



Cooperative Education Report

**“Learning and Contributing as CEO Support & Project Coordinator in
Digital Marketing at Lexicon Business Communications”**

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**This Report is Submitted in Partial Fulfillment of the
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Faculty of Business Administration
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Siam University

Title: Learning and Contributing as CEO Support & Project Coordinator in Digital Marketing at Lexicon Business Communications

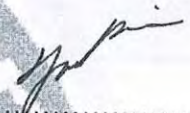
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 3/2024.

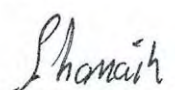
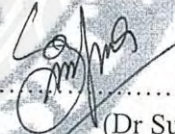
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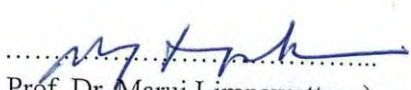
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Abstract

Project Title	Learning and Contributing as CEO Support & Project Coordinator in Digital Marketing at Lexicon Business Communications
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Degree	Bachelor of Business Administration (International Program)
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This report presents an overview of my internship experience at Lexicon Business Communications, the number one digital storytelling agency in Bangkok, where I served as CEO Support & Project Coordinator across the company. The report highlights my key responsibilities, including managing social media channels, coordinating projects, assisting with website rebranding, and conducting competitor analysis for clients. It also explores the use of AI tools and workflow automation, such as Elementor AI and Zapier, to enhance efficiency and streamline content creation and scheduling processes. Throughout the internship, I gained valuable insights into digital marketing strategies, technical skills in AI and SEO, and professional skills in leadership support and project coordination. Challenges faced, lessons learned, and recommendations for the company are also discussed, emphasizing adaptability, creativity, and continuous learning as essential components for success in the dynamic digital marketing and content creation industry.

Keywords: Artificial Intelligence (AI), LinkedIn Management, Video Production, Web Development

Acknowledgement

First and foremost, I would like to express my sincere gratitude to Lexicon Business Communications, the number one digital storytelling agency in Bangkok, for providing me with the invaluable opportunity to complete my internship in such a dynamic and inspiring environment.

My deepest appreciation goes to **Mr. David Norcross**, CEO of Lexicon Business Communications, for his continuous guidance, trust, and encouragement throughout my internship journey. Working closely with him as a CEO Support & Project Coordinator has been both a privilege and a transformative learning experience. His leadership, creativity, and openness to new ideas have greatly inspired me and contributed to my professional growth. I would also like to extend my heartfelt thanks to **Mr. Justin St-Denis**, Creative Director at Lexicon, whose professionalism and expertise in managing clients' projects with precision and creativity were truly inspiring. Observing his approach to handling diverse client requirements provided me with valuable insights into project execution and storytelling in the digital marketing field. My sincere appreciation also goes to **Mr. Attapat Panutat**, **Mr. Shreyash Sharma**, **Ms. Yanitha Maimongkol**, and **Ms. Tanwarat Chupoo** for their consistent support, collaboration, and encouragement throughout my internship. Their hard work, patience, and willingness to help made a significant impact on my learning experience. They were always open to my questions and took the time to explain everything I did not understand, which helped me grow both professionally and personally. I am truly grateful for their kindness and guidance during my time at Lexicon.

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Lastly, I would like to extend my appreciation to all the professors at Siam University and the entire team at Lexicon Business Communications for creating an environment that encourages learning, creativity, and growth. This internship has been an invaluable experience that has enhanced both my professional and personal development, and I am truly grateful for every opportunity to learn, contribute, and evolve.

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Chapter 1: Introduction

1.1 Company profile



Figure-1: Lexicon Logo



Figure-2: Office outlook of the company

Lexicon is a digital storytelling agency based in Bangkok, Thailand. Established in 2015, the company celebrates its 10th anniversary in 2025, marking a decade of growth in creative communication and digital innovation. Over the past ten years, Lexicon has built a strong

reputation as one of Thailand's leading digital storytelling agencies, serving both local and international clients across diverse industries.

Lexicon was founded with the belief that every organization and individual has a story worth telling. Its mission is to transform business ideas and brand identities into compelling narratives that connect with audiences through multiple digital channels. The company combines creativity, strategy, and technology to develop storytelling solutions that enhance visibility, credibility, and engagement.

The agency's team is made up of internationally minded professionals including writers, designers, videographers, animators, and strategists who share a common passion for storytelling. Lexicon provides its team with an environment that encourages creativity, learning, and collaboration, ensuring that every project reflects both professional excellence and innovative thinking. Over the years, Lexicon has worked with a wide range of clients, including multinational corporations (MNCs), NGOs, hospitality organizations, and executive leaders. Its work extends across various industries, with particular experience in sustainability marketing, hospitality marketing, B2B marketing, NGO marketing, executive branding, and event video production.

In its early years, Lexicon's core services focused on Video & Animation, Branding & Design, Websites & Apps, and Production Studio Services. As the company evolved, it refined its focus to reflect current market needs and storytelling trends. As of 2025, Lexicon's four main core services are:

1. [LinkedIn Management](#) – Supporting organizations and professionals in building their digital presence and thought leadership on LinkedIn through consistent, strategic content creation.
2. [Podcast Studio](#) – Providing in-house recording facilities in Bangkok for clients to produce professional-quality podcasts that enhance their brand voice and audience engagement.
3. [Video Production](#) – Producing corporate videos, interviews, animations, and on-location productions that communicate brand stories effectively through visual media.

4. **Personal Branding** – Helping C-suite executives, entrepreneurs, and business leaders establish and manage their online identity to strengthen credibility and professional influence.

In addition to these main areas, Lexicon continues to offer digital marketing, content writing, creative design, and web application development services. These integrated offerings allow the company to deliver complete storytelling solutions that align with each client's communication objectives. Its headquarters and production studio are located in central Bangkok, providing full-service facilities for both Thai and international clients.

Entering its second decade, Lexicon remains committed to advancing digital storytelling through creativity, collaboration, and continuous innovation. The company continues to adapt to changing communication trends while maintaining its focus on helping organizations and leaders share their stories with clarity and authenticity.

1.1.1 Mission of the company

The mission of the company is to connect our clients with their ideal audience, using Digital PR & Brand Storytelling which is produced entirely in-house. Lexicon clients work with one friendly contact person, for clarity, consistency, and convenience. And that person is the project owner and he/she provides the services at its best. We mainly focus on the impressions and reach of the personal branding pages and company pages. This ensures consistent visibility on LinkedIn for the clients. As this can help the brand top of mind in their respective customers. As for the personal branding, the presence of the leader is as important as the organization. And thus, we help the personal branding of the CEOs to share their industry insights and thought leadership. When the digital presence of the CEO is strong, it also results in higher engagement of his/her organization as well.

1.1.2 Vision of the company

At Lexicon, we envision a world where stories come to life, a vibrant space where creative minds from around the globe come together to imagine, craft, and share meaningful narratives. As we

enter the era of the Fourth Industrial Revolution, we recognize the inevitable rise of AI across industries, including marketing and branding. Our vision is to help clients stand out in this evolving landscape, where brands are defined not only by human-created content but also by AI-generated material. By embracing innovation while staying true to authentic storytelling, we aim to ensure our clients remain bold, distinctive, and impactful in their industries.

1.1.3 Strategies of the company

Lexicon positions itself as Thailand's leading digital storytelling agency, specializing in B2B brand communication. Its core strategy revolves around creating compelling narratives for businesses, enabling clients to stand out in competitive markets. As part of its growth strategy, Lexicon is currently undergoing a rebranding, expanding its offerings to four core services to better address client needs while maintaining its focus on quality and innovation.

The company employs a pull-based marketing strategy, leveraging the CEO's LinkedIn account to reach audiences and demonstrate the agency's expertise in personal branding. Rather than using cold calls, Lexicon focuses on creating high-impact impressions, proving the effectiveness of its personal branding services through measurable engagement and follower reach.

Operationally, Lexicon emphasizes staying at the forefront of AI technology, integrating the latest AI tools into its creative processes. As a creative agency, it recognizes that combining imaginative thinking with AI-driven solutions creates a unique competitive advantage, enabling more innovative and efficient content production.

In addition, Lexicon continues to focus on sector-specific solutions, thought leadership, and executive branding, helping clients establish credibility and trust in their respective markets. The agency also strategically leverages multimedia content, including videos, podcasts, and white papers, to communicate messages effectively and engage audiences across multiple channels.

Overall, Lexicon's strategies combine specialization, innovation, targeted marketing, and operational excellence to strengthen its position as a trusted partner for businesses seeking to amplify their brand stories.

1.1.4 Organizational structure (diagram of the company's structure)



Figure-3: Lexicon Organizational Chart

The organizational structure of Lexicon reflects a collaborative and creative environment designed to ensure efficient communication, project coordination, and high-quality content production. The company follows a functional hierarchy led by Mr. David Norcross, CEO and Founder. David provides overall strategic direction, establishes the company's long-term vision, and defines the creative and operational priorities across all departments. His leadership ensures that Lexicon maintains its position as a leading digital storytelling agency while fostering innovation, collaboration, and a strong organizational culture. Reporting directly to the CEO are Justin St-Denis, Creative Director; Ms. Thanita Bunnag, Office Manager; and Ms. Chit Su Wai, CEO Support and Project Coordinator.

Under Justin's leadership, Lexicon's structure is divided into two main operational areas: Creative Projects and Client Projects. The Creative Projects division is led by Mr. Attapat Panutat, Operations Manager, who supervises internal creative content and production. Working under his supervision are video editors Mr. Anurak Miprasert and Mr. Nawaroek Phomhan, who handle

video editing and post-production tasks. Supporting the design aspect are Mr. Nittipun Laupiam, Motion Graphic Designer, and Ms. Nonlapat Tantipornsawad, UX, UI, and Graphic Designer. Their roles ensure that design outputs maintain consistency across digital platforms and align with each project's creative goals.

The Client Projects division is managed by Mr. Shreyash Sharma, Ms. Yanitha Maimongkol, and Ms. Tanwarat Chupoo, who serve as project owners responsible for managing client accounts, coordinating production timelines, and ensuring that deliverables meet both client expectations and company standards. While the project owners report directly to the CEO, they work closely with Justin for creative direction and project alignment. This structure allows for both strategic oversight and creative collaboration in client-facing work.

Ms. Thanita Bunnag, as Office Manager, oversees administrative functions, internal coordination, and operational support, ensuring the smooth running of day-to-day office activities. And I, as CEO Support and Project Coordinator, assists the CEO with administrative tasks, project management, and cross-departmental communication to maintain workflow efficiency and consistency across teams.

Interns play an active role in Lexicon's structure and work directly with Justin on various creative and content-related projects. This provides them with hands-on experience in digital storytelling, project coordination, and production, while also contributing to the company's ongoing creative work.

Overall, Lexicon's organizational structure balances creativity, communication, and operational efficiency. Each department and team member plays an important role in maintaining the company's reputation as a leading digital storytelling agency in Bangkok, while fostering collaboration and innovation across all levels of the organization.

1.2 Job position of the intern

CEO

Intern – CEO Support & Project Coordinator

Collaborates with:

- Video Production Team
- Designers
- Project Owners
- Creative Director

During my internship at Lexicon as Intern: CEO Support and Project Coordinator, I worked closely with Mr. David Norcross, the CEO and Founder, gaining direct exposure to high-level decision-making, strategic planning, and company-wide project management. I assisted with coordinating multiple projects across teams, preparing reports and presentations, and supporting operational and strategic initiatives. This experience allowed me to develop practical skills in project coordination, cross-team communication, and workflow management, while gaining a deeper understanding of Lexicon's organizational dynamics, business operations, and strategic priorities, as well as how leadership decisions shape creative output and operational efficiency.

1.2.1 Show the job position in the organizational chart

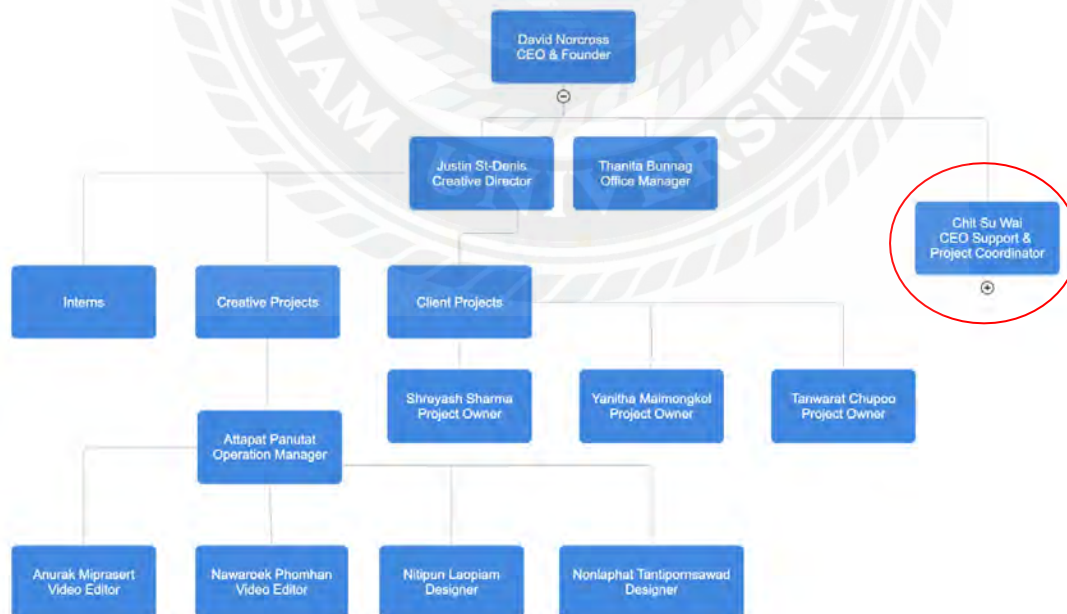


Figure 4: Lexicon Organizational Chart highlighting the Intern position

Lexicon has a relatively flat organizational structure, which encourages collaboration and flexibility across teams. As an Intern – CEO Support and Project Coordinator, I report directly to the CEO, assisting with strategic and operational tasks. In carrying out assignments from the CEO, I collaborate closely with the video production team, designers, project owners, and the Creative Director to ensure tasks are completed efficiently and effectively. This collaboration allows me to learn about the project processes and gain a deeper understanding of how a creative agency operates, while respecting the responsibilities and workflows of each team member.

1.2.2 Intention to choose the company

I chose to intern at Lexicon because it offered an opportunity to bridge the gap between academic knowledge and real-world practice. Throughout my studies, I have learned extensively about branding, digital marketing, advertising, and brand management, but I wanted to see firsthand how these concepts are implemented in a professional setting. Lexicon, as a leading digital storytelling agency, provides a practical environment where I could observe and participate in the processes that bring a brand closer to its audience.

Additionally, I recognize that no matter how excellent a product or service is, effective marketing, advertising, and storytelling are essential to connect with customers and communicate value. Interning at Lexicon allows me to understand how a creative agency applies strategic branding and digital marketing to achieve tangible results, while also gaining hands-on experience in content creation, project coordination, and cross-team collaboration.

Finally, I was inspired to join Lexicon because of the visionary leadership of the CEO. His forward-thinking approach to digital storytelling and personal branding, combined with a clear vision for the company's growth, motivated me to experience and learn from this environment. I wanted to be part of a team guided by such a strategic vision, and to see how innovative ideas are applied in real-world projects, which I believe will significantly contribute to my professional development.

1.3 SWOT analysis of the company

Strengths:

Lexicon's main strengths lie in its teamwork and collaborative culture, where team members work closely across departments, sharing knowledge and supporting each other to deliver high-quality projects. This collaborative environment fosters creativity and ensures smooth execution of complex tasks. Another key strength is the agency's comprehensive and unique services. With four core offerings, LinkedIn Management, Personal Branding, Video Production, and Podcast Studio, Lexicon provides clients with innovative tools to stand out in the digital landscape, particularly the podcast studio, which differentiates the agency from AI-generated content and other competitors. The image below captures a moment during a particularly busy evening when one of the project owners had an urgent client request. The entire team came together to support the project, demonstrating collaboration, dedication, and a positive attitude. Despite the late hour, everyone worked enthusiastically and efficiently, reflecting the supportive and encouraging atmosphere at Lexicon.



Figure 5: Teamwork

Weaknesses:

One challenge Lexicon faces is the rapid advancement of AI-generated content, which can create simple content in seconds. The agency must continuously integrate AI thoughtfully while

maintaining the creative and human touch that sets its work apart. Another area to strengthen is the consistency of idea-sharing and project alignment across teams. While Lexicon already encourages open dialogue, ensuring that every project consistently benefits from fully integrated discussions among all stakeholders could further reduce the risk of minor misunderstandings and help create even more cohesive, innovative outcomes for clients.

Opportunities:

The rise of AI also presents a significant opportunity. By combining AI tools with the agency's creative expertise, Lexicon can produce more efficient and attention-grabbing campaigns while still maintaining originality and quality. Additionally, the interconnected nature of Lexicon's services allows for cross-selling opportunities. For example, a client who invests in personal branding services may also benefit from LinkedIn Management, video production, and podcasts, allowing the agency to provide comprehensive solutions and increase client engagement.

Threats:

Lexicon faces competition in the B2B space, as other agencies expand their multimedia marketing services across platforms like TikTok, Instagram, and YouTube. While Lexicon focuses on professional audiences and LinkedIn, there is a risk that some clients may be attracted to agencies offering broader social media coverage. Another threat is the rapid pace of technological change, including AI and content creation tools, which requires the agency to continuously adapt its offerings and maintain relevance to professional clients.

1.4 Objective of the study

The primary objective of this cooperative education study is to bridge the gap between academic knowledge and real-world practice by applying the concepts of advertising, digital marketing, and brand management, which are central to my university coursework, within a professional environment. By interning at Lexicon, a leading digital storytelling agency specializing in B2B services, I aim to observe firsthand how branding and digital marketing strategies operate in a practical business context and to understand how they create measurable impact for clients.

A key purpose of the internship is to learn directly from leadership and to understand how visionary direction shapes a creative agency's growth. Working closely with the CEO and collaborating across departments provides an exceptional opportunity to see how strategic decisions are made, how client relationships are nurtured, and how projects are executed from concept to completion. This exposure to high-level leadership helps me understand the qualities and decision-making processes that drive a successful creative agency.

Another important objective is to gain insight into industry-specific marketing challenges, especially given Lexicon's diverse client base. Because the agency serves CEOs and companies across many sectors, including highly specialized fields such as the aerospace industry, each project demands in-depth research and tailored communication strategies. By participating in these projects, I seek to broaden my knowledge of different industries and understand how digital storytelling can effectively reach and influence professional audiences.

This report will document my internship activities, my day-to-day tasks as CEO Support and Project Coordinator, and a mini research component designed to identify areas where Lexicon can continue to strengthen its services. The research will focus on providing practical recommendations that add value to the company, whether through process improvements, new service opportunities, or innovative uses of technology.

Ultimately, the study aims to demonstrate both personal growth and tangible contribution. My goal is to support Lexicon's mission while learning from a variety of projects and industries, contributing ideas that help the company grow stronger, and gaining professional skills and insights that will guide my future work in the broader field of digital marketing and creative strategy.

Chapter 2 Internship activities

2.1 Job description of the student

Role : CEO Support & Project Coordinator

Key Responsibilities

Calendar & Workflow Management

- Maintain and update the content output calendar for Lexicon and David Norcross' LinkedIn account
- Track deadlines for social posts, videos, and campaigns
- Keep content production on schedule, escalating challenges to the CEO when necessary

CEO Support & Team Coordination

- Take verbal instructions and ideas from the CEO and clearly communicate them to the team
- Follow up on tasks to ensure execution without delays
- Act as a liaison between the CEO and the team, ensuring smooth collaboration

Scheduling & Prioritization

- Keep the CEO on track with deadlines, meetings, and key priorities
- Proactively organize workflows to ensure efficient task management and make suggestions on existing workflow improvements, especially with integration of technology solutions.
- Ensure projects move forward smoothly without unnecessary delays

Business Development & Meeting Support

- Attend business meetings, take notes, and track key action items
- Follow up on deliverables and next steps to keep business development efforts moving forward
- Assist in slide deck development for presentations and proposals
- Research on industries, companies and individuals

2.2 Job responsibilities (in details)

As a CEO Support & Project Coordinator, I was responsible for a broad range of tasks that supported both the executive team and the company's overall operations. A major part of my role was calendar and workflow management. I maintained and updated the content output calendars for Lexicon's LinkedIn account as well as the personal accounts of David and Justin. Beyond simply scheduling posts, I proposed content ideas for all three accounts, presented them for approval, and then handled the scheduling once approved. I also tracked weekly KPIs for these accounts, prepared reports, and presented performance updates and new ideas during our Monday team meetings.

I provided direct support to the CEO and coordinated with the team to ensure smooth communication and execution. I regularly took verbal instructions and concepts from the CEO and clearly communicated them to the appropriate team members, following up to ensure timely completion. Acting as a liaison between the CEO and the wider team, I worked to keep everyone aligned and projects moving forward without delays.

Another key aspect of my job was scheduling and prioritization. I kept the CEO on track with meetings, deadlines, and key priorities while proactively organizing workflows for maximum efficiency. I also suggested improvements to our processes, including technology integrations, to help streamline operations and avoid unnecessary bottlenecks.

In addition, I played a critical role in business development and meeting support. I attended business meetings, took detailed notes, and tracked action items to keep follow-ups on schedule. I assisted with creating slide decks for client presentations and proposals, ensuring that the materials were polished and professional. I also conducted research on industries, companies, and individuals to provide valuable insights for content creation and strategic planning.

Recently, I have also taken on a significant role in the Lexicon website rebranding project. This involves close collaboration with team members across departments to coordinate updates and ensure the new site reflects the company's evolving brand identity. I monitor the project's progress, help identify priorities, and work to keep tasks moving quickly and smoothly.

Through these responsibilities, I have gained practical experience in project coordination, executive support, content strategy, and cross-team collaboration, while learning how a digital storytelling agency operates and adapts in a fast-changing business environment.

2.3 Process diagram for each job responsibilities/general process flow of the company



Figure 6: Intern job responsibilities workflow

2.4 Contribution as intern

During my internship at Lexicon, I contributed to both ongoing projects and regular operational tasks under the close guidance of Aor, Senior Project Manager, and David, CEO. A significant part of my work involved the internal rebranding of the Lexicon website, where I assisted with content creation on a weekly basis. I also played an active role in managing the company's social media presence, focusing on LinkedIn content for David, Justin, and Lexicon's pages, as well as updating the company Facebook and YouTube channels.

In my role, I primarily collaborated with the CEO to translate his ideas into actionable plans. I coordinated closely with project owners, designers, and the video production team to ensure that content and campaigns were executed effectively and efficiently. Additionally, I supported other project owners, including assisting Yash with LinkedIn connection growth for client accounts, contributing to weekly deliverables, and helping wherever needed to gain practical experience and strengthen internal operations.

I also introduced improvements in workflow by integrating AI tools into content generation and planning processes, which enhanced efficiency and creativity. These efforts contributed to consistently achieving weekly LinkedIn KPIs and producing high-quality content that strengthened relationships with existing clients while attracting potential new clients, aligning with Lexicon's non-pushy, relationship-focused approach.

One of my most rewarding contributions during my internship was assisting with the Lexicon website project, a long-term initiative focused on maintaining and enhancing the company's online portfolio. This project required meticulous attention to detail, organization, and coordination across multiple teams.

My responsibilities began with assessing the current state of the website, identifying which work samples were displayed and determining their relevance and quality. I then compiled a list of required updates and collaborated closely with designers and project managers to obtain the most recent and high-quality work samples.

For video content, I ensured that all media was properly hosted on YouTube before embedding it on the website, following the company's standard process. This step was critical to maintain accessibility, functionality, and a professional presentation for all visitors.

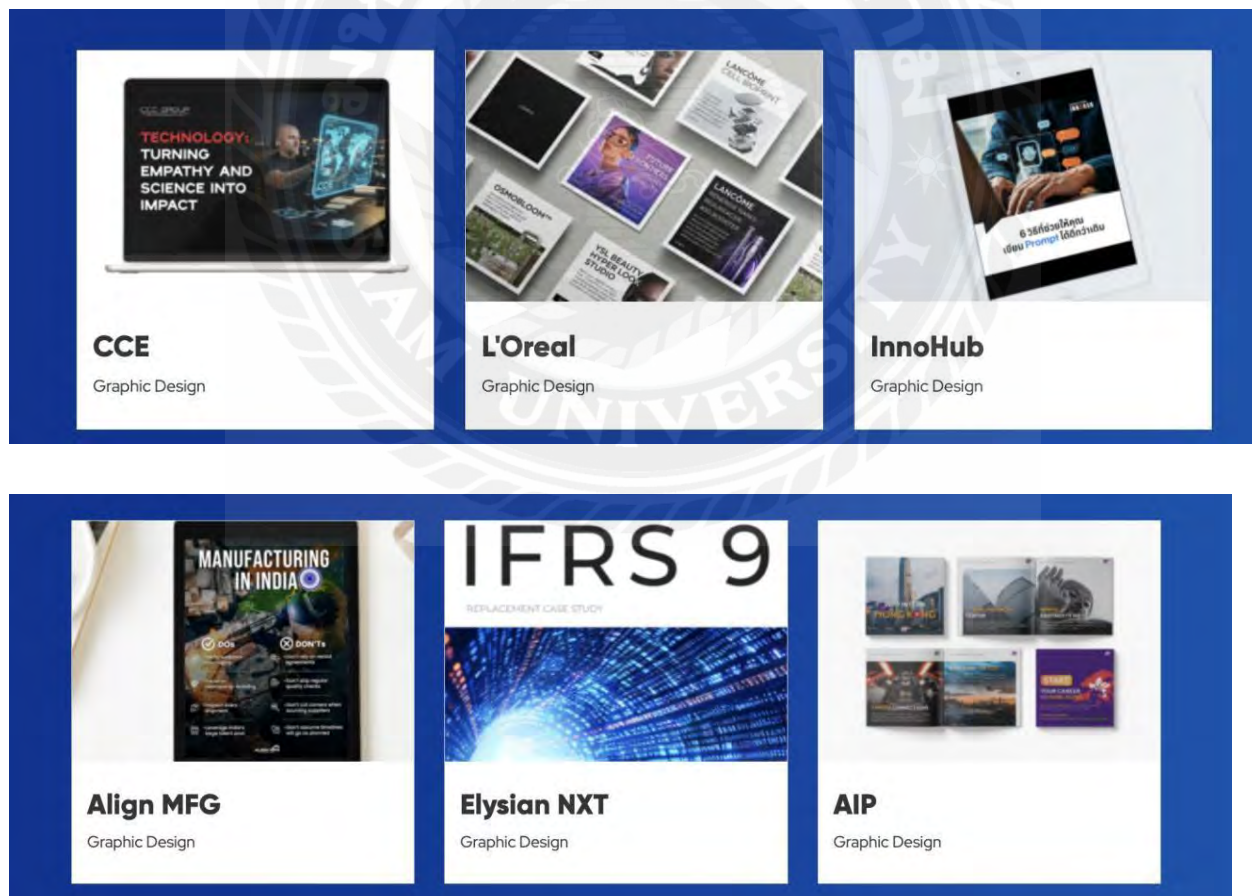
For graphic design and website design work, the process required more than simply uploading images. I carefully reviewed each project, selecting the pieces that best represented Lexicon's standards of excellence. I then created polished, visually appealing mock-ups to showcase the work in a neat and engaging manner, ensuring that the final presentation was both professional and eye-catching. Additionally, I ranked the work samples based on quality and impact, strategically

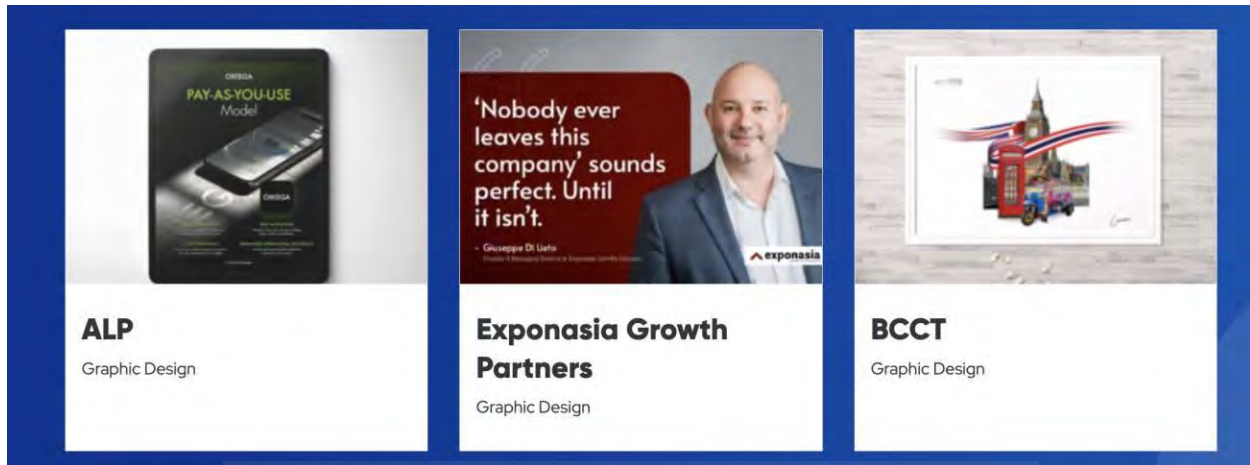
placing the top-tier projects in prominent positions on the website to highlight the company's best work.

Through this process, I not only contributed to the visual and functional quality of the website, but also honed valuable skills in project coordination, digital content management, design presentation, and workflow optimization. This experience provided me with a comprehensive understanding of how to maintain a high-standard professional portfolio while working within a collaborative team environment.

Some of the mock-ups I created are showcased below and can also be viewed on the official Lexicon website, www.lexiconthai.com. Please note that I was responsible only for creating the mock-ups for display purposes on the website, not the original graphic designs.

Figure 7:





In addition to my work on the website, I played a key role in the Lexicon White Paper rollout project, a strategic initiative aimed at sharing thought leadership on how CEOs can enhance their social media presence and personal branding. The white paper, authored by David, CEO, served as a comprehensive guide for executives seeking to strengthen their online influence and engage more effectively with their audiences.

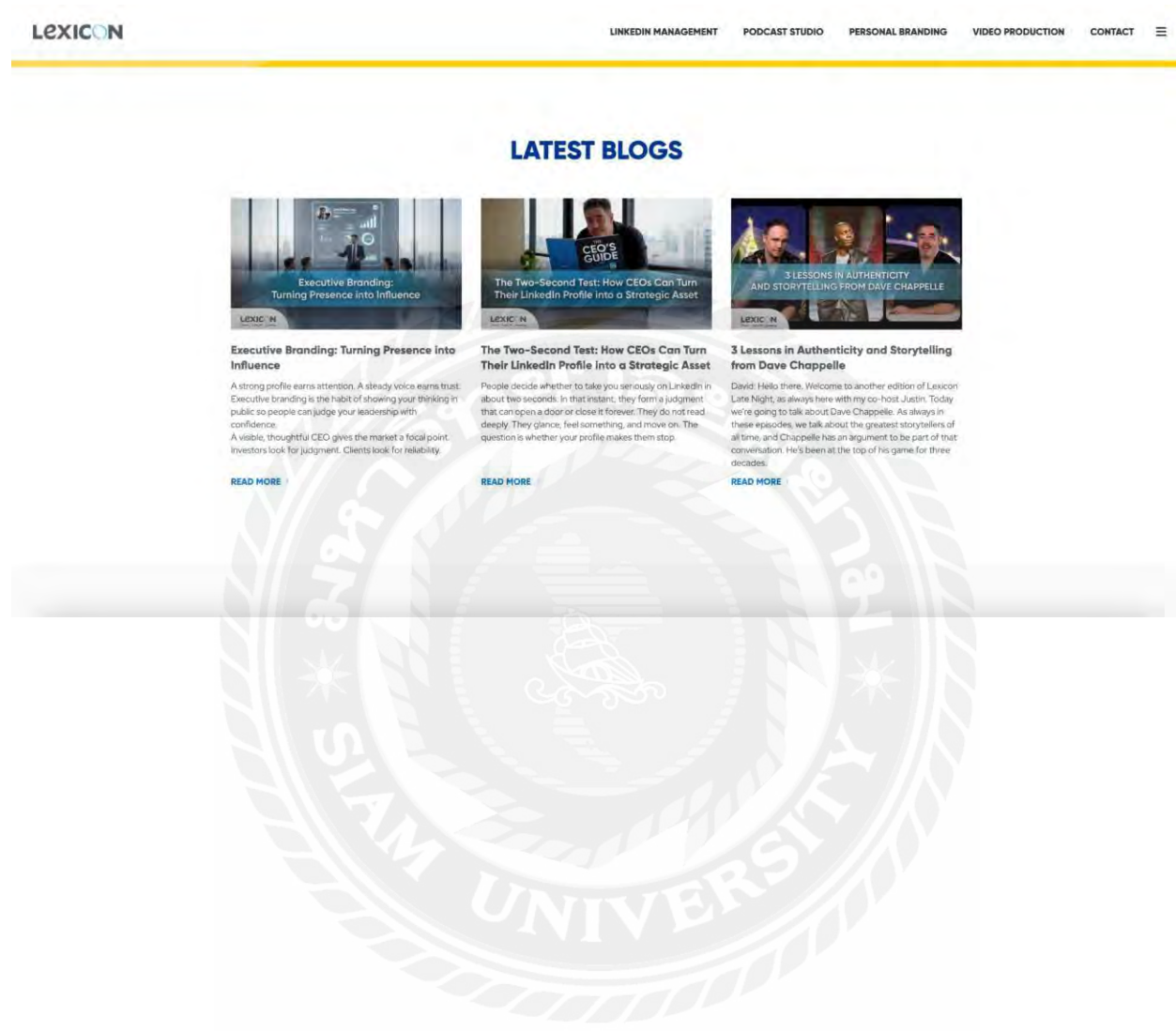
As part of the rollout, I was responsible for planning and executing content to promote the white paper across multiple channels. This included creating blog posts, social media content, quote images, and carousel posts. I coordinated the publication of these materials on both David's personal LinkedIn profile and Lexicon's official LinkedIn page, ensuring consistent messaging, branding, and timing for maximum reach and engagement.

Additionally, I collaborated with the team to ensure that all content was visually polished, strategically aligned with Lexicon's branding, and presented in a professional manner. This process not only required attention to detail and creativity but also strategic thinking to maximize engagement and reinforce the company's thought leadership in digital strategy and personal branding.

Through this project, I developed skills in content creation, social media management, digital marketing strategy, and cross-team collaboration, while contributing to a high-impact initiative that enhanced Lexicon's visibility and authority in the industry. The successful rollout of the white paper demonstrated my ability to handle complex, multi-channel projects and deliver measurable value to the company.

Some examples of the work I coordinated for the white paper rollout project are shown below:

Figure 8:





David Norcross • 1st

LinkedIn Marketing Consultant | Personal Branding Strategist | F...

4d • 🌐

...

Does your LinkedIn profile pass the 2-second test?

Or are you a dinosaur frozen in time? ...more





David Norcross • 1st

LinkedIn Marketing Consultant | Personal Branding Strategist | F...

2mo • 🌐



LinkedIn is still the only game in town for distributing and amplifying your thought leadership. ...more

LinkedIn is built for professionals. It serves as a CEO's digital headquarters – a place to showcase expertise, and engage directly with decision-makers and clients, all while driving and contributing to meaningful conversations that translate into business growth.

David Norcross

CEO & Founder, Lexicon





Lexicon

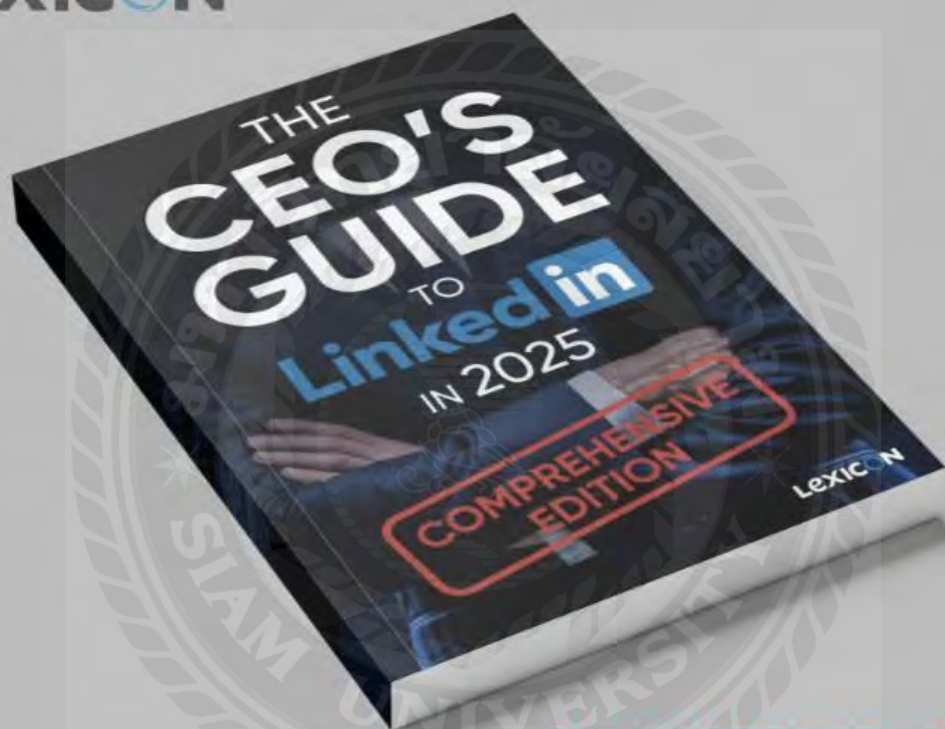
4,176 followers

2mo • 🌐

If you're a CEO and not active on LinkedIn, you're invisible.

To your clients. ...more

LEXICON



**WHY LINKEDIN
IS ESSENTIAL FOR
CEOS IN 2025**



Lexicon

4,176 followers

3mo •

LinkedIn is so much more than a recruitment platform.

For CEOs and decision makers, it's a billboard, a TV station and an ...more



By leveraging the unique capabilities of the LinkedIn platform, CEOs can establish authority, expand their networks and drive tangible business growth in 2025 and beyond.

David Norcross

CEO & Founder, Lexicon



Figure 9:



This image represents a short Thai video ad that we posted on David's personal LinkedIn page as part of experimenting with different content types and pillars to identify what resonates best with the audience. The video, created by Top Charoen Optical, had a humorous and engaging tone. I suggested posting this particular video, and during that week, it performed exceptionally well, exceeding our usual weekly KPI for impressions, which typically targets 10,000. This experience demonstrated the value of strategic content selection and testing in achieving meaningful audience engagement.

Throughout my internship, I demonstrated strong communication, coordination, organization, and creative thinking skills. I received positive feedback for my hard work, punctuality, positive attitude, and ability to meet deadlines consistently. My contributions supported both the operational and strategic objectives of the company, providing tangible impact across projects and daily tasks.

2.5 Examples of some special skills learnt during the internship

During my internship at Lexicon, I developed a wide range of both technical and professional skills. I became proficient in various content creation and management tools, including Canva, Google Workspace, and AI content tools such as ChatGPT, Google AI Studio, Ideogram, and Freepik. I also explored website and SEO tools, including SEMrush, Google Analytics, WordPress, Elementor, Screaming Frog, and several other AI-based tools to identify which would best suit the company's current needs. For internal project communication and coordination, I became skilled in using GoodDay to manage tasks efficiently.

In terms of social media and content management, I gained deep hands-on experience planning and executing content for LinkedIn, Facebook, and YouTube. I learned how to align social media strategies with website updates, calls-to-action (CTAs), and overall marketing objectives, with a particular focus on LinkedIn, where I developed an understanding of how posts, engagement, and connections contribute to building relationships with clients and potential leads.

I also improved my project management and collaboration skills, including workflow planning, task prioritization, and internal communication. I learned to coordinate effectively between the CEO, project owners, designers, and the video production team to ensure smooth execution of ideas.

Creatively, I participated in weekly Lexicon Avengers Meetings, where the team pitched ideas for further improvements, shared feedback, and engaged in brainstorming sessions. These meetings encouraged the integration of the latest AI tools and innovative approaches into content planning and campaigns, enhancing my ability to generate original ideas while considering practical implementation.

Finally, I gained valuable insights by observing the CEO and working closely with talented colleagues. Since Lexicon is B2B-focused, our clients include CEOs, managing partners, and other executive-level professionals, which provides a great opportunity to observe and learn from their approach to business and communication. I learned how strategic planning and execution are carried out at both internal and external levels, as well as how to combine creativity, efficiency, and structured processes to achieve impactful results.

Chapter 3: Learning process

3.1 Problem faced/noticed during internship

During my internship at Lexicon, I encountered only a few minor challenges, most of which became valuable learning experiences rather than obstacles. Overall, the company's clear workflows and strong communication culture meant that project coordination ran smoothly. Regular team meetings and the openness of project owners and the CEO ensured that I could ask questions and receive guidance whenever needed. This supportive environment helped me balance multiple tasks and consistently meet deadlines without significant difficulty.

On the technical side, I experienced a small limitation early on when my computer could not directly access Microsoft PowerPoint. Fortunately, Lexicon primarily relies on Google Workspace, especially Google Slides, so the impact on my work was minimal. Another recurring challenge involved AI tools. Because a part of my role included generating content, images, and infographics using platforms such as ChatGPT, Google AI Studio, and Ideogram, I occasionally faced situations where AI outputs did not fully follow instructions or match expectations. This could be frustrating when aiming for quick, high-quality results, and it reminded me of the importance of human review and final editing to maintain professional standards.

A more significant learning curve arose when I began working on the company's website rebranding and development project. Website design, SEO optimization, and tools such as WordPress, Elementor, and Google Analytics were areas I had not explored deeply before. Although initially challenging, this became one of the most rewarding aspects of my internship.

By observing and collaborating with the team, I was able to quickly adapt, gain practical skills, and contribute meaningfully while still meeting all deadlines.

During my internship I observed that, since the company is based in Thailand and the majority of team members are Thai, conversations often flow most comfortably in Thai even though English is fully acceptable for work. While this never prevented me from completing tasks or collaborating effectively, I realized that having at least a basic understanding of Thai could make day-to-day interactions, like quick desk discussions, informal updates, or casual brainstorming, more seamless. Being able to follow those moments in real time would not only strengthen relationships but also help capture subtle context and ideas that sometimes stay in Thai when colleagues speak among themselves.

From a broader perspective, I also noticed the ongoing challenge that the company and the industry as a whole faces in keeping up with rapidly evolving technologies, especially in AI and digital content creation. Lexicon serves a B2B client base composed largely of CEOs, managing partners, and other executive-level professionals who expect innovative, cutting-edge solutions. Staying ahead of trends and continuously updating creative strategies is essential to meet these high standards and maintain client satisfaction.

Another notable challenge within the agency environment is managing projects for clients from a wide range of industries. The company's client portfolio includes organizations from sectors such as accounting and finance, aerospace, IoT, and consulting, each with its own distinct market dynamics, audience expectations, and communication styles. This diversity makes the work highly stimulating but also demands a deep understanding of each client's industry context to produce content that resonates effectively with their target audiences.

In such cases, possessing not only marketing and storytelling expertise but also comprehensive product and industry knowledge becomes essential. For example, crafting marketing content for an aerospace company requires at least a basic understanding of technical terminology, product functionality, and industry trends to ensure accuracy and credibility. Therefore, greater familiarity with the clients' respective industries can significantly enhance the effectiveness of content creation, allowing marketing strategies to go beyond surface-level appeal and deliver more meaningful value.

Although my primary role during the internship did not involve working as a designer, I came to recognize the importance of having a solid understanding of design concepts and visual communication. In a creative agency, design plays a central role in how ideas are brought to life and translated into engaging content. While marketing knowledge, such as understanding audience psychology and color perception, is valuable, it is often not sufficient on its own to conceptualize visually compelling materials.

Having a deeper awareness of design principles, including color harmony, layout composition, and visual hierarchy, would greatly enhance collaboration with designers and the creative team. Even without directly producing the visuals, being able to envision how an idea could be executed creatively, and understanding what design approaches are feasible, allows for more effective contribution during brainstorming and production discussions. This experience highlighted that in a creative agency environment, combining strategic marketing insight with basic design literacy leads to stronger, more cohesive creative outcomes.

During my internship, one of the key challenges I encountered was maintaining the balance between creativity, efficiency, and quality in social media content production. As a digital storytelling agency, the organization emphasizes producing content that genuinely adds value to audiences rather than creating posts merely for the sake of maintaining online activity. This vision requires every creative output, whether an image, caption, or full-scale campaign, to meet a high standard of conceptual and visual quality.

In practice, this meant that each piece of content often required multiple revisions, discussions, and creative refinements before approval. Despite investing significant time and creative effort into developing a concept, there were instances where the final product did not align with the company's brand vision or quality expectations and therefore could not be published. While this process was sometimes challenging, particularly in terms of managing time and creative motivation, it provided valuable insight into the rigorous standards of professional content creation. It also taught me the importance of adaptability, perseverance, and constructive self-critique in creative work, skills that are essential in any agency environment where creativity and strategic communication intersect.

Overall, these experiences were not setbacks but opportunities to grow. They strengthened my adaptability, problem-solving skills, and technical knowledge, while reinforcing the importance of continuous learning in a fast-moving digital environment.

3.2 Mini research

For this mini research, I will collect and analyze information using a combination of primary and secondary sources. I plan to gather data through observations, interviews, and direct involvement in projects at Lexicon, complemented by relevant industry reports, articles, and case studies. The research will focus on understanding workflow processes, project coordination, and the impact of strategic decisions on creative output. Findings will be compiled, summarized, and presented to provide practical insights and actionable recommendations.

3.2.1 Problem statement

During my internship at Lexicon, I observed several areas where workflow efficiency and productivity could be improved through more effective use of AI tools. First, as a LinkedIn management company, many tasks are repetitive and manual, such as adding target connections weekly or preparing client slide decks by taking screenshots of posts. While these tasks are essential, particularly connection adding, which is a key part of our marketing strategy, they require minimal creative input and can be monotonous. Implementing AI workflows for these tasks could reduce manual effort, allowing staff to focus on higher-value, strategic, and more productive work.

Second, while Lexicon already uses AI tools for content generation, these tools often require substantial manual editing to produce polished outputs. There is a need to adopt more accurate AI solutions and to optimize the use of current tools to achieve higher efficiency and productivity while maintaining content quality.

Finally, in the website development project, the team uses WordPress and Elementor for updates. Although Elementor offers AI capabilities that could streamline content creation, layout suggestions, and other website tasks, these features have not yet been integrated. Successfully

implementing Elementor AI could further enhance workflow efficiency, reduce repetitive manual work, and support the delivery of high-quality digital assets for clients.

In summary, the core problem is identifying opportunities to integrate AI across LinkedIn management, content generation, and website development workflows in order to increase efficiency, reduce repetitive tasks, and allow the team to focus on strategic, creative, and value-added activities.

3.2.2 Significance of the study

Integrating advanced AI tools to enhance productivity holds strong strategic value for Lexicon because it directly supports the company's position as a leading B2B digital storytelling and LinkedIn management agency. Lexicon's clients are primarily executive-level professionals, CEOs, directors, and senior decision-makers who expect consistently high-quality content delivered on time. In this environment, efficiency and precision are critical. By automating time-consuming, repetitive tasks such as certain routine steps involved in LinkedIn connection adding or the preparation of client-facing reports and presentations, the team can redirect its energy toward activities that require human creativity and strategic insight, such as brand storytelling, coming up with fresh and trendy content, and more creative content ideas.

Adopting more accurate and well-integrated AI solutions also strengthens the company's competitive advantage. The marketing and digital branding industry is evolving rapidly, and agencies that can produce top-tier content at speed will be better positioned to attract and retain premium clients. As competitors increasingly adopt AI-driven workflows, Lexicon must continue to innovate to maintain its leadership. A systematic approach to AI integration, beyond the current use of tools like ChatGPT, Google AI Studio, and other content generators, will help ensure the company remains at the forefront of technological advancement.

The significance of this study extends to team development and resource optimization as well. Reducing manual work through AI allows employees to spend more time refining strategy, nurturing creativity, and exploring new storytelling techniques, which in turn leads to higher job satisfaction and professional growth. Moreover, successful AI integration can scale operations

without requiring proportional increases in staffing or costs, supporting sustainable business growth.

Finally, the study provides a framework that Lexicon can adapt to multiple departments. Whether enhancing LinkedIn outreach, streamlining website updates with Elementor AI, or improving content-generation accuracy, the recommendations derived from this research can help make company internal operations more effective and efficient. In short, exploring how to integrate AI tools effectively is not only about improving workflow efficiency; it is a key investment in the company's long-term competitiveness, client satisfaction, and ability to deliver exceptional digital storytelling in an increasingly technology-driven market.

3.2.3 Literature review

The rapid evolution of artificial intelligence (AI) is reshaping the way organizations manage workflow and deliver services. Existing research consistently highlights AI's potential to increase productivity by automating repetitive tasks, enhancing decision-making, and enabling employees to focus on creative and strategic work. This section reviews key themes in recent studies and industry reports relevant to integrating AI tools to enhance productivity in a digital storytelling and LinkedIn management context.

AI and Workplace Productivity

A growing body of research demonstrates that AI can significantly improve operational efficiency. Brynjolfsson and McAfee (2017) describe AI as a “general-purpose technology” capable of transforming industries through automation, data analysis, and predictive modeling. Deloitte's 2024 Global AI Report similarly finds that organizations adopting AI-driven automation experience measurable gains in productivity and cost savings, particularly in knowledge-based roles such as marketing, communications, and content management. These findings suggest that businesses like Lexicon which rely on large volumes of digital content and client-facing deliverables can benefit substantially from systematic AI integration.

AI in Marketing and Content Creation

Marketing and branding agencies have been early adopters of AI, using tools such as natural

language processing (NLP) and machine learning to create and optimize content. According to a 2023 HubSpot study, over 60% of marketing professionals reported using AI to streamline content creation, including drafting posts, analyzing audience behavior, and scheduling campaigns. Platforms like ChatGPT, Jasper, and Google's Gemini have become central to copywriting and ideation, while AI-powered design tools (e.g., Canva's Magic Design or Adobe Firefly) help accelerate visual content development. These trends underscore the relevance of AI to agencies specializing in LinkedIn management and personal branding, where a constant flow of high-quality, platform-tailored content is essential.

Automation of Repetitive Tasks

Research also highlights the productivity gains from automating repetitive but essential processes. Davenport and Ronanki (2018) emphasize “robotic process automation” (RPA) as a key AI application for reducing manual effort in tasks like data entry, client reporting, and scheduling. Similar findings appear in PwC's 2024 report, which shows that automating routine operations allows teams to allocate more time to innovation and client engagement. In a LinkedIn management setting, tasks such as connection outreach, analytics reporting, or preparing performance summaries can be optimized through RPA and workflow automation tools like Zapier, n8n and Make.

Human-AI Collaboration

Despite the potential of AI to automate, literature stresses the importance of human oversight and creativity. Wilson and Daugherty (2018) describe this as a “collaborative intelligence” model, where AI handles data-driven functions and humans provide contextual judgment, emotional intelligence, and strategic thinking. For creative agencies, this balance is critical: AI can draft content or analyze engagement metrics, but humans refine brand voice, storytelling, and client relationships. The combination of AI efficiency and human creativity is widely regarded as the most sustainable approach to productivity.

Ethical and Organizational Considerations

Finally, studies caution that AI adoption requires careful planning around ethics, training, and change management. The International Labour Organization (2023) notes the importance of upskilling employees to work alongside AI tools to avoid resistance and ensure smooth integration.

Issues of data privacy, intellectual property, and algorithmic bias must also be addressed to protect both employees and clients.

Summary

The literature consistently supports the view that AI integration enhances productivity when implemented strategically. For a digital storytelling agency like Lexicon, existing research suggests that leveraging AI to automate repetitive tasks while maintaining human oversight in creative and client-facing work can lead to significant operational gains. This study builds on these findings by examining how AI tools can be tailored to a niche B2B digital storytelling context, providing practical insights for enhancing productivity and competitiveness in an AI-driven industry.

3.2.4 Methodology

This study adopts a qualitative, practice-based methodology to identify workflow challenges and recommend AI integrations that can enhance productivity at Lexicon. The approach combines direct observation, continuous dialogue with key stakeholders, and secondary research to ensure that the recommendations are grounded in day-to-day operations and aligned with the organization's strategic goals. The research began with close workplace observation and process mapping during the internship period, focusing on tasks that are repetitive, time-consuming, or require minimal creative input such as weekly LinkedIn connection activities, certain steps in preparing client presentations, and routine website updates. Process flows were documented to pinpoint where AI or automation could replace or streamline manual work. To capture a broad range of perspectives, I engaged in regular, informal consultations with project coordinators and team members, asking nearly every day what improvements they envisioned and which parts of their workflow they felt could be optimized. Insights were also drawn from weekly one-on-one meetings with the CEO, where I was able to hear high-level requirements and strategic priorities directly. In addition, I observed and participated in the Lexicon Avengers meetings, a weekly company-wide brainstorming and feedback session where ideas for process improvements and new initiatives are discussed. These interactions provided a clear understanding of both operational bottlenecks and leadership expectations. Secondary research complemented these primary

observations. I reviewed industry literature, case studies, and vendor documentation on AI platforms relevant to digital marketing, content creation, and website management, paying special attention to solutions that integrate with Lexicon’s current systems such as GoodDay, Google Workspace, and WordPress/Elementor. Finally, potential AI tools identified through observation and research were evaluated for feasibility, including cost, ease of integration, data-privacy implications, and training requirements. The combination of hands-on observation, daily stakeholder feedback, direct CEO input, and structured secondary research ensures that the final recommendations are evidence-based, context-specific, and immediately actionable, enabling Lexicon to improve productivity while maintaining high standards of content quality and client service.

1.3.5 Expected result/solution

Firstly, the content-production pipeline would formalize the way multiple AI tools are combined to produce a single, high-quality output. Ideation and initial prompt drafting are centralized, using ChatGPT or an equivalent, with a strong emphasis on prompt engineering to translate human intent into machine-friendly instructions. Those refined prompts are then used across other tools such as Gemini, Ideogram, and Freepik to generate draft visuals and concept images. Drafts are iteratively refined, images are reworked or upscaled, copy is adjusted, and the best elements are assembled in design platforms like Canva or Figma. As part of this approach, I recommend creating standardized prompt templates and a shared prompt library so the team can avoid repeated trial-and-error and consistently deliver polished, on-brand outputs more quickly.

Secondly, for website development, we currently use WordPress with Elementor. My recommendation is to activate and integrate Elementor AI, the built-in AI tool that works directly inside Elementor. This would reduce the need to switch between platforms when creating or editing custom CSS. At present, if we want to adjust a specific layout, such as shrinking the white space between text and images, we typically open another AI tool (e.g., ChatGPT), describe the change in detail, request the CSS code, and then copy-paste that code back into Elementor. With Elementor AI, we can instead type the instruction (e.g., “reduce spacing between heading and image by 20 pixels”) directly inside the Elementor editor, and the correct CSS is generated automatically and applied in context. This streamlines the workflow and ensures the code is

optimized for Elementor's own structure. A second advantage is that Elementor AI can quickly generate design variations, templates, and visual layouts, allowing the team to experiment with different section arrangements, styling options, or component designs within the page builder. This reduces repetitive manual adjustments, speeds up the prototyping process, and ensures visual consistency across the website.

For the third point, regarding workflow automation, I suggest a way to streamline the weekly content tasks I currently handle. Each week, I update the Google Slides deck, schedule content on LinkedIn, and then schedule the same content for Lexicon's Facebook page. Since whatever is posted on LinkedIn also needs to go on Facebook, this process involves repeating the same steps every week, which can be time-consuming and prone to manual errors. To simplify this, I recommend using Zapier to create an automated workflow, or Zap, that handles the process. The workflow would start with a trigger set to "New Presentation in Google Slides" (or a similar event) that detects when a slide deck is updated or a new slide is added. Then, I would set an action for LinkedIn to "Create Company Update" or "Create Share Update," mapping the slide's caption as the post text and the slide image as the post image. Next, I would schedule the same content on Facebook using the "Create Scheduled Facebook Page Post" action, with the option to set a specific publish time. Since we plan contents weeks and months in advance, we could use Zapier's "Delay Until" or "Delay For" action to control when the Facebook post goes live relative to LinkedIn. For recurring scheduling, I could set up multiple Zaps with offsets or use the "Schedule by Zapier" trigger to automatically pull the most recent slides at recurring intervals. This workflow requires no coding and allows to configure mappings directly in Zapier, ensuring that LinkedIn and Facebook posts are consistently scheduled, streamlining the weekly content process, and saving a significant amount of time.

Chapter 4: Conclusions

4.1 Conclusions

My internship experience has been highly enjoyable and rewarding. At the start, I found it a bit challenging to adjust, particularly because my position as CEO Support required working closely with the CEO from day one, which initially made me nervous. However, by carefully following

instructions, actively listening to the CEO's expectations, and delivering what was needed, I gradually gained confidence. Successfully completing tasks proved to be very satisfying and reinforced my ability to handle responsibilities effectively.

The work environment was extremely welcoming and supportive. The CEO encouraged learning and innovation, patiently listening to every new idea, which made it a positive and motivating place to grow. My main responsibilities included managing the CEO's personal LinkedIn page, Lexicon's social media channels (LinkedIn, Facebook, YouTube), overseeing the Lexicon website rebranding through WordPress Elementor, assisting with project management tasks, connecting with project owners, and conducting competitor analysis for clients such as AVS, UOD, DRISN, and Grant Thornton.

Through this internship, I gained valuable skills, particularly in technical areas like AI and technical SEO, as well as insights into leadership and strategic decision-making. One challenge I faced was managing website backend tasks, which required technical understanding I initially lacked. I overcame this by leveraging online courses, YouTube tutorials, and guidance from project owners, which helped me learn and adapt quickly. Conducting competitor analysis also allowed me to support project owners in creating more effective client-facing reports and presentation decks.

This internship taught me several important lessons about the marketing industry. Creativity and adaptability are crucial, as staying updated with technologies and trends ensures that you remain relevant. I also learned that marketing is essential for all types of organizations, even those with less "exciting" products or services. No matter how good a product is, its success depends on making its presence known and creating a strong voice in the market.

4.2 Limitation of the study

There are several limitations identified in this study regarding the use of AI tools and workflow automation.

First, while AI content creation tools can be helpful, they are not always as accurate or efficient as expected. In some cases, generating content using AI may take more time than creating it manually. For example, I personally experienced situations where I spent hours creating infographics using AI, but the results did not meet the required quality and were ultimately not used. This demonstrates that AI outputs may sometimes fall short of expectations, which is a key limitation.

Second, regarding Elementor AI, one of the features I suggested in this research, creating custom CSS code requires upgrading to the Elementor AI Pro package. Since the organization may not require these premium features extensively, this could represent a cost limitation.

Lastly, for the proposed AI automation workflow using Zapier, there are several considerations. Implementing such a workflow in the organization would require careful study of the tool, including the setup of triggers and actions. Some actions may not be available within Zapier, which could limit the workflow's capabilities. Additionally, while Zapier supports internal AI image generators, certain restrictions exist due to organizational policies, particularly regarding content that involves individuals such as CEOs, managing directors, or other key personnel. This human-sensitive content cannot be generated automatically, which limits the full automation potential.

Overall, these limitations highlight that while AI tools and workflow automation can greatly enhance efficiency, their application requires careful consideration of accuracy, cost, organizational policies, and technical constraints.

4.3 Recommendation for the company (a. from the internship experience; b. from the mini research)

Based on my internship experience and mini research, I would like to humbly suggest some ways that might help enhance efficiency and support ongoing projects. From my hands-on experience, using tools like Zapier to automate repetitive tasks, such as posting content across LinkedIn, Facebook, and YouTube, could help save time and ensure consistency across platforms. Encouraging continuous learning, through internal training or access to online courses in AI tools, SEO, and website management, may also help the team stay updated with evolving technologies. From my mini research, AI tools can be adopted strategically to complement human work,

ensuring outputs are carefully reviewed for quality. If the need arises for advanced website customization, considering Elementor AI Pro could be useful, while keeping cost and necessity in mind. When implementing automation through Zapier, a thoughtful approach to configuring triggers and actions is recommended, recognizing that some tasks may still require human oversight. Finally, periodically monitoring and evaluating AI tools and automated workflows could help ensure they continue to provide value and adapt to the team's evolving needs.

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i. **Appendix:**

Daily Diary

Internship Company: Lexicon Business Communications
Position: CEO Support & Project Coordinator
Intern: Chit Su Wai
Duration: 4.5 months/ 20 weeks
Starting Date: May 19th, 2025
Ending Date: September 30th, 2025

Date	Tasks & Activities
19.05.2025	Attended Monday weekly meeting; opened office email account; selected images for 2 client contents; chose icons for a poster.
20.05.2025	Assisted PO with slide deck and client content report for CEO; skimmed strategic document from CEO; observed team meeting with PO, Creative Director, and CEO.
21.05.2025	Prepared first draft of “GT Personal Branding” slide deck.
22.05.2025	Attended “Lexicon Website Updates” meeting with PO and CEO; added LinkedIn connections for 2 clients.
23.05.2025	Abstracted quotes and captions from “Recruiting” article; updated “GT Personal Branding” deck; prepared new slide deck for upcoming event; added LinkedIn connection for 1 client.

Week 01:

Week 02:

Date	Tasks & Activities
26.05.2025	Added LinkedIn connections for clients; updated the slide deck.
27.05.2025	Added more LinkedIn connections for clients; updated the slide deck; learned how to schedule posts on Justin's LinkedIn account.
28.05.2025	Added LinkedIn connections; updated the slide deck; QCed 2 projects.
29.05.2025	Finalized the slide deck for the event; helped find images for client carousel; assisted with Kryza's intern onboarding slide deck; edited 2 content calendar slide decks.
30.05.2025	Reviewed completed tasks; organized files and slides; prepared follow-up notes for next week.

Week 03:

Date	Tasks & Activities
04.06.2025	Added LinkedIn connections; replied to comments on LinkedIn; conducted competitor analysis for the client.
05.06.2025	Completed competitor analysis; helped prepare P'Prem's Lexicon Social Meeting slide deck (weekly KPI review); assisted Ploy with adding BCCT LinkedIn post screenshots to the meeting deck.
06.06.2025	Created first draft of Wikipedia page for CCE Group and its CEO; added LinkedIn connections for Yash's projects (5 people); completed second draft of the Wikipedia page.
07.06.2025	Public holiday.
08.06.2025	Public holiday.

Week 04:

Date	Tasks & Activities
09.06.2025	Attended company weekly meeting; added LinkedIn connections for Ploy's and Yash's projects; made adjustments to the competitor analysis slide deck.
10.06.2025	Submitted Wikipedia drafts for CCE Group and its CEO; helped Aor with connection adding; worked on Justin's L'Oréal slides; took pictures of BTS preparations for podcast setups.
11.06.2025	Watched videos to prepare for the upcoming website planning meeting with the client; took pictures; helped with L'Oréal slides.
12.06.2025	Prepared for Lexicon Social Meeting; checked David and Justin's account KPIs; created client research slide for David's upcoming meeting.
13.06.2025	Started preparing quote images spreadsheet; researched for Klaus on M&A banks and private equity firms; worked on logo placements for Mother Sister's company.

Week 05:

Date	Tasks & Activities
16.06.2025	Attended weekly meeting; worked on Justin's GT slide deck first draft.
17.06.2025	Worked on quote images spreadsheet; added LinkedIn connections for Yash's projects; QCed the workbook.
18.06.2025	Completed quote images spreadsheet; QCed facilitator manual.
19.06.2025	Prepared slide deck for Lexicon Social Meeting; attended the meeting; added LinkedIn connections for Yash.
20.06.2025	Finished connection adding for Yash and Ploy; scheduled Justin's posts; started Aor's website videos categorizing task.

Week 06:

Date	Tasks & Activities
23.06.2025	Attended company weekly meeting; attended website updates meeting; helped update GT biking slide deck; started creating the client highlights spreadsheet.
24.06.2025	Drafted client highlights spreadsheet; updated content calendar for David; did connection adding for Yash.
25.06.2025	Updated content calendar; uploaded videos for the website; finished weekly connection adding for Yash.
26.06.2025	Did connection adding for Yash; added funny Thai ads for content slide deck; observed P'Prem's website meeting with the client Hi-Tech.
27.06.2025	Did connection adding for Ploy; added two proposed contents for Aor's InnoHub slide deck; updated Lexicon Social Meeting slide deck.

Week 07:

Date	Tasks & Activities
30.06.2025	Attended company weekly meeting; attended Lexicon Social Meeting; quality-checked subtitles for BTL 10th Anniversary Special Episode.
01.07.2025	Provided P'Sum with reference image for blog cover (LinkedIn Guide); extracted snippets and drafted banner titles and captions for David and Justin; scheduled videos on David's accounts; updated David's July content calendar.
02.07.2025	Day off (90 days report).
03.07.2025	Published white paper blog; finished connection adding for Yash; finalized carousel.
04.07.2025	Uploaded videos to YouTube for future website upload; did connection adding for Ploy; planned Justin's content for the week.

Week 08:

Date	Tasks & Activities
07.07.2025	Attended weekly Monday meeting; attended Lexicon Social Meeting; worked on Yash's SEO backlinks; quality-checked LLN EP13 subtitles.
08.07.2025	Helped with Ploy's BCCT slide deck (added screenshots of BCCT posts from the past month); worked on Yash's AviusULD SEO backlinks for the website; conducted GT and Driessen competitor analyses; QCed finished BTL video and snippets.
09.07.2025	Conducted competitor analysis for CCE Group; QCed BTL 10th Anniversary snippets; started connection adding; uploaded BTL blog to the website.
10.07.2025	Public holiday.
11.07.2025	Did connection adding for Khun Aime and Yash; planned content inventory for Monday meeting.

Week 09:

Date	Tasks & Activities
14.07.2025	Attended weekly Monday meeting, website meeting, and Lexicon Social Meeting; crawled Lexicon website for SEO and generated a report with anchor text links; generated AI images for quote posts.
15.07.2025	Scheduled posts for David, Justin, and the Lexicon Social Page; created White Paper Quote Image 02; wrapped up Driessen trolley mock-up.
16.07.2025	Completed website video de-ranking; added additional content to the GT slide deck.
17.07.2025	Generated images for CCE Group; did connection adding for Yash; rearranged website videos (podcast studio page).

18.07.2025	Finished connection adding for Yash and Ploy; worked on Aor's tags; updated Monday slide deck.
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Week 10:

Date	Tasks & Activities
21.07.2025	Attended Monday weekly meeting and Lexicon Social Meeting; QCed GT "Doing Business in Thailand" (P' Priest version); finished White Paper carousel AI image generation.
22.07.2025	Updated Hellfire Pass website text; published LLN EP13 (Go Live); arranged and scheduled posts.
23.07.2025	Scheduled posts on LinkedIn and Facebook; did connection adding for Yash.
24.07.2025	QCed GT "Doing Business in Thailand" slide deck; created Thai funny ads bank.
25.07.2025	Wrapped up funny ads bank; planned David's and Lexicon content one month in advance; did connection adding for Ploy; attended Lexicon Avengers meeting.

Week 11:

Date	Tasks & Activities
29.07.2025	Set up tasks for David for August; scheduled content for Justin; submitted 2nd draft of Wikipedia pages for CCE Group and Klaus; did connection adding for Khun Aime.

30.07.2025	QCed Hellfire Pass project (revised by Celine); completed connection adding for Khun Aime; scheduled Justin's posts; attended Work Processes Optimization meeting.
31.07.2025	Did connection adding for Ploy; conducted competitor analysis for ADK Aerospace; updated quote banks.
01.08.2025	Did connection adding for Yash; planned content for Justin.

Week 12:

Date	Tasks & Activities
04.08.2025	Attended weekly company meetings; worked on Aor client's location tags for added connections; did connection adding for Yash.
05.08.2025	Continued connection adding and removing inactive connections for Yash.
06.08.2025	Proposed three InnoHub content ideas; scheduled post for Justin.
07.08.2025	Scheduled Lexicon posts; conducted GT competitor analysis.
08.08.2025	Planned BTL Klaus episode; did connection adding for Ploy; planned and scheduled Justin's upcoming content.

Week 13:

Date	Tasks & Activities
13.08.2025	Scheduled posts on Facebook; assisted with Hellfire Pass website updates.
14.08.2025	Prepared content for Justin for next week; did connection adding for Yash; sent 3 BTL quote image templates to David (no action required).

15.08.2025	QCed Hellfire Pass website comments; completed connection adding for Yash; prepared and scheduled Justin's content for next week on LinkedIn; scheduled content for Lexicon Facebook.
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Week 14:

Date	Tasks & Activities
18.08.2025	Attended weekly company meeting; scheduled content for Lexicon Social; helped Yash with Trip&Co website updates proposal slide deck.
19.08.2025	Conducted Driessen competitor analysis; did connection adding for Yash.
20.08.2025	Wrapped up Yash connection adding.
21.08.2025	Helped edit GT webinar captions; ranked videos for video tagging page; started Driessen SEO backlinks task.
22.08.2025	Finished Driessen SEO backlinks task; prepared content for Justin for next week; did connection adding for Ploy.

Week 15:

Date	Tasks & Activities
25.08.2025	Scheduled Justin's posts; did connection adding for Ploy; cleaned up video list for video production page.
26.08.2025	Spent the day on Yash connection adding.
27.08.2025	Self-study on Technical SEO.
28.08.2025	Planned content for Justin.
29.08.2025	Continued Technical SEO learning; planned Justin's content for next week.

Week 16:

Date	Tasks & Activities
01.09.2025	David is back; attended company weekly meetings and Lexicon Social Meeting; generated AI images; prepared inlinks report and analysis.
02.09.2025	Created September posts preview slide deck for David; helped Aor with Chris Pyupe connection adding document.
03.09.2025	Researched and explored 4 SEO tools; conducted site audits to identify internal links.
04.09.2025	Did connection adding for Yash; took BTS pictures for client shoot.
05.09.2025	Finished connection adding; prepared Justin's content for the week; prepared Monday slide deck.
06.09.2025	Connection added for Yash and Ploy; generated CCE Technology blog cover image; planned Justin's content.

Week 17:

Date	Tasks & Activities
08.09.2025	Attended company meeting and Lexicon Social Meeting; participated in brand book brainstorming; generated AI images for David.
09.09.2025	Generated AI meme image for David; scheduled Justin's posts; conducted Grant Thornton competitor research.
10.09.2025	Attended company visit with AJ Sabbir and AJ Phoo; did connection adding for Yash.
11.09.2025	Continued connection adding for Yash; worked on BTL guests montage.
12.09.2025	Finished connection adding for Yash and Ploy; prepared Justin's content and updated slide deck; generated multiple AI mockups for AVIUS.

Week 18:

Date	Tasks & Activities
15.09.2025	Scheduled content for Justin; generated CCE infographic; created new video list.
16.09.2025	Did connection adding for Yash; generated AI images for CCE carousel; rearranged BTL video orders.
17.09.2025	Continued connection adding for Yash; explored Deep Lookup tool.
18.09.2025	Connection adding for Yash; added SEO keywords for Driessen; planned content for Justin.
19.09.2025	Made website changes with David and Aor using WordPress Elementor; planned and scheduled Justin's content for next week.

Week 19:

Date	Tasks & Activities
22.09.2025	Attended Monday company weekly meeting; prepared Lexicon Social slide deck; worked on website updates.
23.09.2025	Continued website updates.

24.09.2025	Updated website testimonials for video production page; updated blogs on the website.
25.09.2025	Published blog (Go Live); updated BTS pictures for video production page; did connection adding for Yash.
26.09.2025	Took a day off to go to immigration for 90 days report; organized work samples for website updates.

Week 20:

Date	Tasks & Activities
29.09.2025	Attended company weekly meetings; did connection adding for Yash and Ploy; reviewed and organized content for upcoming posts.
30.09.2025	Prepared slides for upcoming meetings; scheduled posts for Justin; updated website pages and checked blog content.

Internship Company Supervisor and Co-worker Feedback:

1. David's Feedback:



David Norcross · 1st
LinkedIn Marketing Consultant | Personal Branding Strategist | Fractional B2...
2w · 🌐

Siam University produces excellent graduates.

Lexicon has taken on a few of their students as interns over the last few years.

Each one brings maturity, a practical skill set, and an eagerness to learn and develop.

Christine is our latest intern from there; and she's been exceptional. Fitting smoothly into our culture and adding valuable support to each of our storytelling teams.

If you get a job application from a Siam University graduate, definitely give them a chance.



👤 with David Norcross

Yash's Feedback:

Shreyash Sharma Sep 29, 5:51PM



Christine has been very hardworking and diligent with any task that has been assigned to her, consistently going above and beyond what was asked of her. Looking forward to working with her more closely in the future at Lexicon

Team Engagement & Events



Figure 10: Behind the Scenes: Podcast Studio Setups



Figure 11: Farewell to intern Wei



Figure 12: Client meeting & video shoot happening at the same time in Lexicon office



Figure 13: Seated at the podcast setup with Yash to assist the video team in aligning camera angles and preparing the set



Figure 14: Team celebration for Justin's birthday



CHIT SU WAI

+66 6553 45350 | christinesuwai085@gmail.com | linkedin.com/in/chitsuwai | Bangkok, Thailand

SUMMARY

A final-year International Business student and Impact Startup Challenge winner with a strong entrepreneurial, leadership, and collaborative mindset. Passionate about entrepreneurship and business operations, with experience in finance, procurement, and administrative support. Highly adaptable, quick to learn, and efficient under pressure. Skilled in working with cross-functional teams and fostering collaboration to achieve shared goals.

ACHIEVEMENTS

Impact Startup Challenge, Winner

Held by Siam University & Singapore University of Social Sciences May 2024

- Engaged in several brainstorming sessions, validated the business idea, designed prototypes and presented a pitch in front of a panel of judges.

LANGUAGES

- Burmese:** Native
- English:** Advanced
- Chinese:** Lower-Intermediate
- Thai:** Basic (In Progress)

PROFESSIONAL QUALIFICATIONS

- Chinese Proficiency Test (HSK 3) – Passed with 275/300
- LCCI (London Chamber of Commerce and Industry) Levels 1 to 3
- ACCA (Association of Chartered Certified Accountants) – Part 1 Completed, Part 2 In Progress
- Diploma in Accounting & Finance
- ACCA Diploma in Accounting & Business (RQF Level 4)

EDUCATION

Bachelor of Business Administration (International Business)

Siam University (International College), Thailand Aug 2022 - Dec 2025

- CGPA:** 3.91/4.0
- Relevant Coursework:** Strategic Management for Competitiveness, International Business, International Trade Operations, International Finance, Investment & Portfolio Management, Principles of Financial Accounting, Managerial Accounting, Business Finance, Microeconomics, Macroeconomics, Brand Management, Digital Marketing, Human Capital Management, Organizational Behavior, Change Management, Cross-Cultural Business Communication, Data Science for Business, Information Systems and Applications, International Logistics & Supply Chain Management

WORK EXPERIENCE

CEO Support & Project Coordinator Intern

Lexicon, Bangkok, Thailand May 2025 – Present

- Streamline executive operations by managing the CEO's calendar, content schedules, and project timelines, ensuring efficient execution of branding campaigns.
- Drive cross-team collaboration by translating strategic ideas into actionable tasks, preparing research and presentations to support business development.

Procurement Assistant

Htoo & Phoo 1985 Co., Ltd., Yangon, Myanmar May 2022 – Aug 2022

- Optimized supplier selection and negotiation processes, reducing costs and improving operational efficiency.
- Managed inventory and purchase records, coordinating with teams to ensure timely delivery and compliance with regulations.

Administrative Assistant

King of Future Consultant Co., Ltd., Yangon, Myanmar Nov 2020 – Jan 2022

- Enhanced business operations by managing CRM systems, back-office processes, and financial transactions.
- Supported strategic growth initiatives by coordinating expansion projects and fostering key business partnerships.

Junior Accountant & Test Center Administrator

RITZ Public Co., Ltd., Yangon, Myanmar June 2020 – Oct 2020

- Strengthened financial accuracy by managing accounts, cash flow, and monthly reporting processes.
- Led test administration operations, ensuring smooth candidate experiences and adherence to Pearson VUE standards.

SKILLS & CERTIFICATIONS

- MS Word, MS Excel, MS PowerPoint
- SAP ERP Essential Training
- AI and Business Strategy
- AI-Powered Shopping Ads Certification
- Professional Networking
- Negotiation Skills
- Presenting to Senior Executives
- Foundations of Business Banking
- Entrepreneurship: Bootstrapping Your Business