressing these issues involved developing a more structured content calendar, allocating dedicated time for strategic engagement, and fostering a culture of creativity and innovation within the team. These measures aimed to improve the consistency and quality of the social media presence, ultimately enhancing audience interaction and brand loyalty.

3.1.2 Proposed Solution

To address the challenges identified during the internship at Lexicon Business Communication, a comprehensive three-step solution is proposed to enhance the company's digital marketing strategy and overall effectiveness.

Step 1: Develop a Comprehensive Content Calendar

A well-structured content calendar is essential for maintaining consistency in social media postings and audience engagement. This involves creating a detailed schedule that outlines the timeline for content creation, posting, and engagement across all social media platforms. By collaborating closely with the marketing team, content can be planned and scheduled well in advance, ensuring a steady and consistent stream of posts. This proactive approach helps to prevent periods of inactivity followed by sudden bursts of content, which can disrupt audience engagement and hinder the development of a cohesive brand presence online. A comprehensive content calendar will provide a clear roadmap for content activities, allowing the team to allocate resources efficiently and maintain a consistent brand voice and messaging across all platforms.

Step 2: Allocate Dedicated Time for Strategic Engagement

Given the demanding nature of daily tasks and responsibilities, it is crucial to set aside specific times in the daily schedule for strategic content planning, audience interaction, and performance analysis. This dedicated time will ensure that social media engagement remains a priority, even amidst a busy workload. Utilizing time management tools and techniques, such as task prioritization and time blocking, can help in organizing daily activities effectively. Regular

interaction with the audience, through timely responses to comments, messages, and engagement activities, is essential for maintaining a dynamic and interactive social media presence. This consistent engagement will not only enhance audience retention but also build a loyal community of followers who actively interact with the brand.

Step 3: Foster Creativity and Innovation in Content Creation

To capture and retain the target audience's attention, Lexicon needs to produce more innovative and creative content. This involves introducing regular brainstorming sessions and creative workshops to generate fresh ideas and explore new content formats. Encouraging the marketing team to experiment with various storytelling techniques, interactive elements, and multimedia content such as videos, animations, and infographics will result in more distinctive and engaging posts. Leveraging trends and insights from audience analytics can also guide the creative process, ensuring that the content resonates with the target audience's preferences and interests. Additionally, incorporating user-generated content and interactive campaigns can enhance engagement and create a sense of community among followers. By fostering a culture of creativity and innovation within the team, Lexicon can differentiate itself from competitors and enhance its overall brand appeal.

Implementing these steps will help Lexicon Business Communication address the identified challenges effectively. Developing a comprehensive content calendar will ensure consistency in social media postings, while allocating dedicated time for strategic engagement will maintain regular audience interaction. Fostering creativity and innovation in content creation will capture the audience's attention and enhance overall brand loyalty. Together, these measures will improve the consistency and quality of Lexicon's social media presence, ultimately leading to enhanced audience interaction and a stronger brand presence online.

3.1.3 Significance of the study

The study of challenges and proposed solutions in the digital marketing strategy at Lexicon Business Communication holds significant importance for several reasons. Firstly, it provides valuable insights into the practical difficulties faced by digital marketing teams in maintaining

consistent audience engagement. By identifying and addressing issues such as the lack of a comprehensive content calendar, inconsistent social media engagement due to a busy schedule, and the need for more creative content, the study offers concrete strategies to enhance the efficiency and effectiveness of digital marketing efforts.

Secondly, the proposed solutions underscore the importance of strategic planning and time management in digital marketing. Implementing a detailed content calendar and allocating dedicated time for strategic engagement will not only improve workflow organization but also ensure that audience interactions remain a priority. This, in turn, can lead to higher engagement rates, better audience retention, and a more dynamic and interactive social media presence.

Moreover, the emphasis on fostering creativity and innovation in content creation highlights the need for continuous adaptation and improvement in digital marketing practices. In a rapidly evolving digital landscape, staying ahead of trends and producing distinctive, engaging content is crucial for capturing and retaining the audience's attention. The study's focus on creative workshops and brainstorming sessions provides a framework for generating fresh ideas and exploring new content formats, thereby enhancing the overall brand appeal.

Additionally, this study can serve as a valuable resource for other digital marketing agencies facing similar challenges. The detailed analysis of problems and the systematic approach to solutions can guide other organizations in refining their strategies and improving their social media presence. By sharing these findings, Lexicon Business Communication contributes to the broader digital marketing community, fostering a culture of knowledge sharing and continuous improvement.

Finally, the study's outcomes can significantly impact Lexicon's business objectives. Improved content consistency, enhanced audience engagement, and a stronger brand presence can lead to increased client satisfaction, higher conversion rates, and ultimately, business growth. By addressing the identified challenges and implementing the proposed solutions, Lexicon can position itself as a leader in creative brand storytelling and digital marketing excellence.

In conclusion, the study's significance lies in its potential to improve digital marketing practices, enhance brand presence, and contribute to the broader digital marketing community. It offers practical solutions to real-world challenges, fostering a culture of strategic planning, creativity, and continuous improvement that can drive business success.

3.1.4 Literature review

The evolution of digital marketing over the past decade has made it a critical aspect of business strategies globally. This literature review examines significant themes related to digital marketing challenges and solutions, particularly in the areas of content calendar development, social media engagement, and creative content creation.

Content Calendar Development

A well-structured content calendar is crucial for ensuring consistency and effectiveness in digital marketing. Pulizzi and Barrett (2008) emphasize that a content calendar aids in planning and organizing content creation and distribution, ensuring alignment with business goals and audience needs. Consistency in content posting is vital for maintaining audience engagement and establishing a cohesive brand presence online (Patrutiu-Baltes, 2016). Chaffey and Ellis-Chadwick (2019) further note that companies with detailed content calendars are better equipped to manage their marketing activities efficiently, leading to improved audience interaction and brand loyalty.

Social Media Engagement

Social media engagement is a key metric for the success of digital marketing strategies. Studies by Kaplan and Haenlein (2010) and Kietzmann, Hermkens, McCarthy, and Silvestre (2011) highlight the importance of regular and meaningful interaction with the audience to build a strong online presence. However, managing social media engagement can be challenging amidst a busy schedule. Stelzner (2019) identifies time constraints and heavy workloads as common barriers to effective social media management. The study underscores the need for strategic time allocation and the use of management tools to ensure consistent engagement with the audience. High levels of engagement correlate with increased brand awareness and customer loyalty (Hudson, Huang, Roth, & Madden, 2016).

Creative Content Creation

Creative content is essential for capturing and retaining audience attention in a competitive digital landscape. Berger and Milkman (2012) argue that creative content involves not only aesthetic and entertainment value but also relevance and emotional connection with the audience. Smith, Fischer, and Hanover (2016) suggest that innovative storytelling and interactive content significantly enhance audience engagement and brand differentiation. Leung, Bai, and Stahura (2015) stress the need for continuous innovation in content formats and storytelling techniques to drive higher engagement and foster a deeper connection with the audience.

Challenges in Digital Marketing

The literature identifies several challenges in digital marketing, such as the absence of a comprehensive content calendar, inconsistent social media engagement due to busy schedules, and the need for more creative content. According to the Content Marketing Institute (2019), over 60% of marketers struggle with content management and strategic planning. The study highlights the importance of a structured approach to content creation and distribution to overcome these challenges. Additionally, the dynamic nature of social media platforms requires marketers to be agile and responsive, adapting their strategies to meet evolving audience expectations (Tuten & Solomon, 2017).

Strategies for Improvement

Research suggests several strategies to address these challenges and improve digital marketing effectiveness. Developing a detailed content calendar is foundational, providing a clear roadmap for content activities and ensuring alignment with marketing goals (Holliman & Rowley, 2014). Allocating dedicated time for strategic engagement and using time management tools can help manage workload and maintain regular audience interaction (Gillin, 2009). Moreover, fostering a culture of creativity and innovation within the marketing team is crucial for producing distinctive and engaging content. Encouraging brainstorming sessions, creative workshops, and experimentation with new content formats can lead to more effective storytelling and audience engagement (Kim, Kim, & Kim, 2018).

3.1.5 Methodology

This study employed a qualitative research approach to evaluate and enhance Lexicon Business Communication's social media engagement strategies. The methodology was structured around data collection through informal interviews with key team members and a comprehensive analysis of social media metrics across multiple platforms.

Data Collection

The primary data collection method involved one-on-one, semi-structured interviews with team members directly involved in content management at Lexicon Business Communication. A purposive sampling method was utilized to select three participants, ensuring that the insights gathered were relevant and reflective of the company's current social media practices. The participants were chosen based on their direct involvement in the development, management, and analysis of social media content. Each interview was conducted voluntarily and lasted approximately ten minutes, with the discussions recorded in meeting minutes to ensure accuracy and completeness of the data.

Interview questions

The interview questions were designed to probe the effectiveness and areas of improvement in Lexicon's social media strategies. Key questions included:

- **Q1: "How effective are Lexicon's current social media engagement strategies?"**
- **Q2: "Where can we improve Lexicon's social media engagement?"**
- **Q3: "How do Lexicon's strategies compare with competitors?"**
- **Q4: "What is the role of social media engagement in Lexicon's company brand?"**
- **Q5: "How might Lexicon improve social media engagement?"**

In addition to the qualitative data from the interviews, quantitative data was collected through an analysis of social media metrics. This analysis focused on assessing current engagement levels across Lexicon's key platforms, including LinkedIn, Facebook, Instagram, and TikTok. The metrics examined included engagement rates, post frequency, audience interaction, and content performance. This dual approach allowed for a comprehensive understanding of both the strengths and weaknesses in the current strategies.

Sample and Participants

The study's sample size consisted of three participants, selected through purposive sampling due to their direct involvement in Lexicon's social media content management. This sampling method ensured that the participants had the necessary experience and insights to provide valuable feedback on the company's social media strategies. All interviews were conducted on a voluntary basis, with the participants fully informed of the study's purpose and their role in it.

Analysis

The data collected from the interviews and social media metrics were analyzed to identify key themes and patterns. The qualitative feedback from the interviews was systematically reviewed to extract insights on the effectiveness of current strategies and potential areas for improvement. Concurrently, the quantitative analysis of social media metrics provided an objective measure of engagement levels and content performance. The integration of these two data sources enabled a comprehensive evaluation of Lexicon's social media strategies.

3.1.6 Expected result/solution

The expected outcomes of implementing the proposed solutions are multifaceted, focusing on enhancing Lexicon Business Communication's social media engagement and overall digital presence. By developing a comprehensive content calendar, it is anticipated that Lexicon will achieve greater consistency in its social media postings. This consistency is crucial for maintaining a steady and engaging online presence, which is likely to result in higher audience retention and improved brand recognition. A well-structured content calendar will also enable better resource allocation, ensuring that content is created, reviewed, and published in a timely manner across all platforms.

Allocating dedicated time for strategic engagement is expected to significantly improve Lexicon's interaction with its online audience. By ensuring that team members have specific time slots reserved for engaging with followers, responding to comments, and analyzing content performance, the company can foster a more dynamic and interactive social media environment. This consistent engagement is likely to enhance audience loyalty, as followers will feel more

connected and valued by the brand. Over time, this could lead to an increase in brand advocacy, with satisfied followers actively promoting Lexicon's content within their own networks.

Incorporating regular creative brainstorming sessions and workshops is anticipated to stimulate innovation within the team, leading to the development of more unique and compelling content. This creative approach is expected to help Lexicon stand out in a crowded digital landscape by offering content that resonates more deeply with its target audience. By experimenting with new content formats, storytelling techniques, and multimedia elements, Lexicon can create more memorable and shareable content, which is likely to drive higher engagement rates. Additionally, the introduction of creative sessions will encourage team collaboration and idea-sharing, fostering a more vibrant and motivated work environment.

Overall, the successful implementation of these solutions is expected to result in a more consistent, engaging, and creative social media presence for Lexicon Business Communication. This, in turn, should lead to stronger audience interaction, increased brand visibility, and ultimately, a more robust digital marketing strategy that supports the company's long-term business goals.

Chapter 4: Conclusions

4.1 Conclusions

The research conducted on Lexicon Business Communication's social media engagement strategies has highlighted critical areas for improvement while also acknowledging the strengths of the current practices. Through a combination of qualitative interviews and quantitative social media metrics analysis, the study identified the need for a more structured approach to content management, consistent audience engagement, and enhanced creativity in content creation.

The absence of a comprehensive content calendar emerged as a significant challenge, leading to inconsistencies in posting schedules and disruptions in audience engagement. Addressing this issue through the development of a detailed content calendar is essential for maintaining a steady and cohesive online presence. Such a tool would enable Lexicon to better plan, coordinate, and execute its social media activities, ensuring that content is consistently delivered across all platforms, thereby enhancing overall audience retention and engagement.

Inconsistent social media engagement, largely due to the busy schedules of team members, was another critical challenge identified. The study recommended allocating dedicated time for strategic engagement activities, such as interacting with followers and analyzing content performance. This approach is expected to foster a more dynamic and interactive social media environment, strengthening the connection between Lexicon and its audience. Regular engagement not only helps in retaining existing followers but also in attracting new ones, ultimately contributing to brand loyalty and advocacy.

Furthermore, the study underscored the importance of creativity in differentiating Lexicon's content from that of its competitors. The introduction of regular creative brainstorming sessions and workshops is anticipated to stimulate innovation, leading to the development of more engaging and impactful content. By experimenting with various content formats and storytelling techniques, Lexicon can better capture the attention of its target audience and stand out in a saturated digital market.

In conclusion, the implementation of the proposed solutions—structured content management, dedicated engagement time, and enhanced creativity—holds the potential to significantly improve Lexicon Business Communication's social media strategies. These changes are expected to lead to a stronger and more consistent online presence, increased audience interaction, and a more compelling brand narrative. As Lexicon continues to evolve its digital marketing efforts, these enhancements will be crucial in supporting the company's long-term objectives and sustaining its competitive edge in the industry.

4.2 Limitation of the study

Despite the valuable insights provided by this research, several limitations should be acknowledged. One of the primary limitations was the small sample size used in the qualitative interviews. With only three participants selected for the study, the insights gathered may not fully capture the breadth of perspectives within the company. While purposive sampling ensured that key individuals with direct involvement in social media management were included, a larger and

more diverse sample could have offered a more comprehensive understanding of the challenges and opportunities in Lexicon's social media strategy.

Additionally, the research relied heavily on informal interviews and self-reported data, which can introduce biases. Participants may have provided subjective views or overlooked certain aspects of the company's social media strategy due to their proximity to the work. The reliance on qualitative data limits the ability to generalize the findings to broader contexts, particularly for other departments or companies operating in different industries or regions.

The study also focused on short-term social media metrics as a measure of effectiveness, which might not fully reflect the long-term impact of the proposed solutions. Metrics such as engagement rates, post frequency, and audience interaction were analyzed over a limited time frame, making it difficult to assess the sustainability of these results in the future. Longer-term tracking would be necessary to evaluate how changes in strategy affect brand loyalty, audience growth, and overall business outcomes over time.

Finally, the study's recommendations are tailored specifically to Lexicon Business Communication, a digital marketing company with a particular focus on creative storytelling. Therefore, the applicability of these solutions may be limited when considering other companies or industries with different business models, resources, or audience demographics. While the proposed solutions are likely to benefit Lexicon, they may require adaptation to fit the specific needs and capabilities of other organizations.

In conclusion, while the research offers valuable recommendations for improving social media engagement at Lexicon, the limitations related to sample size, qualitative data reliance, short-term metrics, and the company-specific focus should be considered when interpreting the results. Future studies with broader participation, longer-term data analysis, and a more diverse set of businesses could provide further validation of the proposed strategies and their wider applicability.

4.3 Recommendation for the company

To enhance Lexicon Business Communication's social media engagement, it is recommended to develop a comprehensive content calendar that ensures consistent posting across all platforms. This calendar should be integrated into the team's workflow to maintain steady audience engagement while allowing flexibility for spontaneous content.

Allocating dedicated time for strategic engagement is crucial. By setting specific times for team members to focus on interacting with followers and analyzing content performance, Lexicon can create a more dynamic and responsive online presence. Prioritizing these activities will help build a loyal and engaged community.

Fostering creativity within the team is another key recommendation. Regular brainstorming sessions and creative workshops should be introduced to generate innovative content ideas. Encouraging collaboration across departments can bring diverse perspectives, enriching the content creation process and ensuring that Lexicon stands out in a crowded digital landscape.

Regular performance reviews are essential to monitor the effectiveness of social media strategies. By assessing key metrics like engagement rates and audience growth, Lexicon can make data-driven adjustments to its approach, ensuring the company remains agile and responsive to audience preferences and industry trends.

Lastly, improving team collaboration and communication will be vital. Regular meetings focused on content planning and performance review will help ensure that all team members are aligned with the company's social media goals, fostering a more cohesive and effective strategy.

Implementing these recommendations will strengthen Lexicon's social media presence, leading to better audience interaction, increased brand visibility, and a more compelling digital footprint.

Reference and supplementary documents:

References

- Berger, J., & Milkman, K. L. (2012). What makes online content viral? *Journal of Marketing Research*, 49(2), 192–205. <https://doi.org/10.1509/jmr.10.0353>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson.
- Content Marketing Institute. (2019). *2019 B2B content marketing benchmarks, budgets, and trends—North America*. https://contentmarketinginstitute.com/wp-content/uploads/2018/12/2019_B2B_Research_FINAL.pdf
- Gillin, P. (2009). *Secrets of social media marketing: How to use online conversations and customer communities to turbo-charge your business!* Quill Driver Books.
- Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: Marketers' perceptions of best practice. *Journal of Research in Interactive Marketing*, 8(4), 269–293. <https://doi.org/10.1108/JRIM-02-2014-0013>
- Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and marketing behaviors. *International Journal of Research in Marketing*, 33(1), 27–41. <https://doi.org/10.1016/j.ijresmar.2015.06.004>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241–251. <https://doi.org/10.1016/j.bushor.2011.01.005>
- Kim, A. J., Kim, K. Y., & Kim, J. (2018). The effect of storytelling on consumer brand attitude and behavioral intention. *Journal of Global Scholars of Marketing Science*, 28(4), 269–282. <https://doi.org/10.1080/21639159.2018.1494585>

- Leung, X. Y., Bai, B., & Stahura, K. A. (2015). The marketing effectiveness of social media in the hotel industry: A comparison of Facebook and Twitter. *Journal of Hospitality & Tourism Research*, 39(2), 147–169. <https://doi.org/10.1177/1096348012471381>
- Patruti-Baltes, L. (2016). Content marketing - the fundamental tool of digital marketing. *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V*, 9(2), 111–118. <https://doi.org/10.1515/but-2016-0046>
- Pulizzi, J., & Barrett, N. (2008). *Get content get customers: Turn prospects into buyers with content marketing*. McGraw-Hill.
- Smith, A. N., Fischer, E., & Hanover, D. (2016). Branding in the digital age: A new paradigm for social media marketing. *Journal of Interactive Marketing*, 26(4), 189–197. <https://doi.org/10.1016/j.intmar.2012.03.002>
- Stelzner, M. A. (2019). *Social media marketing industry report*. Social Media Examiner. <https://www.socialmediaexaminer.com/social-media-marketing-industry-report-2019/>
- Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing* (3rd ed.). Sage.

i. **Appendix:**

Daily Diary (Signed by Internship Supervisor):

<p>Internship Company: Lexicon Business Communication</p> <p>Department: Digital Storytelling (Digital Marketing)</p> <p>Intern: Sadia Mahamood</p> <p>Duration: 4 months / 16 weeks</p> <p>Starting date: February 5th, 2024</p> <p>Ending date: June 5th, 2024</p>
--

Month: February 2024

1st week:

Monday: 5/2/24	Tuesday: 6/2/24	Wednesday: 7/2/24	Thursday: 8/2/24	Friday: 9/2/24
<ul style="list-style-type: none"> - Welcomed by the administrative department. - Introduction, office tour and meet & greet with the team and my supervisor. - Weekly Monday Lexicon company meeting - 1st task: social media work for post - Schedule post on LinkedIn - Client connection report (LinkedIn profiles) 	<ul style="list-style-type: none"> - Schedule post for Lexicon Facebook - Training how to edit and schedule media posts for business. - GoodDay account opening and learning how to operate. - Schedule post for Justin's personal LinkedIn - Analytic report for Justin, David, and Lexicon - BKK edition script writing - BKK edition weekly meeting 	<ul style="list-style-type: none"> - Prepare social media presentation. - Collect insight data from Lexicon social (Instagram, Facebook, LinkedIn, TikTok) 	<ul style="list-style-type: none"> - Lexicon Social meeting - Schedule posts for next week - Competitor analysis on BCCT 	<ul style="list-style-type: none"> - Assign captions for next week's schedule posts. - Research and write Infographic outline for L'Oreal. - Post scheduled post.

2nd week:

Monday: 12/2/24	Tuesday: 13/2/24	Wednesday: 14/2/24	Thursday: 15/2/24	Friday: 16/2/24
<ul style="list-style-type: none"> - Post social media posts for Lexicon. - Weekly Lexicon company meeting 	<ul style="list-style-type: none"> - Post scheduled posts. - Arrange social media pictures. 	<ul style="list-style-type: none"> - InnoHub Content infographic outlines - Social Media Analytics 	<ul style="list-style-type: none"> - InnoHub Article outline - Innohub Infographic outline 	<ul style="list-style-type: none"> - 3 infographic outlines - Assign captions for next week's post.

<ul style="list-style-type: none"> - Complete Infographic outlines - Work in progress for BCCT competitor analysis 	<ul style="list-style-type: none"> - Remove unused pictures for social media. - Learn to do infographics, article content outlines 	<ul style="list-style-type: none"> - Post social media content. - Sort pictures of the company to post. 	<ul style="list-style-type: none"> - Weekly KPI for Justin, David, Lexicon - Schedule posts for next week - Instagram reels planning - Social media and BKK edition meeting 	<ul style="list-style-type: none"> - InnoHub article outline - BCCT competitor analysis on progress
--	--	---	---	---

3rd week:

Monday: 19/2/24	Tuesday: 20/2/24	Wednesday: 21/2/24	Thursday: 22/2/24	Friday: 23/2/24
<ul style="list-style-type: none"> - Weekly Lexicon company meeting - Lexicon schedule post discussions - Captions were collected to post. - Infographic outline - Photo selection for client's Facebook page and post. 	<ul style="list-style-type: none"> - Post social media content. - Edit infographic outline. - BCCT competitor analysis submitted. - InnoHub April content selection 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Work in progress: April InnoHub content 	<ul style="list-style-type: none"> - Post social media content. - L'Oreal documents and pictures sorting and saving them in company google drive. - Write captions for BCCT event. - script for BCCT event for Justin's speech (Copy Justin's message) 	<ul style="list-style-type: none"> - Post social media content. - Collect captions for next week's scheduled post. - Continue preparing InnoHub contents.

4th week:

Monday: 26/2/24	Tuesday: 27/2/24	Wednesday: 28/2/24	Thursday: 29/2/24	Friday: 1/3/24
Day off for Makha Bucha	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Work in progress: April InnoHub content 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Assign and collect captions for social media content. 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Weekly Analytics for company, Justin, David - Monthly Analytics for company, Justin, David - Lexicon Social meeting and schedule posts for next week. 	<ul style="list-style-type: none"> - Assign captions for social media content. - Schedule posts - Post social media content for today. - GoodDay task list down and schedule for Bas to post - Youtube Video Thumbnails change for HealthDeliver

Month: March 2024

5th week:

Monday: 4/3/24	Tuesday: 5/3/24	Wednesday: 6/3/24	Thursday: 7/3/24	Friday: 8/3/24
<ul style="list-style-type: none"> - Weekly Lexicon company meeting - Post social media content. - Write BCCT event captions. - Assign and collect captions for social media content. - Select photos for Line and L'Oreal. 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Assign and collect captions for social media content. - Schedule posts for client (work assigned by Bas) 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Assign and collect captions for social media content. - Sort out AviusULD videos. 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Assign and collect captions for social media content. - Weekly social media analytics - Social media meeting - Schedule posts for next week - Prepare QR for a google form for an event 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Write a draft for BKK story. - Sort out contents according to its date selection

6th week:

Monday: 11/3/24	Tuesday: 12/3/24	Wednesday: 13/3/24	Thursday: 14/3/24	Friday: 15/3/24
<ul style="list-style-type: none"> - Weekly Lexicon company meeting - Post social media content. - Write BCCT event captions. - Assign and collect captions for social media content. - InnoHub content selections - BKK edition draft 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - BKK edition story selection and meeting - InnoHub article and infographic selection. 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - InnoHub article outline - Garnier Social media event post photo selection. - Organize AviusULD posts schedule according to its date with pictures and captions. 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Weekly Social media Analytics - Lexicon social meeting - Schedule posts for next week - Select pictures for L'Oreal Meme Day event post 	<p>Online work:</p> <ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Organize pictures for L'Oreal Meme Day event post.

7th week:

Monday: 18/3/24	Tuesday: 19/3/24	Wednesday: 20/3/24	Thursday: 21/3/24	Friday: 22/3/24
<ul style="list-style-type: none"> - Weekly Lexicon company meeting - Post social media content. - Write BCCT event captions. 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Assign and collect captions for social media content. 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Assign and collect captions for social media content. 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Weekly Social media Analytics 	<ul style="list-style-type: none"> - Post social media content. - Collect captions for next week's scheduled post.

- Assign and collect captions for social media content. - Re-edit Meme Day pictures for L'Oreal	- BKK edition story research	- BKK edition story research - InnoHub content research	- Lexicon social meeting - Schedule posts for next week	- Write BCCT event captions.
--	------------------------------	--	--	------------------------------

8th week:

Monday: 25/3/24	Tuesday: 26/3/24	Wednesday: 27/3/24	Thursday: 28/3/24	Friday: 29/3/24
- Weekly Lexicon company meeting - Post social media content. - Write BCCT event captions. - Assign and collect captions for social media content. - BKK edition story research	- Post social media content. - Write BCCT event captions. - BKK edition story draft and meeting - InnoHub article and infographic outline	- Post social media content. - Write BCCT event captions. - InnoHub article and infographic outline - InnoHub meeting	- Post social media content. - Write BCCT event captions. - Weekly Analytics for company, Justin, David - Monthly Analytics for company, Justin, David - Lexicon Social meeting and schedule posts for next week.	Online work: (Ramadan off Day) - Post social media content. - Collect captions for next week's scheduled post. - Write BCCT event captions. - Update InnoHub outlines



(Justin St-Denis)
Job Supervisor

Month: April 2024

9th week:

Monday: 1/4/24	Tuesday: 2/4/24	Wednesday: 3/4/24	Thursday: 4/4/24	Friday: 5/4/24
- Weekly Lexicon company meeting - Post social media content. - Write BCCT event captions. - Assign and collect captions for social media content.	Online work: (90days report) - Post social media content. - Write BCCT event captions. - BKK edition story draft	- Post social media content. - Write BCCT event captions. - InnoHub article and infographic outline - InnoHub meeting	- Post social media content. - Write BCCT event captions. - Weekly Analytics for company, Justin, David - Lexicon Social meeting and schedule posts for next week.	- Post social media content. - Collect captions for next week's scheduled post. - Write BCCT event captions. - Organize scheduled posts for next week

10th week:

Monday: 8/4/24	Tuesday: 9/4/24	Wednesday: 10/4/24	Thursday: 11/4/24	Friday: 12/4/24
-----------------------	------------------------	---------------------------	--------------------------	------------------------

Day off for Chakri Day	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - BKK edition story draft and meeting - Assign and collect captions for social media content. 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - InnoHub article and infographic outline - InnoHub meeting 	Eid-UI-Fitr holiday Online work: <ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Weekly Analytics for company, Justin, David 	Songkran Holiday
------------------------	--	--	---	------------------

11th week:

Monday: 15/4/24	Tuesday: 16/4/24	Wednesday: 17/4/24	Thursday: 18/4/24	Friday: 19/4/24
Songkran Holiday	Songkran Holiday	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - InnoHub article and infographic outline - InnoHub meeting 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Weekly Analytics for company, Justin, David - Lexicon Social meeting and schedule posts for next week. 	<ul style="list-style-type: none"> - Post social media content. - Collect captions for next week's scheduled post. - Write BCCT event captions. - Organize scheduled posts for next week

12th week:

Monday: 22/4/24	Tuesday: 23/4/24	Wednesday: 24/4/24	Thursday: 25/4/24	Friday: 26/4/24
<ul style="list-style-type: none"> - Weekly Lexicon company meeting - Post social media content. - Write BCCT event captions. - Assign and collect captions for social media content. 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - BKK edition story draft and meeting - Assign and collect captions for social media content. - Organize Sunbird website project content. - InnoHub May content. 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - InnoHub article and infographic outline - InnoHub meeting - Selection of icons for infographic content. - PKF picture selection for website. 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Weekly Analytics for company, Justin, David - Monthly Analytics for company, Justin, David - Lexicon Social meeting and schedule posts for next week. 	<ul style="list-style-type: none"> - Post social media content. - Collect captions for next week's scheduled post. - Write BCCT event captions. - Organize scheduled posts for next week. - PKF website picture selection.


 (Justin St-Denis)
 Job Supervisor

Month: May 2024

13th week:

Monday: 29/4/24	Tuesday: 30/4/24	Wednesday: 1/5/24	Thursday: 2/5/24	Friday: 3/5/24
<ul style="list-style-type: none"> - Weekly Lexicon company meeting - Post social media content. - Write BCCT event captions. - Assign and collect captions for social media content. 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - BKK edition story draft and meeting - Assign and collect captions for social media content. - Competitor Analysis for Connexus Global (Collecting top posts) 	Labor Day off	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Weekly Analytics for company, Justin, David - Lexicon Social meeting and schedule posts for next week. - Connexus Global Infographic outlines and icons 	<ul style="list-style-type: none"> - Post social media content. - Collect captions for next week's scheduled post. - Write BCCT event captions. - Organize scheduled posts for next week.

14th week:

Monday: 6/4/24	Tuesday: 7/4/24	Wednesday: 8/4/24	Thursday: 9/4/24	Friday: 10/4/24
Day off for Coronation Day	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - BKK edition story draft and meeting - Assign and collect captions for social media content. - Organize Hellfire website content 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - InnoHub meeting - Organize Hellfire website content 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Weekly Analytics for company, Justin, David - Lexicon Social meeting and schedule posts for next week. - Organize HPIC website content. 	<ul style="list-style-type: none"> - Post social media content. - Collect captions for next week's scheduled post. - Write BCCT event captions. - Organize scheduled posts for next week. - Organize Hellfire website content.

15th week:

Monday: 13/4/24	Tuesday: 14/4/24	Wednesday: 15/4/24	Thursday: 16/4/24	Friday: 17/4/24
<ul style="list-style-type: none"> - Weekly Lexicon company meeting - Post social media content. - Write BCCT event captions. - Assign and collect captions for social media content. 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - BKK edition story draft and meeting - Assign and collect captions 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - InnoHub article and infographic outline - InnoHub meeting 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Weekly Analytics for company, Justin, David - Lexicon Social meeting and 	<ul style="list-style-type: none"> - Post social media content. - Collect captions for next week's scheduled post. - Write BCCT event captions. - Organize scheduled posts for next week.

<ul style="list-style-type: none"> - Organize Hellfire website content. - Organize HPIC website content. 	<ul style="list-style-type: none"> for social media content. - Competitor Analysis AviusULD 	<ul style="list-style-type: none"> - Competitor Analysis Driessen 	<ul style="list-style-type: none"> schedule posts for next week. - Infographics and Data Images for Rushit icons and outline 	<ul style="list-style-type: none"> - Organize PKF content pictures. - Infographics and Data Images for Rushit icons and outline
--	---	--	--	---

16th week:

Monday: 20/4/24	Tuesday: 21/4/24	Wednesday: 22/4/24	Thursday: 23/4/24	Friday: 24/4/24
Online work: <ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Assign and collect captions for social media content. - Competitor Analysis AviusULD - Competitor Analysis Driessen 	Online work: <ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - BKK edition story draft and meeting - Assign and collect captions for social media content. - Competitor Analysis AviusULD 	Visakha Bucha Day off	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Weekly Analytics for company, Justin, David - Lexicon Social meeting and schedule posts for next week 	<ul style="list-style-type: none"> - Post social media content. - Collect captions for next week's scheduled post. - Write BCCT event captions. - Organize scheduled posts for next week.

17th week:

Monday: 27/4/24	Tuesday: 28/4/24	Wednesday: 29/4/24	Thursday: 30/4/24	Friday: 31/4/24
<ul style="list-style-type: none"> - Weekly Lexicon company meeting - Post social media content. - Write BCCT event captions. - Assign and collect captions for social media content. 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Assign and collect captions for social media content. - Organize contents. 	<ul style="list-style-type: none"> - Post social media content. - PKF Meeting - PKF website Images organizing and changing to new ones. 	<ul style="list-style-type: none"> - Post social media content. - Write BCCT event captions. - Weekly and monthly KPI for company, Justin, David - Lexicon Social meeting and schedule posts for next week. - PKF website content 	<ul style="list-style-type: none"> - Post social media content. - Collect captions for next week's scheduled post. - Write BCCT event captions. - Organize scheduled posts for next week.


 (Justin St-Denis)
 Job Supervisor

Month: June 2024

18th week:

Monday: 3/5/24	Tuesday: 4/5/24	Wednesday: 5/5/24	END OF INTERNSHIP
Queen Suthida's Birthday Off Day	<ul style="list-style-type: none">- Post social media content.- Complete the InnoHub Content List	<ul style="list-style-type: none">- Post social media content.- Write BCCT event captions.- Handover all the documents and work.	

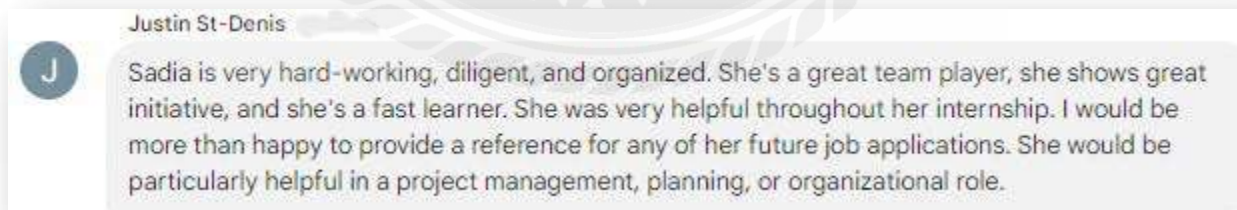


(Justin St-Denis)
Job Supervisor

Internship Company Supervisor and Co-worker Feedback:

1. Supervisor: Justin St-Denis (Director of Digital Storytelling)

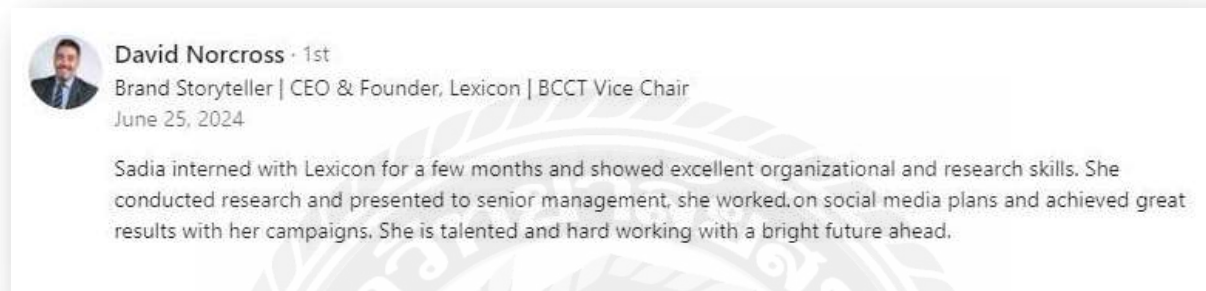
Justin's Feedback: Sadia is very hard-working, diligent, and organized. She's a great team player, she shows great initiative, and she's a fast learner. She was very helpful throughout her internship. I would be more than happy to provide a reference for any of her future job applications. She would be particularly helpful in a project management, planning, or organizational role.



(Justin St-Denis)
Job Supervisor

2. CEO of Lexicon Business Communication: David Norcross

David's Feedback: Sadia interned with Lexicon for a few months and showed excellent organizational and research skills. She conducted research and presented to senior management, she worked on social media plans and achieved great results with her campaigns. She is talented and hard-working with a bright future ahead.



3. Senior Co-worker: Attapat Panutat (Operation Manager)

Attapat's Feedback: Over the past four months, Sadia has done an outstanding job assisting me with social tasks. She has consistently performed exceptionally well since her first day on the job. Sadia has demonstrated remarkable responsibility with her assignments, consistently meeting deadlines and following up on my work to ensure its completion. She always delivers beyond expectations. Additionally, Sadia brings enthusiasm to our meetings, shares innovative ideas, and introduces fresh content. Her performance has been exemplary in every aspect. Every brief she receives, she quickly understands; if she needs clarification, she asks promptly and always submits excellent work.

Attapat Panutat
Operation Manager

Attapat Panutat

A

Over the past four months, Sadia has done an outstanding job assisting me with social tasks. She has consistently performed exceptionally well since her first day on the job. Sadia has demonstrated remarkable responsibility with her assignments, consistently meeting deadlines and following up on my work to ensure its completion. She always delivers beyond expectations. Additionally, Sadia brings enthusiasm to our meetings, shares innovative ideas, and introduces fresh content. Her performance has been exemplary in every aspect. Every brief she receives, she quickly understands; if she needs clarification, she asks promptly and always submits excellent work.

Attapat Panutat
Operation Manager

A



Siam University visit Lexicon Business Communication:





SADIA MAHAMOOD

About Me

Motivated and ambitious international business student, equipped with a strong academic foundation and a passion for global markets and cultural diversity. Experienced in collaborating with diverse teams, analyzing market trends, and developing strategic business solutions. Seeking opportunities to leverage my skills and knowledge to contribute to a dynamic organization in the field of international business.



+66 925990188



sadiamahamood1225@gmail.com



Bang Wa, Phasi Charoen, Bangkok

LANGUAGE

• English:

Full Professional Proficiency

• Bengali:

Native Proficiency

• Hindi:

Excellent Understanding and speaking

• Urdu:

Excellent Understanding and speaking

• Thai:

Basic Understanding and speaking

SKILLS

- Communication skills
- Teamwork skills, Multi-tasker
- Problem-solving and Adaptability
- Critical Thinking
- Creativity
- Leadership
- Computer skills
- Responsible, Passionate

EXPERIENCE

Administrative Assistant - (June 2023 - Present)

Siam University, Thailand

Office Assistant: Currently working as a part time office assistant at Siam University International College

Pre-School Class Teacher - (March 2018 - December 2019)

Learning Tree (Pre-School), Chattagram, Bangladesh

Worked as the Grade-I class teacher in Learning Tree. I used to take all the subjects, including supervising and making lesson plans.

Administrative and Accounts Officer - (June 2017 - Feb 2018)

Edumig Consultancy Firm, Chattagram, Bangladesh

Worked as an Administrative and Accounts Officer at Edumig Consultancy. I used to manage company accounts and do administrative work.

Salesperson - (Sep 2016 - Feb 2017)

AIDA Sales company, Melbourne, Australia

Worked as a sales person in AIDA Sales company.

Junior Teacher - (Apr 2013 - December 2015)

Chittagong Grammar School (CGS), Chattagram, Bangladesh

Worked as the Grade-I Junior teacher in CGS. I used to assist in all the subjects, including monitoring and making lesson plans.

ADDITIONAL EXPERIENCE

Student Club President of SUICSC - (Feb 2023 - Present)

Siam University, Thailand

Currently working as the President of SUICSC (Siam University International College Students Club)

Student Council Member - (May 2022 - May 2023)

Siam University, Thailand

Worked as an active member of Student Council of Siam University representing the International College.

Student Club General Secretary of SUICSC - (Feb 2022 - Feb 2023)

Siam University, Thailand

Worked as the General Secretary in SUICSC (Siam University International College Students Club)

EDUCATION

Siam University, Bangkok, Thailand

Bachelor of Business Administration (International Program - (2021- Present)

Major: International Business

GPA: 3.78

General Education Development (GED)

Completed on 2023 from Thailand

Webster University Thailand

B.A Management of International Business - (2020-2021) GPA: 3.67

Sunshine Grammar School & College

Chattagram, Bangladesh

"O" Levels and "A" levels 2010-2013



SADIA MAHAMOOD

About Me

Motivated and ambitious international business student, equipped with a strong academic foundation and a passion for global markets and cultural diversity. Experienced in collaborating with diverse teams, analyzing market trends, and developing strategic business solutions. Seeking opportunities to leverage my skills and knowledge to contribute to a dynamic organization in the field of international business.



+66 925990188



sadiamahamood1223@gmail.com



Bang Wa, Phasi Charoen, Bangkok

LANGUAGE

• **English:**

Full Professional Proficiency

• **Bengali:**

Native Proficiency

• **Hindi:**

Excellent Understanding and speaking

• **Urdu:**

Excellent Understanding and speaking

• **Thai:**

Basic Understanding and speaking

SKILLS

- Communication skills
- Teamwork skills, Multi-tasker
- Problem-solving and Adaptability
- Critical Thinking
- Creativity
- Leadership
- Computer skills
- Responsible, Passionate

VOLUNTEER

CoNGO Regional Committee in Asia-Pacific (RCAP) 2023 : Student Assistant

Volunteered as the Student Assistant representing Siam University

Student Assistant - Professional Training Programs - Institute of Professional Development (IPD), Siam University, Thailand: September 2023

I worked as a volunteer student assistant to assist the IPD program in Siam University. My job was to manage and help in organizing the event.

Student Staff - Open House 2023 - International College

Siam University: Nov 2023 - Dec 2023

I volunteered in organizing the open house event of Siam University representing the International College. I have organized with my team members and prepared booth of international college where we gave information to prospective students and also interacted with them with interactive games.

Student Assistant - Professional Training Programs - Institute of Professional Development (IPD), Siam University, Thailand: September 2022

I worked as a volunteer student assistant to assist the IPD program in Siam University. My job was to manage and help in organizing the event.

AWARDS AND ACHIEVEMENTS

Brilliant Academic Performance **Issued by Siam University - Sep 2023**

Received an award from the president for brilliant academic performance

Outstanding performance for activities **Issued by Siam University - Sep 2023**

Awarded for outstanding performance for organizing events and doing club activities