



COOPERATIVE EDUCATION REPORT

Creative Marketing Innovation through AI-Driven Visual Content and Video Production at Digital Focus Thailand

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This Report Submitted in Partial Fulfillment of the
requirements for Cooperative Education

Faculty of Business Administration

Siam University

Title - Creative Marketing Innovation through AI-Driven Visual Content and Video Production at Digital Focus Thailand

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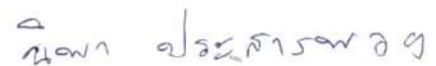
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Major: Marketing

Faculty: Business Administration

Semester/ Academic Year: 3/2024

Abstract

This Cooperative Education Report titled “Creative Marketing Innovation through AI-Driven Visual Content and Video Production at Digital Focus Thailand” captures an ongoing journey of learning, creativity, and skill development within a real-world tech-focused marketing environment. As a marketing intern at Digital Focus Thailand, a leading company in smart security and AI-IoT solutions. I have been immersed in content creation processes that combine both traditional and AI-driven approaches.

My role involves a range of tasks including manual video editing, AI-generated video and photo content creation, graphic design, and digital content planning. Under the guidance of the Marketing Department, I contribute to producing promotional materials that align with the company's branding and strategic communication goals. I have gained hands-on experience using platforms such as CapCut, Canva, and various AI tools, while also building competence in prompt generation, a crucial skill for directing AI outputs effectively.

This report elaborates on my responsibilities, creative processes, tools used, and how these experiences are shaping my understanding of marketing within a technology-driven organization. It reflects on both technical growth and the challenges of adapting to new tools and workflows in a fast-paced digital environment.

Key objectives of the internship were:

- To apply theoretical knowledge in real-world marketing and digital media environments.
- To develop practical skills in content creation, including video editing, graphic design, and AI-generated media.
- To explore the use of AI tools in enhancing efficiency and creativity within marketing workflows.
- To gain experience with platforms such as CapCut, Canva, and other AI-based content generation tools.
- To build skills in prompt generation to effectively guide AI in producing brand-aligned visuals.
- To contribute to brand visibility and engagement through innovative digital marketing strategies.
- To grow personally and professionally through teamwork, communication, and continuous learning in a tech-oriented work environment.

This report shares not only the technical and creative aspects of the internship but also the personal journey of adapting, evolving, and contributing meaningfully within the innovative environment of Digital Focus Thailand.

Keywords: Marketing, Digital Marketing, AI Content Creation, Video Editing, Digital Media, Prompt Generation, Graphic Design, CapCut, Canva

Acknowledgment

I would like to extend my heartfelt gratitude to Siam University and Digital Focus Thailand for the opportunity to undertake this enriching cooperative education experience. This journey has been both a professional and personal milestone.

I sincerely thank my academic advisor, Dr. Srisuda Chongsithiphol, for her valuable support and guidance in helping me explore and secure internship opportunities. I am deeply grateful to my job supervisor Nipa Prasanphung (Nang), whose guidance and encouragement have significantly contributed to my professional development.

Special appreciation goes to my coworkers at Digital Focus Thailand for being supportive, accepting, and patient throughout my internship. Despite the language barrier, they made me feel welcome and always took the time to help and guide me whenever needed.

Lastly, I am forever grateful to my family and friends for their unconditional love, patience, and motivation throughout this experience.

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Chapter 1: Introduction

1.1 Overview of the Company



Digital Focus Co., Ltd. is a leading Thai company specializing in the import and distribution of advanced security and smart technology solutions. Established in 2002, the company has more than two decades of experience and holds ISO 9001:2015 certification from TÜV NORD Germany for over 16 consecutive years, demonstrating a strong commitment to quality and continuous improvement. Digital Focus is Thailand's first official distributor of Hikvision and also represents world-renowned brands such as DJI, Keenon, Uniview, and Uniarch. The company provides a comprehensive range of products and services across various verticals, including AI-powered surveillance systems, IoT devices, robotics, drones, and integrated digital platforms. Its trusted team of engineers and service technicians offers full-spectrum services including system design, installation, and consultation, supported by regular staff training and Agile-driven planning sessions. With a network of over 500 authorized system integrators and supported by 24/7 call center service and in-house repair facilities, Digital Focus ensures seamless project execution from end to end.

In line with Thailand's digital transformation, Digital Focus delivers smart technology solutions across key industries under its "Smart Solutions" umbrella, which includes Smart Factory, Smart Retail, Smart Education, Smart Traffic, Smart Building, Smart Hospital, Smart Robot, Smart Solar, Safe City, Transport, Access Control, Smart Home, and customized Digital Platforms. These integrated solutions enhance safety, improve operational efficiency, and optimize resource management across industrial, commercial, and public sectors. Its proprietary Digital Platforms—featuring Smart Home automation with sensors controlling energy, security, and environment, accessible via smartphone or tablet—showcase its innovation-driven ethos. Additionally, the company delivers tailored Smart City solutions with capabilities including transportation monitoring, perimeter surveillance, and smart infrastructure, and comprehensive Smart Building services covering access control, license plate recognition, parking, and centralized incident management. Recent live projects include MDVR installation for 1,300 vehicles, Sunmerry's Ifeed camera implementation, and Forestry Department drone training—highlighting its technical versatility and cross-sector reach. Behind it all is Digital Focus's expansive infrastructure: a smart campus spanning 3,700 sqm across three buildings, equipped with demo smart-building labs, modern training facilities, canteen, and fitness center to support its team's growth and client engagement.

The company has been recognized with numerous awards, including the ASEAN Business Award 2019 in the Large Family Business category and the Good Governance Certification from Thailand's Department of Business Development in 2020. With a registered capital of 60 million baht and annual revenues exceeding 500 million baht, Digital Focus continues to lead innovation and smart technology deployment across Thailand and the ASEAN region.

1.1.1 Evolution and History

Digital Focus was established on March 8, 2002, with a fully paid registered capital of 60 million baht. Evolving from a family business, the company has grown into a leading importer of CCTV cameras and AI IoT equipment from globally renowned brands,

achieving annual sales exceeding 500 million baht. Its affiliated companies, Internet of Things Co., Ltd. and IoT Solutions Co., Ltd., collectively hold assets valued at over 300 million baht. IoT Solutions Co., Ltd., the first subsidiary, was founded on May 24, 2011, with a registered capital of 5 million baht, followed by the second subsidiary, Internet of Things Co., Ltd., established on February 5, 2015, with a registered capital of 1 million baht.

Between 2019 and 2020, Digital Focus signed an MOU with the Department of Skill Development to sponsor and train 1,250 CCTV technicians, enhancing their installation and service capabilities. In 2022, the company expanded further by introducing new IP camera brands and partnering with KEENON to develop innovative products and solutions, providing customers with a broader range of advanced surveillance options.

1.1.2 Vision

“Asean Regional Leadership Established since 2002 with over 20 years, the registered capital is 60 million baht (fully paid), with Smart Condo, Smart Building, Showroom technology and iso 9001:2015 internationally certified by TUV NORD for over 14 years.”

1.1.3 Purpose

To distribute and import the world’s best smart technology. Provide not just installation but also after-sales and consulting services with professional support. These activities will promote the digital transformation of the cities, mobility, buildings, and living spaces.




Training of employees and technicians to reach international standards is required for the human resource skill development.






1.1.4 Fundamental Principles



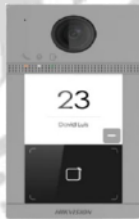

The products are dependable and our systems certified. The company's corporate ethics revolve around honesty, responsibility, and transparency. Top priority is to provide solutions catering to various customer needs. Digital Focus is driving the development of communities that are not only safe and efficient but also ready for the future.





1.1.5 Products and services




Digital Focus provides a range of goods and services, including IP and CCTV cameras. (e.g. KEENON, Hi-Vision, etc.) Smart home appliances like automation systems, sensors, alarms, and locks Digital authentication, biometric, and monitoring systems for access control Intelligent transport monitoring systems (GPS integration, 4G CCTV) Applications for smart cities, e.g. traffic and public safety management systems





Product/Service Name	Description	Product/Service Image
DS-TD10N-1	The special microstrip antenna design prevents interference from adjacent channel targets.	 <p><i>Figure 2: DS-TD10N-1</i></p>
IDS-2VS435-F840-EY	High quality images with 4 MP resolution, excellent low-light performance with DarkFighter technology.	 <p><i>Figure 3: IDS-2VS435-F840-EY</i></p>
IDS-TCV900-BI	High quality photography with 9 MP resolution (1"GMOS) 3D DNR	


	technology provides clean and sharp images	<i>Figure 4: IDS-TCV900-BI</i>
SMART DOORLOCK	It is possible to open or close your door anywhere and anytime without keys.	 <i>Figure 5: Smart door lock</i>
DGF XQUICKTRON	Both versatile robots are highly adaptable to different tasks and can quickly adapt to changing demand patterns. This division of labor between the robots improves operational efficiency.	 <i>Figure 6: DGFXQUICKTRON</i>
DS-TCG40 6-E(12V/POE)(O-STD)	Product in Smart City	 <i>Figure 7: DS-TCG40 6-E(12V/POE)(O-STD)</i>
DS-TMG520-H/B	Product in Smart City	 <i>Figure 8: DS-TMG520-H/B</i>
DS-TCP440-B(E) (2.8MM) (O-STD)	Product in Smart City	

		<p><i>Figure 9: DS-TCP440-B(E) (2.8MM) (O-STD)</i></p>
IDS-2CD7A26G0/P-IZHS(Y)	<p>Resolution: 2 MP Lens: 2.8-12mm</p> <p>Max: 1920 x 1080</p> <p>Water and dust proof (IP67) and intrusion proof (IK10)</p>	 <p><i>Figure 10: IDS-2CD7A26G0/P- IZHS(Y)</i></p>
DS-TVL224	<p>Frame material: Plastic-sprayed steel frame (dark armored glass for display)</p>	 <p><i>Figure 11: DS-TVL224</i></p>
DS-KV8113-WME1(B)	<p>Support Wifi, easy to set up, no need to run wires.</p> <p>Aluminum alloy, good industrial design, IP65, IK08, integrated 3-digit indicator.</p>	 <p><i>Figure 12: DS-KV8113-WME1(B)</i></p>
IDS-2CD7A45G2-IZHSY(4.7-118MM)	<p>Product in Smart City</p>	

		<p><i>Figure 13: IDS-2CD7A45G2-IZHSY(4.7-118MM)</i></p>
DS-2XC6484G0-LIZH(R)S+(ADC)	Product in Smart City	 <p><i>Figure 14: DS-2XC6484G0-LIZH(R)S+(ADC)</i></p>
DS-2DF3C400SCG-D/4G/WL15(F1)	Product in Smart City	 <p><i>Figure 15: DS-2DF3C400SCG-D/4G/WL15(F1)</i></p>
DS-2CD4A26FWD-IZS-P	Smart Retail	 <p><i>Figure 16: DS-2CD4A26FWD-IZS-P</i></p>
DS-2PT3326IZ-DE3	Smart Retail	

		<p><i>Figure 17: DS-2PT3326IZ-DE3</i></p>
DS-2TD2136-7	Smart Retail	 <p><i>Figure 18: DS-2TD2136-7</i></p>
KEENON model T5 -LABEL	Delivery prototype with multi-purpose functionality (All in one) in both food delivery mode and reception model	 <p><i>Figure 19: KEENON model T5 -LABEL</i></p>
KEENON model T6 -LABEL	The real deal in food serving robots with Multi Robots Collaboration system, able to work with multiple robots simultaneously smoothly.	 <p><i>Figure 20: KEENON model T6 -LABEL</i></p>
KEENON model T8-LABEL	A food serving robot with superior mobility, it can walk freely, using only 55 cm of walking space.	

		 <p><i>Figure 21: KEENON model T8-LABEL</i></p>
Digital Smart Solar	<p>Complete, all-in-one solution!</p> <p>Digital Focus installs solar systems to help reduce CO2 and costs sustainably, while also helping you plan the efficient use of clean energy.</p> <p>This solution meets the needs of businesses and promotes a better quality of life for people in society.</p>	 <p><i>Figure 22: Digital Smart Solar</i></p>
DS-TD10N-1	<p>Special microstrip antenna design prevents interference from Target of adjacent channels</p>	 <p><i>Figure 23: DS-TD10N-1</i></p>
IDS-2VS435-F840-EY	<p>High quality images with 4 MP resolution, excellent low light performance with DarkFighter Technology</p>	 <p><i>Figure 24: IDS-2VS435-F840-EY</i></p>

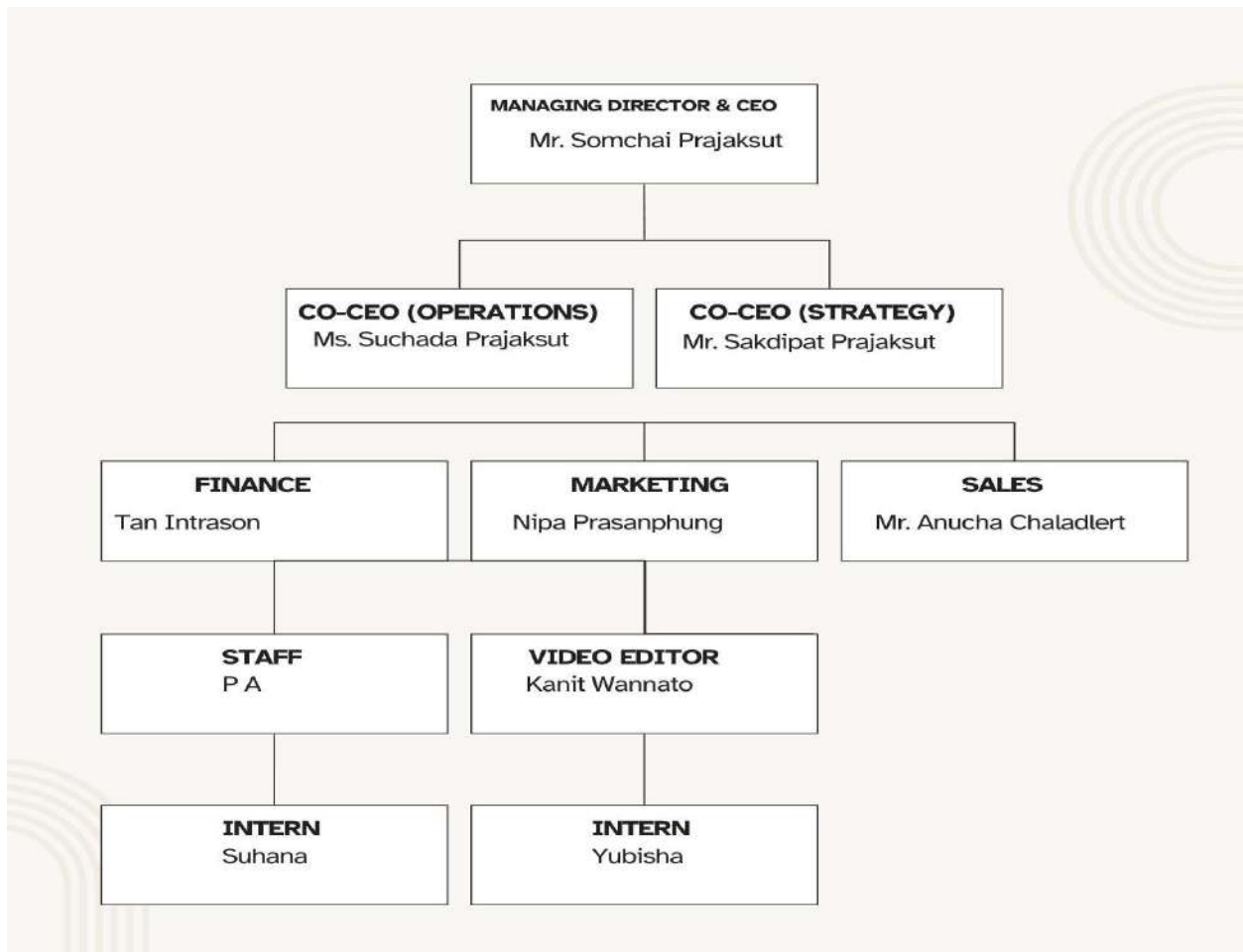
IDS-TCV900-BI	High quality photography with 9 MP resolution (1GMOS) technology 3D DNR provides clean and sharp images	 <p><i>Figure 25: IDS-TCV900-BI</i></p>
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1.2 Structure of the Organisation

1.2.1 Organizational Overview

Digital Focus is a multipurpose technology distribution and service provider. The organisation includes functions that cover product sourcing and channel management, engineering/design & installation teams, after-sales service, sales & marketing, and centralised technical support (call centre), according to the company's public materials. These functional groups work with a network of field engineers and external channel partners to complete projects across the country. Digital Focus comprises several specific divisions including, first of all, Finance & Administration which takes care of the whole process of accounting, taxation, reconciliation, and documentation management. Technical and engineering services: system design, installation, and maintenance. Sales & Marketing: Branding, customer service, and product distribution are the major areas where marketing and sales happen. R&D is the activity where the technological solutions that are intelligent are created.

1.2.2 Functional Divisions and Key Roles



1.2.3 Strategic Partnerships and External Resources

To sustain its competitive edge and promote long-term growth, Digital Focus Co., Ltd. has developed enduring strategic partnerships with a wide range of national and international organizations. These alliances play a crucial role in facilitating the exchange and transfer of advanced technologies across various sectors within the company. Through such collaborations, Digital Focus is able to continuously enhance its product quality, drive innovation, and strengthen operational efficiency. Moreover, these partnerships contribute to building a more resilient and reliable supply chain, ensuring that the company remains adaptable and well-positioned in an increasingly competitive and technology-driven market.

1. Collaborations with Global Manufacturers - Digital Focus has formed strong partnerships with leading AI, IoT, and smart technology manufacturers from countries such as the US, China, South Korea, and Japan. These collaborations enable the company to import top-quality international-standard products, including IP cameras, smart sensors, and automation systems, known for their reliability and advanced innovation.
2. Cooperation with the Department of Skill Development (DSD) - Since 2004, Digital Focus has worked with Thailand's Department of Skill Development under the Ministry of Labour to provide specialized training for CCTV and security system technicians. This initiative has successfully certified more than 1,200 professionals, strengthening the nation's workforce in technical and digital industries.
3. Strategic Partnerships with Related Businesses - To broaden its market presence and deliver comprehensive solutions, Digital Focus established its subsidiaries—IoT Solutions Co., Ltd. and Internet of Things Co., Ltd. These companies enhance the core business by focusing on smart infrastructure initiatives and tailored IoT system development.
4. Collaboration with Public and Private Sector Clients - The company engages extensively with government organizations, real estate firms, and large corporations in projects involving smart cities, smart buildings, and surveillance systems. These partnerships reinforce Digital Focus's reputation as a reliable national provider of technology-driven automation and security solutions.
5. Network of External Resources - Through agreements with regional distributors, engineering consultants, and IT service providers, Digital Focus ensures nationwide coverage for installation, technical support, and after-sales service. This network helps maintain high standards of customer satisfaction and consistent service quality across Thailand.

1.2.4 Corporate Policy

Digital Focus Co., Ltd. operates under a management policy centered on delivering dependable, high-performance smart technology solutions while upholding international standards, ethical business conduct, and a culture of continuous improvement. The company is dedicated to maintaining quality, sustainability, and customer satisfaction through the following key initiatives:

- Maintaining ISO 9001:2015 certification and conducting regular quality assurance to ensure consistent excellence across all operations.
- Providing continuous training and mentorship for employees to keep them updated with the latest technological advancements and industry practices.
- Implementing energy-efficient and eco-friendly initiatives to reduce energy consumption and promote sustainable, green business operations.
- Delivering prompt and effective after-sales service to guarantee customer satisfaction and strengthen long-term client relationships.

1.2.5 Objectives of the Internship

- A. Apply theoretical knowledge: To apply classroom knowledge in marketing, digital communication, and multimedia content creation in a real-world corporate environment.
- B. Gain industry-specific skills: To develop practical understanding and hands-on skills in marketing within the smart technology and security solutions sector.
- C. Explore AI content creation: To explore the creative use of artificial intelligence tools in generating video and photo content for marketing campaigns.
- D. Strengthen video editing and design skills: To build proficiency in professional video editing and graphic design using tools like CapCut and Canva.
- E. Master prompt generation: To develop strong AI prompt-generation skills, enabling effective direction of generative AI tools for visual content creation.
- F. Contribute to digital marketing: To support the marketing team in enhancing the company's digital presence through visual storytelling, campaign development, and social media content.

G. Grow professionally: To improve communication, collaboration, and creative thinking in a team-based, tech-oriented work environment.

1.2.6 My Position in the Organization

I worked closely with the company's video editor and collaborated regularly with the marketing head, social media manager, and graphic designer to produce and refine content for our digital platforms. My duties also included assisting with content calendar planning on occasion and helping to prepare assets for posting and live sessions. In this role I acted as a hands-on support to the marketing team, taking raw footage and AI-generated/photographic assets through editing and polishing so they were ready for publication.

1.2.7 My Job Position in the Company's Organizational Structure

During my internship, I worked as a Marketing Intern in the Marketing Department at Digital Focus Co., Ltd. I was directly supervised by the company's Marketing Head, while also working closely with the video editor, social media manager, and graphic designer.

My main responsibilities involved video editing, assisting in the creation of digital marketing materials, and supporting the planning of the company's content calendar. I also collaborated with the creative team to develop engaging visuals and videos for various platforms, ensuring that all content aligned with the company's marketing objectives and brand identity.

Through this position, I gained valuable hands-on experience in digital marketing operations and content production, allowing me to understand how different roles within the marketing team work together to create cohesive campaigns and strengthen the company's online presence.

1.3 My Intention and Motivation to join Digital Focus

I chose to do my internship at Digital Focus Co., Ltd. because of my strong interest in digital marketing, content creation, and brand communication. As a company recognized for its

innovation and leadership in smart technology and IoT solutions, Digital Focus presented the perfect environment for me to apply my creative and technical skills in a professional setting.

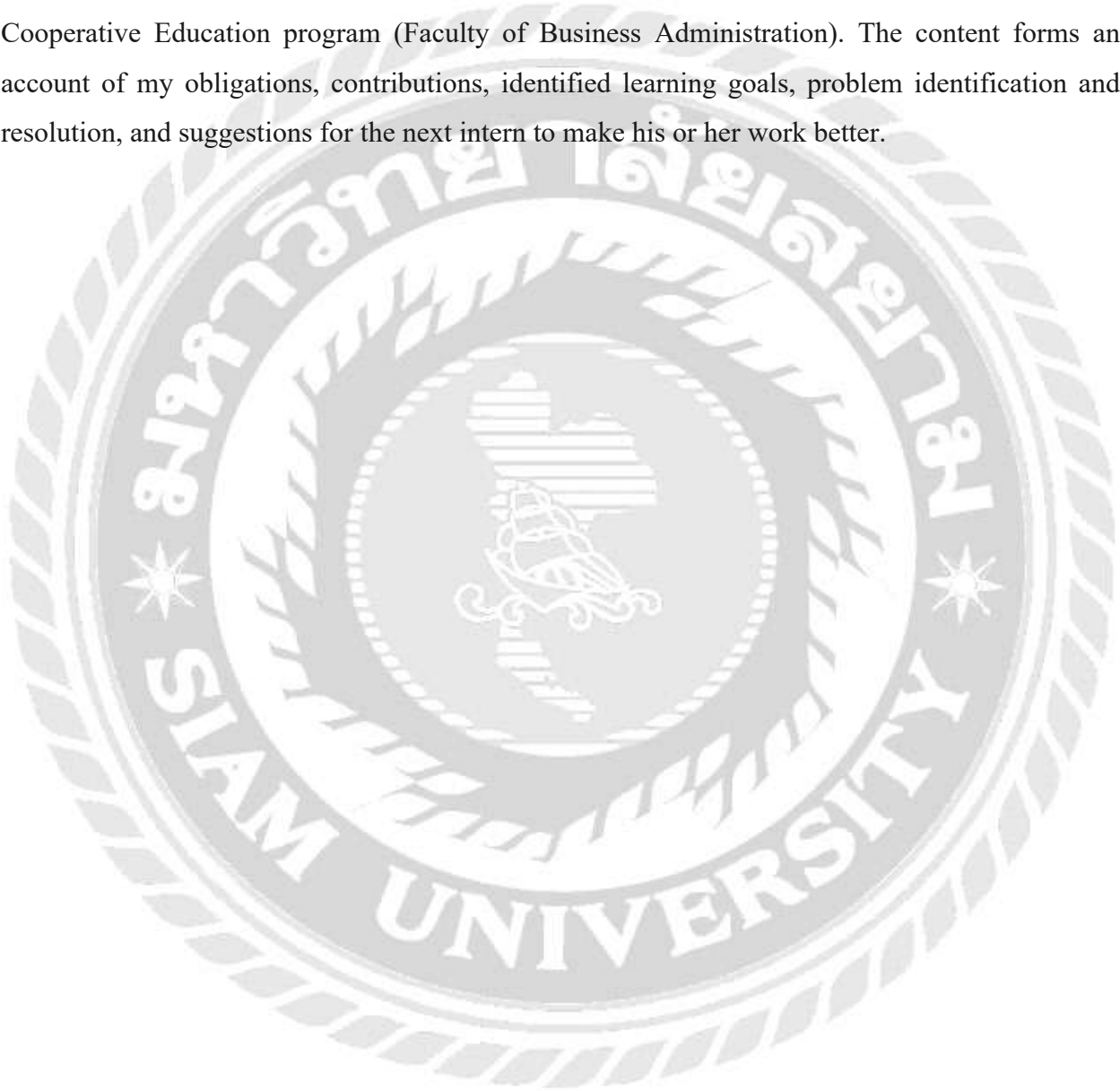
I was particularly motivated to gain practical experience in areas such as video editing, AI-assisted content creation, social media marketing, and content planning—skills that are essential for building a career in modern digital marketing. Additionally, I wanted to understand how marketing strategies are executed within a technology-driven organization and how creative content contributes to brand positioning and audience engagement. This internship allowed me to bridge the gap between academic learning and real-world application while improving my creativity, communication, and teamwork abilities.

1.4 Swot Analysis of Digital Focus

Strengths	Weaknesses
<ul style="list-style-type: none">- Strong brand & long-standing presence- Quality & certification credentials- Strong channel & technical service network- Broad solutions portfolio	<ul style="list-style-type: none">- Heavy dependency on project-based sales and large hardware installations- Complex supply chain risk- Limited publicly visible digital/consumer brandin
Opportunities	Threats
<ul style="list-style-type: none">- Growth in Thailand & ASEAN for smart-city, smart-building, IoT and surveillance systems- Expansion into new verticals and technologies	<ul style="list-style-type: none">- Intense competition- Rapid technology obsolescence- Economic or regulatory headwind

1.5 Statement of Report

This report, which follows the format and guidelines for cooperative education reports at Siam University, was prepared and submitted in partial fulfilment of the requirements for the Cooperative Education program (Faculty of Business Administration). The content forms an account of my obligations, contributions, identified learning goals, problem identification and resolution, and suggestions for the next intern to make his or her work better.



Chapter 2 - Co-operative Studies Activities

2.1 Job Description and Responsibilities

As a Marketing Intern at Digital Focus Thailand, I work within the company's Marketing Department, supporting various digital marketing activities with a focus on AI-powered content creation, manual video editing, graphic design, and e-commerce livestream support. Digital Focus is a leading provider of smart security and AI-IoT technology solutions, and its marketing efforts center on producing engaging digital content to promote its products and services.

My role involves generating content for online campaigns, creating promotional visuals and videos, and assisting in the planning and execution of Shopee Live and TikTok Live sessions. I also support the team with content calendar management, minor translation tasks, and asset organization.

The main areas of responsibility include:

A. AI-Based Content Creation

- Use AI tools to generate videos and photos for marketing and branding purposes.
- Develop AI prompts to direct creative output aligned with specific visual or campaign goals.

B. Manual Video Editing

- Edit and enhance marketing videos using CapCut, ensuring polished and platform-appropriate visuals.
- Integrate AI-generated content with manually created media.

C. Graphic Design & Visual Branding

- Design promotional graphics using Canva for social media and digital platforms.
- Ensure consistency in brand visuals across all channels.

D. E-Commerce Livestream Support

- Assist in setting up and coordinating Shopee Live and TikTok Live sessions.
- Help prepare visuals, product content, and promotional materials for livestreams.
- Support basic coordination during live sessions as needed.

E. Content Planning and Translation

- Support the marketing team in maintaining the content calendar.
- Assist with light translation tasks (Thai–English) to support bilingual content when required.

2.2 My Contributions:

During my internship at Digital Focus Co., Ltd., I contributed to several areas of the company’s marketing operations, focusing mainly on content creation, video production, and digital communication. My key contributions are as follows:

- **Content Creation and Video Production:**
I created and edited videos—both AI-generated and manually produced—that were later published on the company’s social media platforms. For AI-generated videos, I worked on refining product visuals to ensure accuracy and realism, while for manually shot content, I handled the entire process from filming to post-production editing.
- **Photography and Content Shooting:**
I recorded and shot original content featuring the company’s products and activities, contributing to the visual storytelling of the brand and enhancing its online presence.
- **Translation and Documentation Support:**
I assisted in translating the company’s product catalogue and marketing materials from Thai to English, ensuring that descriptions and information were clear, accurate, and suitable for international use. I also helped prepare marketing presentations for internal and external communication.
- **Shopee Live and TikTok Live Support:**
I participated in live commerce activities by assisting with Shopee Live sessions—

sometimes managing behind-the-scenes tasks and other times appearing on-screen as a salesperson to engage with the audience and promote products.

Through these tasks, I was able to apply my creative and communication skills while supporting the marketing team in content production, brand promotion, and digital engagement across multiple platforms.

2.3 Activities in Coordination with Co-Workers

To achieve shared goals efficiently, I regularly collaborated with different members of the marketing team and other departments during my internship at Digital Focus Co., Ltd. This teamwork-oriented environment allowed me to strengthen my interpersonal, communication, and collaboration skills, which are essential for professional growth.

1. Coordination with the Video Editor:
I worked closely with the company's video editor throughout the content production process. Together, we discussed visual direction, edited raw footage, adjusted transitions and effects, and ensured that all videos aligned with the company's branding and message. This collaboration taught me the importance of creative synchronization and technical precision.
2. Coordination with the Graphic Designer:
I frequently coordinated with the graphic designer to align visual materials—such as thumbnails, posters, and layouts—with the tone and style of the videos and social media posts. This teamwork helped me understand how visual design supports storytelling and brand identity.
3. Coordination with the Social Media Manager:
I worked alongside the social media manager to ensure that videos and posts were scheduled, captioned, and optimized for each platform. This interaction helped me learn about digital marketing strategy, content timing, and engagement analytics.
4. Coordination with the Product Manager:
During content creation, I collaborated with the product manager to ensure product visuals, features, and descriptions were represented accurately in our videos and promotional

materials. This coordination helped me develop a deeper understanding of how product knowledge enhances marketing accuracy.

5. Collaboration with Other Interns:

I often worked with fellow interns on shared projects, such as content planning, live sessions, and event coverage. We divided tasks, supported each other's ideas, and maintained open communication, which improved my teamwork and leadership abilities.

Working with such a diverse and creative team was a valuable experience that gave me hands-on insight into how different roles within the marketing department collaborate to achieve cohesive and impactful outcomes. It also helped me become more adaptable, detail-oriented, and confident in a professional environment.

2.4 My Job Processes

Through the following structured processes, I was able to effectively contribute to the goals of the Marketing Department at Digital Focus Thailand while developing practical skills in content creation, AI integration, and digital campaign support.

Task Name	Step 1	Step 2	Step 3	Step 4
AI Content Creation	Researched tools & use cases	Generated AI images/videos with prompts	Edited and adjusted outputs	Integrated into campaigns
Video Editing (CapCut)	Selected raw video footage	Edited scenes and added effects	Applied brand elements & subtitles	Exported and delivered final versions
Graphic Design (Canva)	Reviewed design brief or post idea	Chose templates and created visuals	Applied branding guidelines	Submitted for approval and scheduled use

Shopee/TikTok Live Support	Assisted in product content prep	Helped set up livestream visuals/assets	Coordinated during livestream sessions	Archived content and supported follow-up
Content Calendar Management	Joined planning meetings	Added scheduled content to calendar	Adjusted timelines with team	Helped track posting and engagement
Prompt Generation for AI Tools	Defined visual or campaign needs	Drafted AI prompts for generation	Tested and optimized for results	Used refined prompts for consistent output
Translation Tasks	Received content requiring translation	Translated Thai ↔ English as needed	Reviewed for clarity and tone	Submitted for supervisor review
Asset Organization	Collected media from projects	Labeled and categorized files	Updated digital asset folders	Maintained file naming and sharing protocols
Trend Research and Adaptation (TikTok)	Researched ongoing TikTok and online trends	Identified trends suitable for the company's brand and products	Planned and recreated the trends using company products	Edited and prepared trend-based videos for posting

2.5 Contributions as a Co-op Student in the Company

During my internship at Digital Focus Thailand, I played an active role in strengthening the company's marketing operations through AI content creation, video editing, graphic design, and e-commerce livestream support. My work directly supported the company's mission of promoting

AI-based surveillance and smart home technology solutions through innovative and engaging digital marketing strategies. I was responsible for producing content that showcased the company's products across social media platforms such as Facebook, Instagram, and Shopee, ensuring alignment with the brand's visual identity and communication goals.

A major part of my role involved AI content generation and video editing. I created AI-generated visuals and videos using various tools, developing prompts that aligned with campaign objectives and product accuracy. When AI outputs lacked precision, I manually refined them through photo editing to ensure realism. Alongside this, I worked extensively on manual video editing using CapCut—editing promotional clips, tutorials, and product features by adding transitions, subtitles, and branding elements. These videos were later published across digital platforms, contributing to improved audience engagement and campaign consistency.

Beyond content creation, I was involved in graphic design, campaign organization, and team coordination. Using Canva, I designed marketing materials such as carousel posts, livestream posters, and story templates, ensuring a cohesive visual identity across all platforms. I also assisted in maintaining the content calendar, helping the team organize posting schedules and campaign timelines. Additionally, I collaborated with the video editor, social media manager, and graphic designer to streamline content workflow, manage digital assets, and handle translation tasks from Thai to English. This teamwork experience not only enhanced my creative and technical skills but also gave me valuable insight into how marketing teams operate within a professional corporate environment.

Chapter 3: Learning Process and Outcomes

Throughout my internship, I encountered a range of technical, creative, and communication challenges that helped me grow both professionally and personally. I was able to apply theoretical knowledge from my marketing courses—such as branding, consumer behavior, and content strategy—into real-world campaign planning and execution. Technically, I gained practical experience using AI-based content creation tools, CapCut for video editing, and Canva for digital design, while also learning how to manage digital assets and coordinate effectively within a marketing team, especially during livestream commerce projects. On a personal level, I developed essential soft skills, including communication, teamwork, adaptability, and time management, through daily collaboration in a multicultural work environment and by meeting real project deadlines. These experiences not only strengthened my confidence in taking creative initiative and presenting ideas but also deepened my understanding of how AI can be leveraged as a tool for innovation and creativity in modern marketing.

3.1 Challenges encountered

This section highlights the main challenges I faced during my internship at Digital Focus Co., Ltd., along with the skills and knowledge I gained in overcoming them. It also reflects how I was able to apply the theoretical concepts learned at Siam University in a real professional setting.

A. Language and Communication Barriers

The biggest challenge I encountered was the language barrier. Since most of my colleagues primarily communicated in Thai, there were frequent misunderstandings and moments where instructions were interpreted differently from what was intended. This sometimes led to confusion during task execution—especially when discussing creative ideas, scripts, or campaign details. To overcome this, I learned to ask for clarification, repeat key points for confirmation, and communicate more patiently and clearly. Over time, this helped me improve my cross-cultural communication skills and adaptability in a multilingual work environment.

B. Content Accuracy and AI Video Generation

Another major challenge was ensuring accuracy and realism in AI-generated videos and visuals. Often, AI tools would produce results that didn't match the company's actual products, especially in terms of color, design, or branding. This required multiple adjustments, including re-generating outputs, editing images manually, and refining prompts to get the desired results. Similarly, while generating AI voiceovers, I faced issues with pronunciation, tone, and pacing, which required repeated testing and fine-tuning. Although time-consuming, these experiences significantly strengthened my technical skills, creativity, and patience.

C. Time Management and Workload Coordination

Managing multiple ongoing tasks—such as editing videos, creating AI visuals, assisting in Shopee Live sessions, and updating the content calendar—was another challenge. Since many tasks required approval or collaboration with multiple team members, progress could sometimes be delayed. To handle this, I learned to prioritize effectively, plan ahead, and balance my workload to meet deadlines without compromising quality.

Despite these challenges, the experience taught me the importance of clear communication, attention to detail, and time management in a professional marketing environment. It also gave me practical insight into how digital marketing teams collaborate and adapt creative strategies in a fast-paced, multilingual workspace.

3.2 Methods for Solving Problems Utilised

To address the challenges I encountered during my internship at Digital Focus Co., Ltd., I used a combination of proactive communication, adaptability, and collaborative problem-solving methods.

A. Effective Communication and Clarification

To overcome language barriers and avoid miscommunication, I made a habit of confirming details with my supervisors and teammates before starting a task. I used simple English, visual references, and repeated confirmation to ensure mutual understanding—especially when discussing video scripts, voiceovers, or content ideas. This improved workflow accuracy and reduced the need for rework.

B. Technical Adjustment and Revisions

When AI tools generated inaccurate visuals or mispronounced voiceovers, I experimented with multiple prompts, adjusted tone and pronunciation settings, and refined the outputs manually. I also edited AI-generated images and videos to ensure they accurately represented the company's products. This hands-on approach improved the final quality and taught me how to manage technical limitations effectively.

C. Time Management and Workflow Coordination

To handle overlapping deadlines for video editing, AI content creation, and event coverage, I organized a personal schedule and coordinated closely with my supervisor, video editor, and social media manager. This structure helped me prioritize urgent tasks and maintain consistency in content delivery.

D. Learning from Supervisors and Teammates

I actively learned from the marketing head, graphic designer, and video editor whenever I faced creative or technical difficulties. Their feedback helped me enhance my editing techniques, refine AI content accuracy, and improve collaboration. This mentorship built my confidence and independence in executing creative projects.

3.3 Examples of Problem Resolution

Example 1: Miscommunication in Video Production

During the creation of an AI video, pronunciation and tone mismatches caused confusion about the intended message. To fix this, I clarified the script meaning with my supervisor, adjusted the tone settings in the AI tool, and conducted multiple tests before finalizing the video. The final result matched the brand's voice and message tone more accurately.

Example 2: AI Product Image Inaccuracy

AI-generated images often failed to represent the company's product details accurately. To solve this, I edited the images manually to adjust product features and colors. This ensured that visuals remained realistic and consistent with the actual product design, improving brand credibility.

3.4 Suggestions for the Company

Based on my observations during the internship, I recommend the following improvements:

- **Enhance Cross-Department Communication:**
Establish clearer communication protocols between creative, product, and marketing teams to reduce confusion in script approval, translations, and content direction.
- **Streamline AI Usage and Quality Control:**
While AI tools are efficient, over-reliance can compromise accuracy. Implementing a review step for all AI-generated visuals and videos would ensure brand consistency.
- **Centralized Digital Asset System:**
Using a shared digital archive for photos, videos, and project files would improve accessibility and reduce the time spent searching for materials.

3.5 Hard and Soft Skills Acquired

Technical Skills (Hard Skills):

- AI video and image generation
- Video editing using CapCut
- Content planning and calendar management
- Translation and localization of marketing materials
- Scriptwriting for product and AI videos
- Trend research and digital content creation

Interpersonal and Professional Skills (Soft Skills):

- Cross-cultural communication and collaboration
- Adaptability and problem-solving
- Time management and task prioritization
- Creativity and attention to detail
- Professional communication and teamwork

3.6 Applying Coursework to Actual Circumstances

The theoretical knowledge I gained from Siam University proved to be highly valuable during my internship at Digital Focus Co., Ltd., as it allowed me to apply classroom concepts to real-world marketing and content creation scenarios.

- **Marketing Principles:** Helped me understand how branding, consumer behavior, and marketing strategies influence content planning and campaign direction.
- **Digital Media and Communication:** Guided me in creating effective visuals, videos, and social media content that communicated key product features clearly and persuasively.
- **Cross-Cultural Communication:** Supported me in adapting to a multilingual and multicultural workplace, improving my ability to collaborate and communicate ideas with Thai colleagues.
- **Innovation and Technology in Business:** Provided a foundation for using AI tools effectively in content creation, helping me understand their potential and limitations in marketing applications.

3.7 Co-op Learning Experience and Outcomes

My internship experience at Digital Focus Thailand allowed me to gain practical insight into the operations of a professional marketing team and the integration of technology in creative work. I learned how to manage real projects—from planning and producing AI-based videos to editing and publishing promotional content—while ensuring brand consistency and communication accuracy. The internship strengthened my confidence in handling marketing tools, content strategy, and cross-functional collaboration.

Through this experience, I also realized the importance of precision, creativity, and adaptability in a fast-paced professional environment. It not only reinforced my academic understanding of marketing and digital communication but also served as a bridge between theoretical knowledge and practical application. Overall, my internship at Digital Focus helped me develop both professionally and personally, preparing me for future roles in digital marketing and creative media.

Chapter 4: Conclusion

4.1 Summary of Highlights from My Co-op Experience at Digital Focus

My internship experience at Digital Focus Co., Ltd. greatly enhanced my creative, technical, and professional abilities in the field of digital marketing. Throughout my time with the company, I contributed to various areas such as AI content creation, video editing, graphic design, social media support, and event coverage. I was actively involved in developing and editing videos, generating AI-based visuals, creating marketing materials through Canva, and assisting with live e-commerce sessions on Shopee and TikTok. Additionally, I helped manage the content calendar and collaborated with the marketing head, video editor, social media manager, and graphic designer to ensure brand consistency across all media platforms. These responsibilities allowed me to gain firsthand experience in how digital marketing strategies, content production, and communication work together to strengthen a company's branding. The internship provided me with practical exposure to the modern marketing process and deepened my understanding of how creativity, technology, and teamwork drive business success in a fast-paced digital environment.

4.2 Self-Assessment of Professional Development

My internship at Digital Focus was a transformative experience that helped me discover my strengths and areas for improvement as a marketing professional.

Strengths;

- Creativity and attention to detail: I consistently ensured that videos and visuals were visually accurate and aligned with the brand's image.
- Adaptability and learning attitude: I quickly learned to use new tools such as AI content generators, CapCut, and Canva, adjusting to the company's creative workflow.
- Team collaboration: Working closely with different departments taught me the importance of coordination, constructive feedback, and communication.
- Work discipline: Managing multiple projects and meeting deadlines helped me become more organized and responsible.

Areas for Improvement:

- Advanced technical expertise: I aim to further develop my skills in AI content production and advanced video editing techniques.
- Strategic thinking: I would like to strengthen my ability to plan campaigns from a broader marketing perspective and evaluate their performance analytically.

Overall, the internship allowed me to grow into a more confident, resourceful, and capable individual, ready to take on more professional challenges in the field of digital marketing.

4.3 Benefits from the Internship for Future Career

The internship at Digital Focus provided me with hands-on experience that will serve as a strong foundation for my future career in marketing and media.

- Practical Experience: I gained real-world insight into how marketing strategies are implemented—from brainstorming ideas to executing and publishing campaigns.
- Understanding Corporate Marketing Systems: I learned how creative content, AI tools, and social media integration work together to support a company's business objectives and public image.
- Professional Work Habits: The experience taught me the importance of time management, punctuality, and accountability in a professional setting.
- Mentorship and Networking: Collaborating with experienced professionals and supervisors gave me valuable guidance and helped me understand how creativity, communication, and technology combine in modern marketing. This experience has reinforced my passion for digital marketing and content creation, and it has inspired me to pursue a career in technology-driven creative industries.

4.4 Limitations of the Co-op Studies

Despite being an enriching experience, my internship also had a few limitations:

- **Short Duration:** The internship period was limited, which prevented me from observing the complete cycle of long-term marketing campaigns.
- **Limited Exposure to Strategic Planning:** My role focused primarily on operational tasks such as content creation and editing, giving me limited experience in campaign analysis and strategy formulation.

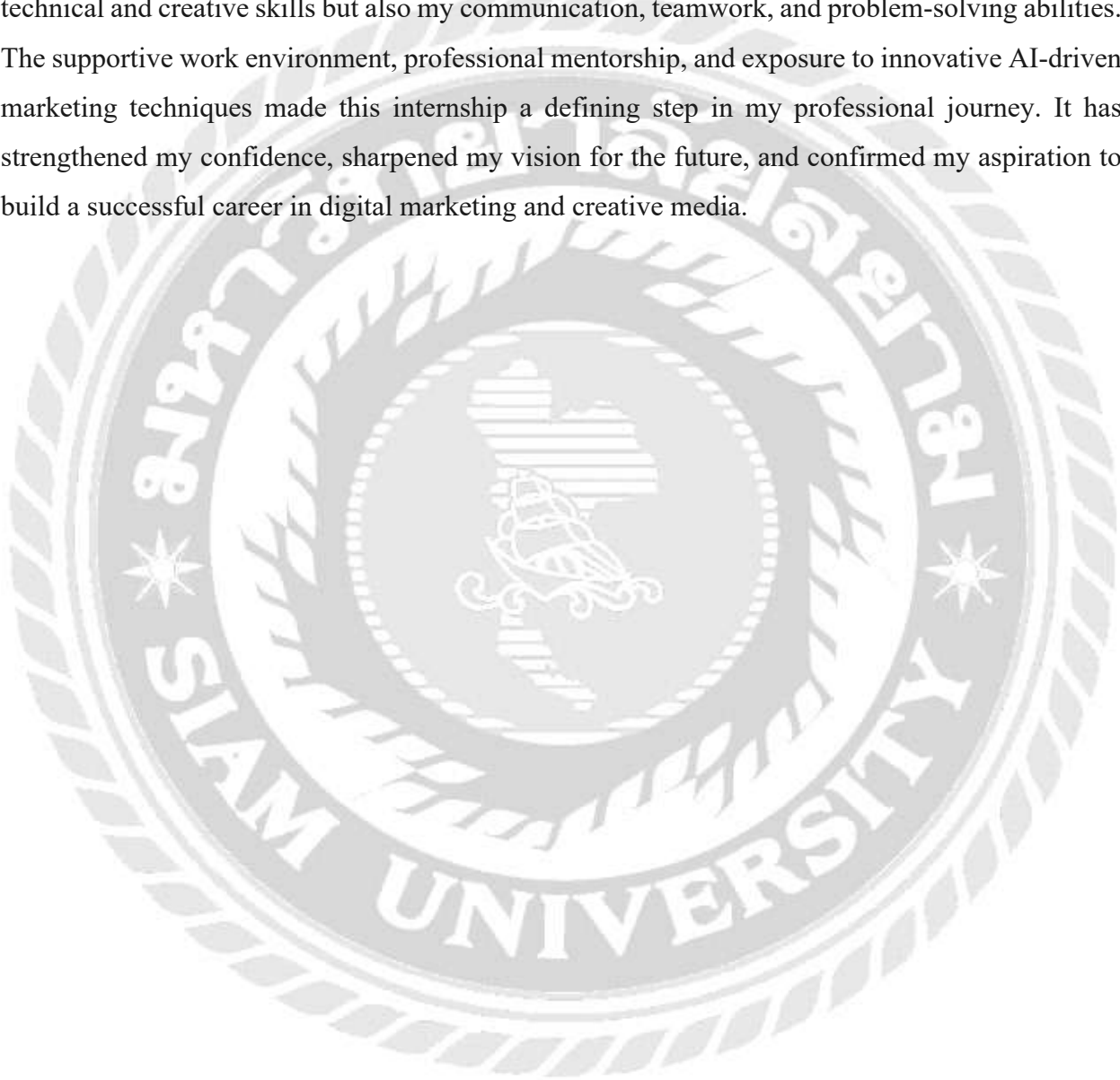
Nevertheless, the internship was highly rewarding and offered valuable insights into the creative and operational aspects of corporate marketing.

4.5 Recommendations for the Co-op Studies

- Based on my overall internship experience, I believe the co-op program could be enhanced through a stronger focus on practical skill development and industry relevance before students enter their placements. Many of the tasks I performed—such as AI content creation, video editing, and marketing coordination—required technical and creative abilities that go beyond classroom theory.
- To better prepare students, the university could integrate more hands-on learning and real project simulations into coursework. For example, classes could include assignments that mimic real company tasks such as content calendar planning, social media campaign development, AI tool application, and cross-functional teamwork. Introducing short workshops on current digital tools (like CapCut, Canva, ChatGPT, and AI image/video generators) would also allow students to step into their internships with more confidence and readiness.
- Additionally, inviting guest speakers or industry professionals to share their experiences would help bridge the gap between theory and practice, giving students insight into the latest marketing trends and workplace expectations. By focusing more on applied knowledge and creative problem-solving in class, future interns would be better equipped to contribute meaningfully to their host organizations from the very first day.

4.6 Final Conclusion

Reflecting on my co-op experience, my internship at Digital Focus Co., Ltd. was both inspiring and transformative. It allowed me to apply my academic knowledge from Siam University to real-world marketing operations, combining creativity with technology. I developed not only my technical and creative skills but also my communication, teamwork, and problem-solving abilities. The supportive work environment, professional mentorship, and exposure to innovative AI-driven marketing techniques made this internship a defining step in my professional journey. It has strengthened my confidence, sharpened my vision for the future, and confirmed my aspiration to build a successful career in digital marketing and creative media.



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Appendices

Appendix A: Weekly Log

Name of the Student: Yubisha Thapa

Name of the Organization: Digital Focus

Name of the Organization's Supervisor:

Date: June 23- December 23

Week 1 (June 23 - June 27)

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly meeting, Orientation and Introduction	Research and prepare presentation for the seminar	Research and presentation, Shopee Live selling, Seminar Preparation	Seminar Registration Assistance , Captured photos and videos of the seminar	Content Calendar, Edited the seminar video

Week 2 (June 30 – July 4)

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly meeting, Gave video draft for approval, Made final edits according to the approval	Graphic Design, Animations microcontent	Worked on content calendar, Market research	Shot content of our new product, Product testing	Tested the product, prepared the script for its introduction video, and filmed usage content

Week 3 (July 7- July 11)

Monday	Tuesday	Wednesday	Thursday	Friday
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Weekly Meeting, Shopee Live, Market Research	Product micro content, Pictures and videos of the product	Edited some microcontent, Graphic Design,	Holiday (Asalha Bucha Day	Sick leave (food poisoning)
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Week 4 (July 14 – July 18)

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly meeting Market Research on product competitors	Leave for immigration work	Created AI - generated images for the product	Captured additional product photos and videos	Product testing and prepared script AI video and gave for approval

Week 5 (July 21- July 25)

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly meeting Edited the script after the feedback, Generated AI videos on different AI tools	Generated more AI video clips, Prepared another comedic script for different video.	Generated AI video clips and audio, Shot trendy tiktok and edited.	Edited the clips and audios and made the final video and gave for approval	Final edits after the feedback, Shot clips for the comedy video with my fellow interns

Week 6 (July 28 – Aug 1)

Monday	Tuesday	Wednesday	Thursday	Friday
Holiday (Birthday of King Maha Vajiralongkorn)	Shot more clips for the comedy video, edited the video	Continued editing the video and submitted.	Assigned me a AI avatar video of our CEO in thai language, Prepared script	Generated image for avatar video, generated few clips

			for the avatar video	
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Week 7 (Aug 4- Aug 8)

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly meeting Translation work, AI Avatar video	Added thai subtitles, Final edits after feedback	Script Writing, AI cat video generation, Image generation, Seminar preparation assistance	Assisted registration process in seminar, Video and photo recording for seminar	Sick leave (fever)

Week 8 (Aug 11- Aug 15)

Monday	Tuesday	Wednesday	Thursday	Friday
Video recording for AMA new product, Video editing	Holiday (H.M. Queen Sirikit The Queen Mother's Birthday)	Ai photo and video generation	Graphic design, AI image generation	Graphic design and translation

Week 9 (Aug 18 - Aug 22)

Monday	Tuesday	Wednesday	Thursday	Friday
Video editing for zentopia	Content research and script writing for new AI cat podcast video pt 1	Captured some microcontent Script writing, Image generation, Image editing	AI Image generation, Image editing,	AI Video generation, Tiktok live (behind the scene)

Week 10 (Aug 25 – Aug 29)

Monday	Tuesday	Wednesday	Thursday	Friday
AI Video generation and video editing	AI Video generation, video editing and language accuracy checks	AI video generation, final edits after feedback	Market Research, Catalogue Translation	Catalogue Translation, Graphic Design

Week 11 (Sep1 – Sep 5)

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly meeting, Catalogue Translation, Graphic Design	Catalogue Translation and graphic design,	Visited smart condo and filmed a video for AMA	Filmed more shots, Video editing,	Video editing

Week 12 (Sep 8 – Sep 12)

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly meeting Catalogue Translation, Graphic Design	Catalogue Translation, Graphic Design	Image Generation, Image editing	Video Generation, Video Editing	Made Screenshot game for giveaway

Week 13 (Sep 15 – Sep 19)

Monday	Tuesday	Wednesday	Thursday	Friday
Researched trending AI and animal-related content, Content Writing	Sick leave	Script writing for ai cat podcast pt 2 in thai language	Script writing and gave for approval	Minor edits on the Script, Image generation

Week 14 (Sep 22- Sep 26)

Monday	Tuesday	Wednesday	Thursday	Friday
Image Generation, Image editing or podcast pt 2	Image generation, Image editing	Image generation, Image Editing, Video generation	Video generation, Video editing	Video generation, Video editing, Audio Generation

Week 15 (Sep 29 – Oct 3)

Monday	Tuesday	Wednesday	Thursday	Friday
Sick leave	Video generation and video editing	Podcast pt 2 video completion,	Video Editing	Video Editing

Week 16 (Oct 6 – Oct 10)

Monday	Tuesday	Wednesday	Thursday	Friday
Image generation and image editing for our CEO zentopia avatar video	Image generation, Image editing	Image generation, Image Editing	Video generation, Video Editing	Video Generation, Video editing

Week 17 (Oct 13- Oct 17)

Monday	Tuesday	Wednesday	Thursday	Friday
Holiday (H.M. King Bhumibol Adulyadej The	Zentopia avatar video completion, Graphic Design	Graphic Design, Content planning	Zentopia customer persona video,	Image Generation, Image Editing

Great Memorial Day)			Image generation	
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Week 18 (Oct 20- Oct 24)

Monday	Tuesday	Wednesday	Thursday	Friday
Image generation, Image Editing	Image generation, Image Editing	Image generation, Image Editing	Public holiday (Chulalongkorn Memorial Day)	Product testing, Filmed some clips of the product

Week 19 (Oct 27 – Oct 31)

Monday	Tuesday	Wednesday	Thursday	Friday
Video Generation, Video Editing	Video Generation, Video Editing	Zentopia customer persona video completion	Final edits after feedback, Graphic Design,	Prepared comedic script for new video, Image Generation

Appendix B: Images





บริษัท ดิจิตอลโฟกัส จำกัด

ขอขอบคุณ

Miss Yubisha Thapa

นักศึกษาฝึกงานจากประเทศเนปาล ภายใต้โครงการความร่วมมือระหว่างมหาวิทยาลัยสยามและ Digital Focus ด้วยความมุ่งมั่นและตั้งใจ ได้พัฒนา Avatar Animation ด้วยตนเอง และสร้างผลงานที่โดดเด่น ผลงานนี้ไม่เพียงแต่แสดงให้เห็นถึงความสามารถของนักศึกษา แต่ยังเป็นแรงบันดาลใจและเพื่อน ๆ ใน DGF ร่วมกันพัฒนา Avatar Animation เป็นหนึ่งในวิสัยทัศน์ขององค์กรอย่างแท้จริง

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