



Cooperative Education Report

Learning and Contributing as a Production Assistant Intern in Digital media and Content Production at The Thaiger

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Title: Learning and Contributing as a Production Assistant Intern in Digital media and Content Production at The Thaiger

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2025.

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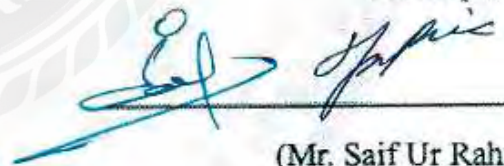
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Abstract

Project Title	Learning and Contributing as a Production Assistant Intern in Digital media and Content Production at The Thaiger
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This report presents an overview of my cooperative education internship experience at The Thaiger, a digital news and media company based in Bangkok, Thailand, where I worked as a **Production Assistant Intern**. My responsibilities included supporting livestream operations, video editing, social media content creation, thumbnail design, news publishing, and assisting with on-location productions. During the internship, I gained practical experience using professional media tools such as Final Cut Pro, Adobe Photoshop, OBS Studio, CapCut, Google Workspace, and AI-assisted content creation platforms.

The internship strengthened my technical abilities in digital media production while improving my communication, teamwork, problem-solving, and time management skills in a fast-paced environment. This report summarizes the knowledge and experience gained, challenges encountered, and recommendations for improving digital media production workflows.

Keywords: Digital Media Production, Project Coordination, Digital Marketing, Content Management

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CHAPTER 1: COMPANY BACKGROUND

1.1 Company Profile



Figure 1: The Thaiger Logo



Figure 2 : The Thaiger Office building (Asoke Tower)



Figure 3: The Thaiger Studio



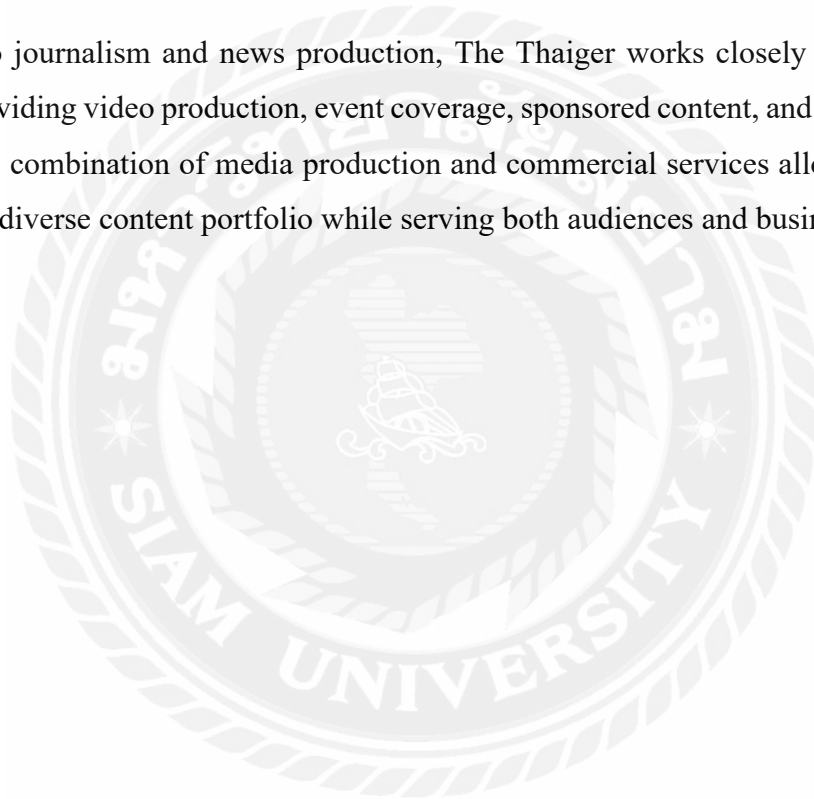
Figure 4 : The Thaiger Official Website Homepage

The Thaiger is a Thailand-based digital media company that delivers news, information, and multimedia content to local and international audiences. Established as an online news platform, the company has grown into a modern digital media organization that produces content across

multiple formats, including written articles, video reports, livestream broadcasts, social media content, and sponsored commercial projects.

The company publishes news covering a wide range of topics such as current affairs, business, tourism, lifestyle, entertainment, technology, and cool events. Through its website, Youtube channel, Facebook page, TikTok account, Instagram account, and other digital platforms, The Thaiger aims to provide timely and engaging content while adapting to the rapidly evolving digital media environment.

In addition to journalism and news production, The Thaiger works closely with commercial clients by providing video production, event coverage, sponsored content, and digital marketing services. This combination of media production and commercial services allows the company to maintain a diverse content portfolio while serving both audiences and business partners.



1.2 Vision and Mission

Vision:

The vision of the company is to become a leading digital media platform recognized for delivering reliable, engaging, and innovative content to audiences in Thailand and across Southeast Asia. The company aims to establish itself as a trusted source of information by combining high-quality journalism, creative storytelling, and modern digital technologies. By continuously adapting to the changing media world and audience preferences, the company seeks to expand its reach, its reputation, and keep contributing positively to the development of the digital media industry in the field.

Mission:

The mission of the company is to provide accurate, timely, and accessible news coverage that informs and educates audiences while maintaining high standards of professionalism and credibility. The company is committed to creating engaging multimedia content across various digital platforms, including websites, social media channels, video productions, and live broadcasts, to meet the diverse needs of modern audiences. In addition, the company aims to adopt new technologies and innovative approaches in digital media production to improve the quality of its content and better content with its audience. The Thaiger focuses on creating content that is informative, engaging and relevant to readers while building trust through consistent and reliable reporting. The company also provides media production, advertising, and digital marketing services, for businesses, helping clients promote their brands and communicate effectively with their target audiences.

1.3 Strategies of the Company

The Thaiger adopts several strategies to remain competitive in the rapidly changing digital media industry. One of the company's main strategies is to deliver timely, accurate, and engaging content across multiple digital platforms. By publishing news articles, videos, social media content, and livestreams broadcasts, the company is able to reach audiences through the platforms they use most frequently.

Another important strategy is the use of multimedia content production. The company combines written journalism with video production, livestreaming, graphic design, and social media marketing to provide information in formats that appeal to different audience groups. This approach helps increase audience engagement and improve content accessibility.

The Thaiger also focuses on maintaining a strong online presence by actively distributing content through its website, Youtube channel, Facebook page, Instagram account, TikTok account, and other digital online platforms. By expanding its digital reach, the company aims to increase brand awareness and attract a larger audience both in Thailand and internationally.

In addition to audience-focused content, the company develops commercial partnerships through sponsored content, advertising services, event coverage, and media production projects. These activities help diversify revenue sources while providing valuable marketing solutions for business clients.

Furthermore, The Thaiger continuously adapts to new technologies and industry trends in order to improve content quality, production efficiency, and audience engagement. Through innovation, collaboration, and digital transformation, the company aims to strengthen its position as a leading digital media organization in Thailand and Southeast Asia.

1.4 Products and Services

The Thaiger offers a variety of digital media products and services that support both audience engagement and commercial partnerships.

News Reporting and Publishing:

The company produces daily news content covering local, national and international events. Articles are published on The Thaiger website and distributed through various social media platforms to maximize audience reach.

Video Production:

The Thaiger creates video content for news reporting, interviews, feature stories, events coverage, and sponsored campaigns. Videos are distributed across Youtube, Facebook, TikTok, Instagram, and the company websites.

Livestream Broadcasting:

One of the company's key media products is livestream broadcasting, particularly the GMT Morning Show. These livestreams allow audiences to receive real-time news updates while interacting directly with presenters through digital platforms.

Social Media Content:

The company develops platform-specific content including short-form videos, reels, promotional graphics, thumbnails, and audience engagement posts designed to increase visibility and interaction across social media channels.

Commercial and Sponsored Projects:

The Thaiger collaborates with businesses and organizations to produce sponsored videos, promotional campaigns, event coverage, and branded content. These projects help clients communicate effectively with their target audiences while supporting the company's commercial operations.



1.5 Organizational Structure

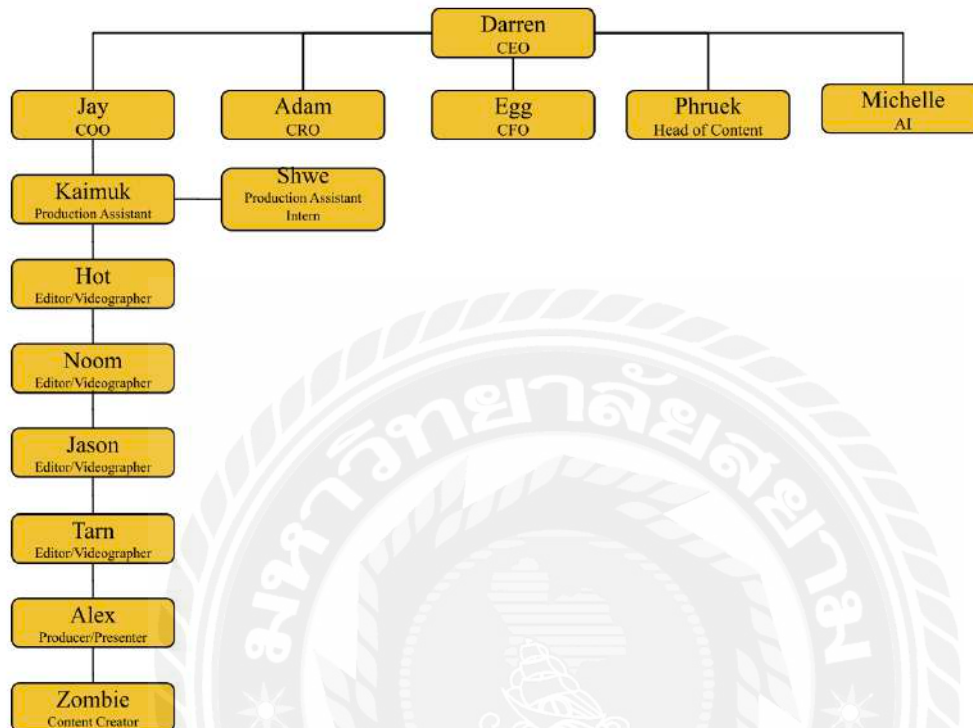


Figure 5 : Organizational Chart of The Thaiger Studio

The Thaiger operates through collaboration among several departments, including management, editorial, production, sales, marketing, and technical support teams. Each department contributes to the overall production and distribution of digital content.

The production department plays a central role in coordinating livestreams, video production, content editing, filming, and social media distribution. Team members work closely together to ensure content is produced effectively while maintaining professional standards and meeting publishing deadlines.

The company encourages communication and collaboration between departments, allowing employees and interns to contribute ideas, participate in meetings, and gain exposure to multiple views of digital media operations.

1.6 Internship Position and Objectives

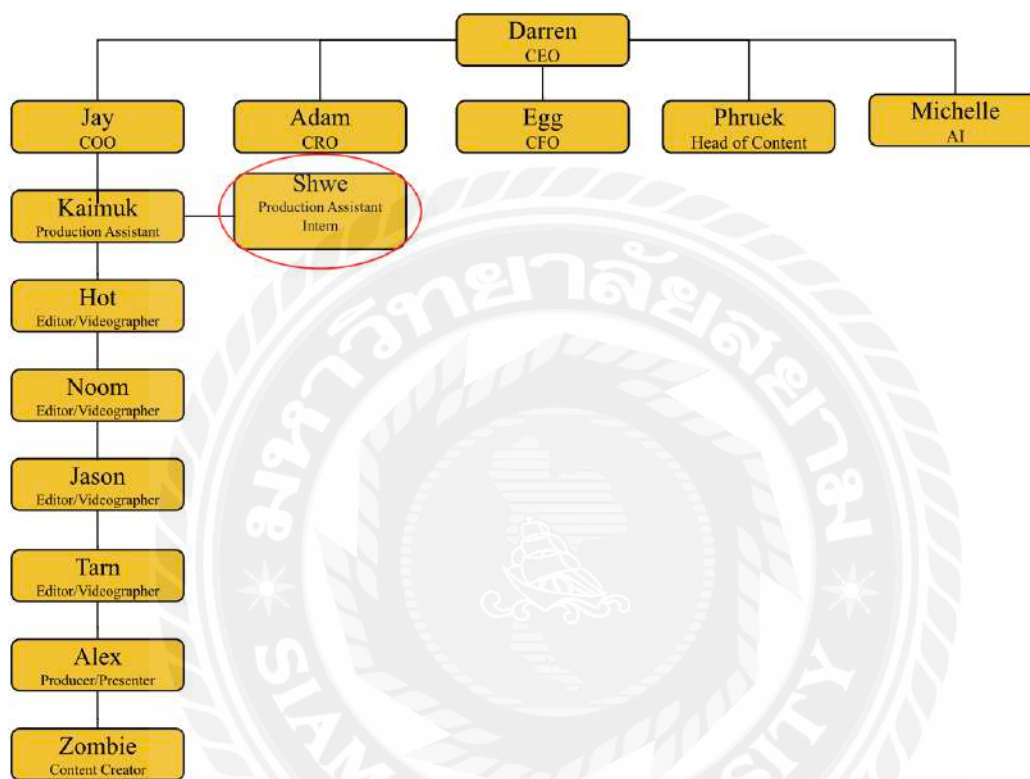


Figure 6 : Organizational Chart of The Thaiger Studio highlighting the Intern Position

I joined The Thaiger as a Production Assistant Intern from January 12, 2026, to May 25, 2026, under the supervision of Ms. Kaimuk, Production Assistant and Coordinator.

The objective of this internship was to gain practical experience in digital media production and apply academic knowledge in a professional working environment. Throughout the internship, I was exposed to a wide range of responsibilities that allowed me to develop technical, creative, organizational, and communication skills.

My primary responsibilities included supporting the production team in livestream operations, video editing, script writing, teleprompter preparation, camera operation, thumbnail creation, website publishing, social media content production, and on-location filming. I also assisted in managing livestream broadcasts, preparing production assets, uploading and formatting news articles, embedding videos into website content and monitoring live broadcasts across multiple platforms.

In addition to production-related duties, I supported project coordination activities by communicating with team members, participating in brainstorming sessions, attending production meetings, and assisting with client-related projects. I was also entrusted with using company communication channels and email correspondence when supporting business and production activities.

The internship provided valuable opportunities to participate in both daily news production and commercial projects, including campaigns for Axi Trading, Thaifex, Kolour, Miskawaan Clinic, and BMG Modern Granite. Through these experiences, I gained hands-on exposure to real-world media workflows, client expectations, and professional content production standards.

Overall, this internship allowed me to strengthen my technical capabilities, improve my problem-solving and teamwork skills, and gain a deeper understanding of the digital media industry and modern content production processes.

1.7 Intention to Choose the Company

I chose The Thaiger as my internship company because I have a strong interest in digital media, content creation, and video production. As a Business Administration student, I wanted to gain practical experience in a modern company that combines media, marketing, technology, and business operations.

The Thaiger is one of the well-known digital media platforms and produces content across various channels including its websites, Youtube, Facebook, Instagram, TikTok, and livestream programs. This provides me opportunities to learn about real-world content production while also understanding how digital media companies operate and generate value for their audiences and clients.

Another reason I chose The Thaiger was because the company offers interns the opportunity to participate in actual projects rather than only observing from the sidelines. During my internship, I was able to gain hands-on experience in video editing, livestream production, script preparation, content publishing, and social media management. These experiences helped me develop both technical skills and professional workplace skills that will be beneficial for my future career.

Overall, I believed that The Thaiger could provide valuable industry experience and allow me to apply the knowledge I learned in university to a professional working environment.

1.8 SWOT Analysis of the Company

Strengths:

One of The Thaiger's main strengths is its strong presence across multiple digital platforms, including its website, Youtube, Facebook, Instagram, TikTok, and livestream channels. This allows the company to reach a large and diverse audience both within Thailand and internationally. The company is also capable of producing content in various formats such as news articles, videos, social media posts, and live broadcasts, enabling it to adapt to changing audience preferences. In addition, The Thaiger has an experienced team that can quickly produce and distribute news and media content while maintaining professional standards.

Weaknesses:

One of The Thaiger's main weaknesses is its reliance on advertising and direct sales as its primary sources of revenue. This makes the company's income less stable, as advertising depends on website traffic, social media performance, and Google's algorithm, which can change at any time. In addition, direct sales rely heavily on the performance of the sales team and the marketing budgets of clients. If sales decreases or clients reduce their spending, the company's revenue can be significantly affected.

Opportunities:

The increasing use of digital media and online news consumption presents significant opportunities for The Thaiger. As more people access information through websites, social media, and video platforms, the company has the potential to expand its audiences and strengthen its market position. The continued growth of video content, livestreaming, and digital marketing services also created opportunities for the company to develop new products and services. In addition, The Thaiger can further expand its reach to international audiences interested in news and information related to Thailand and Southeast Asia.

Threats:

One of The Thaiger's biggest threats is increasing competition from larger media companies that may invest more heavily in English language digital content, social media, and video production. Companies such as Bangkok Post or Thairath have greater resources and could attract a similar audience if they expand their digital presence. Another threat is the current economic situation, where many businesses are reducing their marketing budgets or choosing shorter advertising campaigns. Since The Thaiger relies on advertising and direct sales, these changes could reduce revenue and make future growth more challenging.

1.9 Objective of the Study

The main objective of this study is to examine and understand the practical application of digital media production processes within a professional media organization. The study focuses on how digital content is planned, produced, edited, published, and distributed across multiple online platforms.

In addition, this study aims to explore how knowledge gained from the Business Administration program can be applied in a real working environment. Through participation in daily production activities at The Thaiger, the study seeks to understand the workflow, communication processes, teamwork, and management practices involved in digital media operations.

Furthermore, the study aims to identify the skills, knowledge, and experience gained during the internship period, as well as evaluate how these experiences contributed to personal and professional development. The findings of this study will help demonstrate in the digital media industry.

CHAPTER 2: INTERNSHIP ACTIVITIES AND WORK PERFORMED

2.1 Job Description

During my internship at The Thaiger, I worked as a Production Assistant Intern under the supervision of Ms. Kaimuk, Production Assistant and Coordinator. My role involved supporting the production team in a wide range of media-related activities, including livestream broadcasting, video editing, content creation, website publishing, clients projects, and digital media operations.

As a Production Assistant Intern, I was responsible for assisting in both daily news production and commercial projects. My duties required technical knowledge, creativity, time management, communication skills, and the ability to work efficiently in a fast-paced digital media environment.

The internship provides exposure to various aspects of digital content production, allowing me to gain hands-on experience with professional media workflows and industry-standard production tools.

My responsibilities included:

- Operating livestream broadcasts through OBS Studio.
- Assisting with the GMT Morning Show production.
- Editing daily news videos and social media content.
- Producing short-form video content for digital platforms.
- Creating thumbnails and participating in clients content projects.
- Preparing teleprompter scripts for presenters.
- Uploading and formatting articles on The Thaiger and ASEAN NOW Websites.
- Embedding videos into online news articles.

- Assisting with on-location filming and production support.

2.2 Job Responsibilities

GMT Morning Show Livestream Production:

One of the most significant responsibilities during my internship was assisting with the GMT Morning Show, which serves as The Thaiger's daily livestream news program. This experience provided valuable exposure to live media production and allowed me to develop technical skills in a real-world broadcasting environment.

I participated in the production of the GMT Morning Show four days per week throughout my internship period. Before each livestream, I assisted with preparing cameras, checking audio systems, organizing visual assets, and ensuring that all technical equipment was functioning properly. Proper preparation was essential to ensure smooth broadcast operations and minimize potential technical issues.

During the livestream, I operated OBS Studio and managed various production tasks. My responsibilities included displaying sponsor graphics, switching media assets, presenting video footage, monitoring audio levels, controlling livestream settings, and assisting with the overall flow of the broadcast. I also monitored audience comments and engagement while ensuring the livestream remained stable across multiple platforms.

In addition to YouTube broadcasts, I also assisted with Facebook Live and TikTok Live productions. These responsibilities required strong attention to detail and the ability to multitask effectively while working under time-sensitive conditions.

One of the most challenging aspects of livestream production was responding to unexpected technical issues. Since livestreams occur in real time, any technical problems must be identified and resolved immediately to avoid disruptions to the audience experience. Through these

experiences, I developed stronger problem-solving skills, improved my ability to work under pressure, and gained confidence in managing professional livestream productions.

Video Editing and Content Production:

Video editing was one of my primary responsibilities throughout the internship. Working in a digital news environment required the production of content on a daily basis while maintaining quality and meeting strict deadlines.

Using Final Cut Pro as my main editing software, I edited a variety of content including daily news videos, short-form social media content, sponsored advertisements, event coverage, and promotional materials. Depending on the daily workload, I typically edited between four and eight short-form videos each day.

The editing process involved selecting footage, organizing media assets, trimming clips, adding captions, adjusting audio levels, applying visual enhancements, and exporting content in multiple formats suitable for different social media platforms. These tasks required both technical editing skills and an understanding of audience engagement strategies.

Working on daily news content taught me the importance of efficiency and accuracy. Since news stories are time-sensitive, content must be edited and published quickly while maintaining professional standards. This experience significantly improved my editing speed, decision-making abilities, and understanding of digital content production workflows.

Sponsored Content Production:

In addition to news content, I had the opportunities to participate in several sponsored content projects for commercial clients. These projects provided valuable insight into professional client work and the production processes involved in commercial media campaigns.

i. Axi Trading Project

One of the major projects I worked on during my internship was the Axi Trading campaign. My responsibilities included editing promotional videos, preparing content for client review, creating social media thumbnails, and exporting videos in multiple formats.

A significant part of the project involved adapting content for different platforms. For example, videos often needed to be exported in square, vertical, and horizontal formats to meet platform requirements. Following client review, revisions were completed based on feedback before final versions were delivered.

Throughout this project, I gained valuable experience in client communication, revision management, and commercial video production standards.

ii. Thaifex Project

I also participated in content production related to Thaifex, one of Thailand's major trade exhibitions. This project involved acquiring footage, content creation, and post-production editing.

The experience provided exposure to event coverage workflows and demonstrated how large-scale events are documented and transformed into engaging digital content.

iii. Kolour Project

Another significant project was the Kolour event. During this project, I assisted with content production activities. Working on this project helped me develop a better understanding of event coverage, audience-focused storytelling, and production planning.

iv. Miskaween Clinic Project

I had the opportunity to assist with content production for Miskaween Clinic. My responsibilities included supporting the production team during filming sessions and capturing behind-the-scenes content.

This project provided valuable experience in professional client environments and strengthened my understanding of production support responsibilities.

v. BMG Modern Granite Project

I also assisted with content production for BMG Modern Granite. During this project, I supported filming activities, assisted with script preparation, documented client feedback, and helped the production team capture behind-the-scenes footage.

This experience enhanced my communication skills and provided greater exposure to professional client interactions and production planning processes.

Website Publishing and Content Management:

Throughout the internship, I was responsible for uploading and managing content on The Thaiger website and ASEAN NOW platform.

My duties included publishing articles, formatting website content, embedding videos into articles, organizing media assets, and ensuring content met the company's publishing standards. These tasks required attention to detail and an understanding of digital content presentation.

Through this experience, I gained practical knowledge of content management systems and learned how digital media organizations distribute content across multiple channels to maximize audience reach and engagement.

Artificial intelligence Tools and Content Development:

During my internship, I was introduced to various artificial intelligence tools used to support digital content production and workflow efficiency. Learning how these technologies are applied in the media industry helped me understand their growing role in modern content creation.

I gained experience creating prompts and using AI-assisted tools for content research, idea generation, script development, and content formatting. I also explored image-to-video technologies and learned how AI can assist content creators in producing digital media more efficiently.

In addition, I contributed to the development of evergreen content by conducting research, organizing information, and preparing content for publication. These experiences provided valuable insight into how AI can enhance productivity while still requiring human creativity, judgement, and quality control.

2.3 Process Diagram for Major Internship Activities

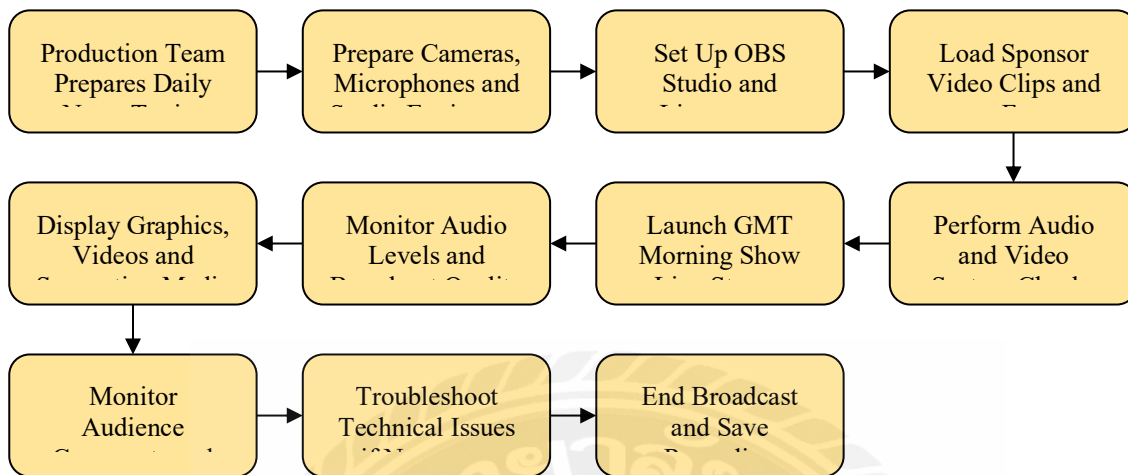


Figure 7 : GMT Morning Show Livestream Production Workflow

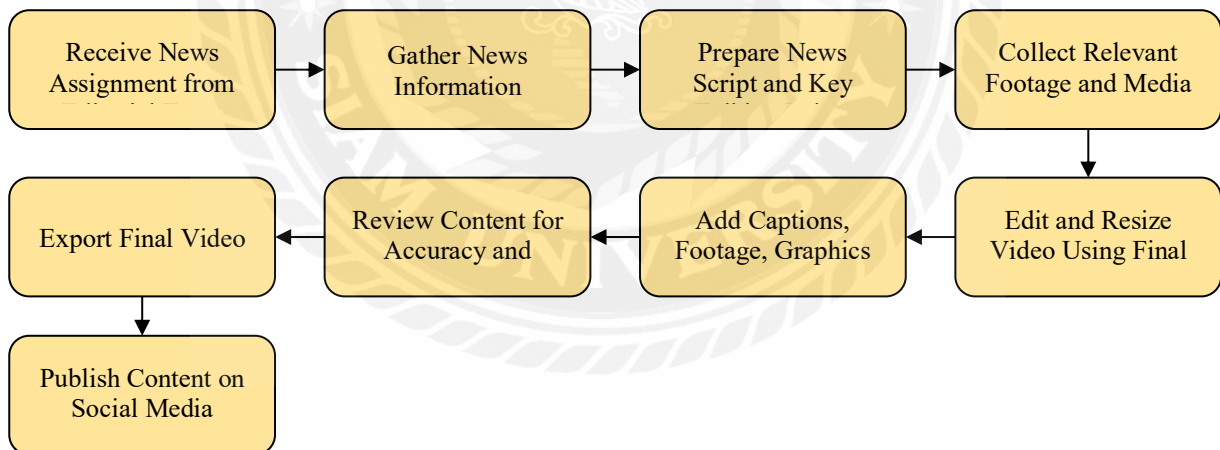


Figure 8 : News Content Production Workflow

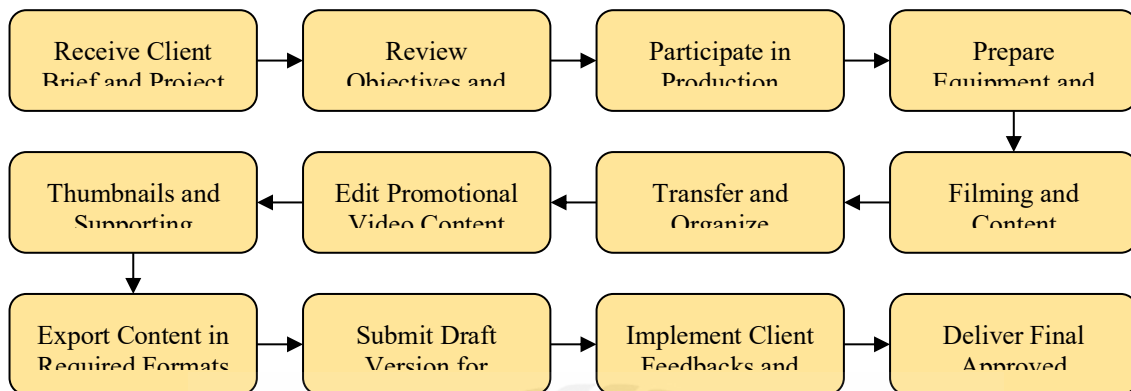


Figure 9 : Sponsored Content Production Workflow

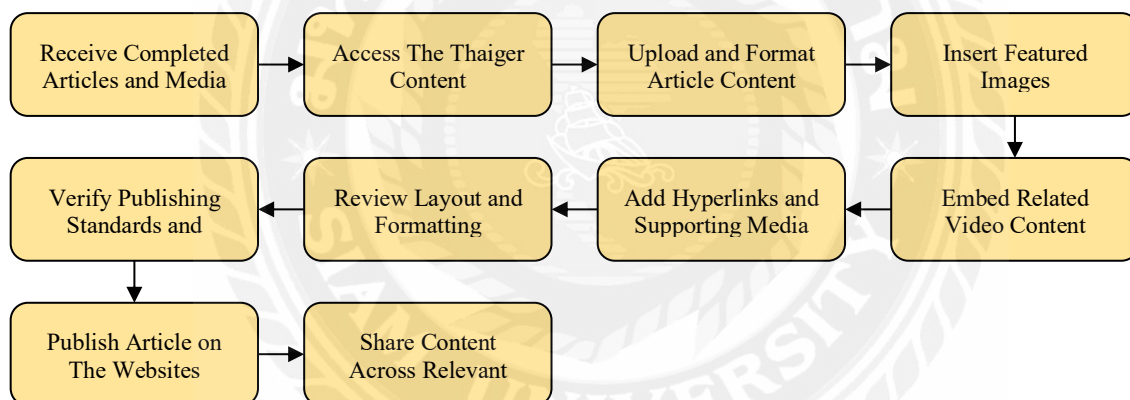


Figure 10 : Website Publishing and Content Management Workflow

2.4 Contributions as Intern to the Organization

During my internship at The Thaiger, I actively contributed to both daily operations and commercial projects. My involvement supported the production team in maintaining efficient workflows and delivering content across multiple platforms.

One of my primary contributions was assisting with the GMT Morning Show livestream production. By supporting technical operations, monitoring broadcasts, managing visual assets, and assisting with troubleshooting, I contributed to the successful delivery of daily livestream content.

I also contributed to the production of numerous news videos, social media clips, sponsored campaigns, and website content. These activities helped increase content output and supported audience engagement across various digital platforms.

Through my involvement in clients projects such as Axi Trading, Thaifex, Kolour, Miskaween Clinic, and BMG Modern Granite, I assisted with video production, editing, filming support, and project coordination. These contributions helped the production team meet project deadlines and maintain professional standards.

Additionally, I participated in brainstorming sessions and production meetings where ideas regarding content strategy and audience engagement were discussed. During one discussion, I suggested increasing the production of evergreen content that could continue attracting audiences over longer periods of time. This recommendation aligned with broader discussions regarding audience growth and long-term content performance.

Throughout the internship, I consistently demonstrated reliability, adaptability, and a willingness to learn. Positive feedback from supervisors and colleagues highlighted my ability to learn quickly, communicate effectively, and contribute productively to the team's objectives.

2.5 Examples of Some Special Skills Learnt During the Internship

The internship at The Thaiger provided numerous opportunities to develop both technical and professional skills. Through daily involvement in media production activities, livestream operations, content creation, and client projects, I gained practical experience that complemented my academic studies and enhanced my professional capabilities.

Technical skills:

Throughout the internship, I improved my proficiency in several industry-standard software applications and digital production tools. These included Final Cut Pro for video editing, CapCut for short-form content production and caption subtitle creation, Adobe Photoshop for thumbnail creation and graphic design, OBS Studio for livestream broadcasting, and management systems used for website publishing.

Operating livestream broadcasts significantly improved my understanding of broadcasting technology, audio management, camera setup, and real-time production workflows. I also learned how to troubleshoot technical issues quickly and efficiently during live productions.

Content Creation Skills:

The internship strengthened my ability to create content for multiple digital platforms. Through editing daily news videos, sponsored content, and social media clips, I learned how to adopt content for different audiences and platforms requirements.

I also developed stronger script-writing skills, content formatting abilities, and storytelling techniques. Producing content on a daily basis improved my understanding of audience engagement and content optimization strategies.

Artificial Intelligence and Digital Media Skills:

An important aspect of my internship involved learning how artificial intelligence tools can support modern content production. I gained experience in prompt writing, AI-assisted content research, content ideation, content formatting, and image-to-video technologies.

These experiences provided insight into how AI can improve productivity and assist content creators while highlighting the importance of human creativity and editorial oversight in media production.

Communication and Teamwork Skills:

Working closely with presenters, producers, coordinators, editors, and clients helped improve my communication and collaboration skills. Participating in production meetings, brainstorming sessions, and project discussions taught me how professional media teams coordinate their efforts to achieve project objectives.

The internship also improved my confidence when communicating with colleagues and clients in a professional working environment.

Time Management and Problem-Solving Skills:

The fast-paced nature of digital media production required effective time management and strong organizational skills. Managing multiple projects simultaneously while meeting production deadlines taught me how to prioritize tasks and maintain productivity under pressure.

Additionally, working in livestream production environments enhanced my problem-solving abilities, as technical issues often required immediate attention and rapid decision-making.

Some examples of the work I coordinated for the projects are shown below:

Figure 11 : GMT Live Production



Figure 12 : Axi Weekly Production

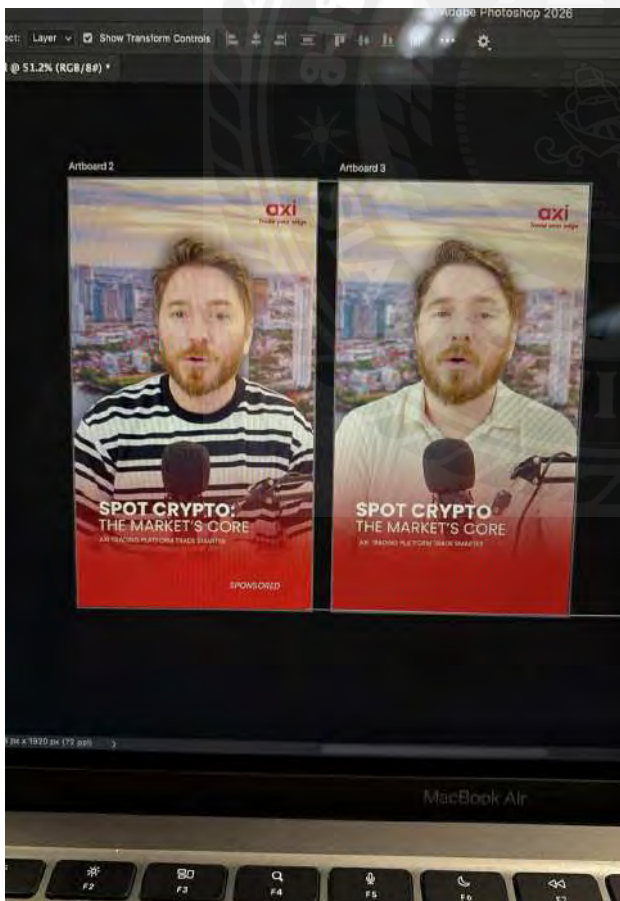
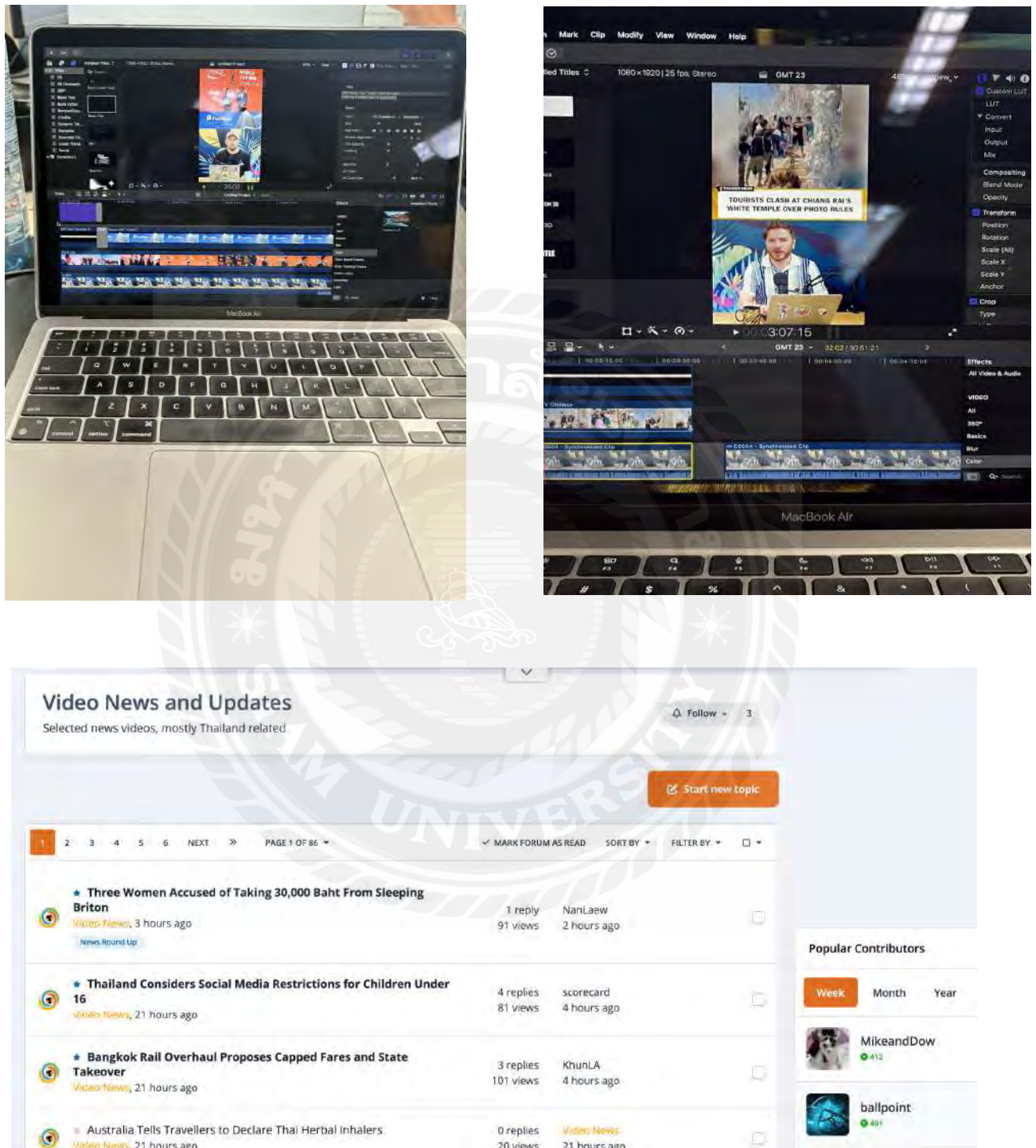


Figure 13 : News & Social Media Content





2.6 Challenges Encountered During the Internship and Solutions

Throughout the internship, I encountered several challenges that contributed significantly to my professional growth and learning experience.

Livestream Production Challenges:

One of the most demanding aspects of the internship was operating livestream productions. Unlike pre-record content, livestream broadcasts require immediate action and leave little room for mistakes. Technical problems such as audio issues, connectivity concerns, software errors, or incorrect media playback must be resolved instantly while the broadcast remains live.

To overcome these challenges, I focused on becoming more familiar with OBS Studio, production workflows, and troubleshooting procedures. Through continuous practice and observation, I became more confident in managing live broadcasts and responding effectively to unexpected situations.

Managing Multiple Content Formats:

Many sponsored projects required videos to be exported in multiple formats, including raw videos, horizontal, square, and vertical versions for different social media platforms. This process required careful organization and attention to detail to ensure content quality remained consistent across all formats.

To address this challenge, I developed a more structured editing workflow that improved efficiency and reduced production time.

Tight Deadlines in News Production:

Working within a digital news environment often required content to be edited, approved, and published within short timeframes. Maintaining quality while meeting deadlines was sometimes challenging, particularly during periods of high content volume.

By improving my editing speed, planning my workload more effectively, and maintaining clear communication with team members, I was able to complete tasks effectively while maintaining production standards.

Adapting to Professional Work Environments:

At the beginning of the internship, adapting to the pace and expectations of a professional media company required adjustments. Learning company workflows, understanding production standards, and working within a professional team environment presented an initial challenge.

Over time, through guidance from supervisors and collaboration with colleagues, I became more comfortable with workplace expectations and developed greater confidence in my abilities.

CHAPTER 3: LEARNING PROCESS AND MINI RESEARCH

3.1 Problem Faced During the Internship

During my internship at The Thaiger, I observed that the production team was responsible for managing a large volume of content across multiple digital platforms, including livestreams, news videos, social media content, sponsored projects, and website articles. Due to the fast-paced nature of digital media production, content creators and editors were often required to complete multiple tasks within tight deadlines.

I noticed that several stages of the production workflow required considerable manual effort, including content research, script preparation, video editing, thumbnail creation, content formatting, and platform-specific adaptation. These repetitive tasks could increase production time and reduce overall efficiency, particularly when managing multiple projects simultaneously.

As content demand continues to grow, maintaining both productivity and content quality becomes increasingly challenging. Therefore, workflow optimization became an important issue observed during the internship period.

3.2 Mini Research

Research Title : Optimizing Video Production Workflow in Digital Media Companies Through AI-Assisted Content Creation and Production Management

3.2.1 Problem Statement

The digital media industry operates in a highly competitive and fast-paced environment where content must be produced and distributed efficiently across multiple platforms. Media organizations such as The Thaiger are responsible for creating a large volume of content on a daily basis, including news videos, social media clips, livestream broadcasts, sponsored content, and website articles.

During my internship, I observed that many stages of the production workflow require significant amounts of time and manual effort. These stages include content research, script preparation, editing, content formatting, thumbnail development, and platform-specific content adaption. As content demand continues to increase, media organizations face challenges in maintaining both productivity and content quality.

Additionally, video editors and content creators often need to produce multiple versions of the same content for different platforms. This process increases workload and can affect overall production efficiency.

Therefore, there is a need to explore how AI-assisted tools and workflow optimization strategies can support media professionals in improving productivity while maintaining content quality and audience engagement.

3.2.2 Significance of the Study

This study is important because efficiency production workflows directly affect the ability of digital media organizations to deliver content consistently and efficiently.

The findings of this study may benefit:

The Organization:

By identifying the opportunities to streamline production processes, media organizations may improve productivity, reduce production time, and increase content output.

Content Creators and Editors:

Editors and content creators may benefit from workflow improvements that reduce repetitive tasks and allow greater focus on creative and strategic activities.

Future Interns and Students:

This study may provide useful insights into how modern media organizations utilize technology and workflow management practices within professional production environments.

The Digital Media Industry:

The study contributes to a broader understanding of how emerging technologies can support media production while maintaining content quality and editorial standards.

3.2.3 Literature Review

Recent developments in artificial intelligence have significantly influenced the content creation and media production workflows. According to industry research, AI tools can assist with content ideation, script development, audience analysis, automated transcription, caption generation, and content organization.

Many digital media organizations have begun integrating AI technologies into their workflows to improve efficiency and reduce the time required for repetitive tasks. However, researchers also emphasize that AI should function as a support tool rather than a replacement for human creativity and editorial judgement.

In video production environments, workflow optimization focuses on reducing unnecessary steps, improving communication between team members, and implementing technologies that increase productivity. Studies suggest that organizations that successfully combine technology, structured workflows, and skilled professionals often achieve better production outcomes.

These findings indicate that AI-assisted workflows may provide valuable opportunities for improving efficiency within digital media organizations while preserving content quality and creative standards.

3.2.4 Methodology

This study utilizes qualitative research methods based on direct observation and practical experience gained during the internship period at The Thaiger.

Information was collected through:

- Direct observation of daily production workflows.
- Participation in livestream productions.
- Involvement in video editing and content creation activities.
- Participation in production meetings and brainstorming sessions.
- Observation of sponsored content production processes.
- Independent research related to AI tools and media production technologies.

Additional insights were obtained through discussions with supervisors, presenters, producers, and production team members throughout the internship period.

Furthermore, I conducted independent analysis of content produced by Axi Trading and competing financial content creators. By examining editing techniques, storytelling structures, visual presentation styles, pacing, and audience engagement strategies, I gained a deeper understanding of how successful content is developed within competitive digital markets. This research helped inform my understanding of efficient production practices and content optimization techniques.

3.2.5 Expected Result / Solution

The expected result of this study is the improvement of production workflow efficiency within digital media organizations through the integration of AI-assisted tools and structured workflow management practices.

By improving AI-assisted research, script drafting, transcribing, and content organization tools, content creators and editors may reduce the time spent on repetitive tasks and focus more on creative and strategic activities. The use of standardized workflows can also improve communication, consistency, and collaboration among production team members.

In addition, workflow optimization is expected to increase productivity, reduce production bottlenecks, and support the creation of higher columns of content without compromising quality. These improvements may help digital media organizations remain competitive while adapting to the growing demands of modern content production.

CHAPTER 4: CONCLUSIONS

4.1 Conclusion

The internship at The Thaiger provided a valuable opportunity to gain practical experience within a professional digital media organization. During the internship period from January 12, 2026, to May 25, 2026, I was able to apply knowledge gained from academic studies while developing new technical and professional skills in a real working environment.

As a Production Assistant Intern, I participated in a wide range of activities, including livestream production, video editing, content creation, website publishing, social media management, client projects, and production coordination. These responsibilities allowed me to gain a comprehensive understanding of how digital media organizations operate and how content is produced, managed, and distributed across multiple platforms.

One of the most valuable experiences was working on the GMT Morning Show livestream production. This experience taught me how to work under pressure, manage technical systems in real time, and respond quickly to unexpected challenges. The responsibility of operating livestream broadcasts significantly improved my confidence, decision-making abilities, and technical problem-solving skills.

The internship also enhanced my video editing capabilities through daily production work involving news videos, social media content, sponsored projects, and commercial campaigns. Working on projects such as Axi Trading, Thaifex, Kolour, Miskawaan Clinic, and BMG Modern Granite exposed me to professional client expectations, revisions, processes, and commercial production standards.

In addition to technical development, I improved important skills including communication, teamwork, adaptability, time management, and professional responsibility. Working closely

with supervisors, presenters, producers, and clients taught me the importance of collaboration and effective communication in achieving project goals.

Another important learning outcome was the opportunity to explore the role of artificial intelligence in digital media production. Through content research, prompt creation, AI-assisted workflows, image-to-video technologies, and evergreen content development, I gained insight into how emerging technologies are transforming the media industry. These experiences helped me understand both the opportunities and limitations of AI-assisted production systems.

Furthermore, the internship strengthened my understanding of audience engagement and content strategy. By analyzing content performance, researching competitor videos, and observing audience behavior across multiple platforms, I developed a greater appreciation for the strategic aspects of content creation beyond technical production alone.

Overall, the internship successfully bridged the gap between academic learning and professional practice. The experience not only improved my technical competencies but also helped me prepare for future career opportunities within the fields of digital media, content creation, video production, and multimedia communications.

4.2 Limitations of the Study

Although the internship provided numerous learning opportunities, several limitations were identified during the internship period.

The first limitation involved time constraints. The internship lasted approximately over four months, which provided substantial exposure to the media industry; however, a longer internship period would have allowed for deeper involvement in larger projects and greater understanding of long-term production strategies.

Another limitation was the fast-paced nature of digital news production. Due to daily deadlines and continued content requirements, there was often limited time available for extension experimentation, advanced creative development, or detailed post-production enhancements. Content frequently needed to be produced and published within short timeframes to remain relevant and competitive.

The use of artificial intelligence tools also presented certain limitations. While AI technologies can improve productivity and assist with research, scripting, and content organization, they cannot fully replace human creativity, critical thinking, editorial judgement, or storytelling ability. All AI-generated outputs require verification and review to ensure accuracy and quality.

Additionally, livestream production environments inherently involve technical risks. Internet connectivity issues, software malfunctions, hardware failures, and unexpected operational problems can occur without warning. Although preparation and troubleshooting procedures can reduce these risks, they cannot be eliminated entirely.

Finally, as an intern, my access to certain strategic business information, client negotiations, and high-level management decisions was naturally limited. While I gained valuable insight into production operations, there were some organizational processes that remained outside the scope of my internship responsibilities.

4.3 Recommendations

Based on observations made during my internship, several recommendations may help further improve workflow efficiency, content performance, and production effectiveness within digital media organizations.

Recommendation 1: Expand the Use of AI-Assisted Production Tools

As digital media production continues to evolve, AI-assisted tools can play an increasingly important role in improving workflow efficiency. Tools that support content research, script drafting, transcription, caption generation, and content organizations may help reduce repetitive tasks and allow production teams to focus more on creative decision-making.

However, AI should be used as a supporting tool rather than a replacement for human expertise. Editorial review and quality control processes should remain essential components of content production.

Recommendation 2: Develop More Evergreen Content

During my internship, I observed that daily news production naturally focuses on current events and time-sensitive topics. While this approach is necessary for a news organization, there may also be opportunities to increase the production of evergreen content that remains valuable to audiences over longer periods of time.

Evergreen content can continue generating views, website traffic, and audience engagement long after publications. Topics such as travel guides, educational content, business insights, lifestyles information, and explanatory videos may provide long-term benefits while complementing daily news coverage.

Recommendation 3: Continue Investing in Short-Form Content

Short-form video platforms continue to play an important role in audience growth and digital engagement. Maintaining a strong presence on platforms such as TikTok, Instagram Reels, Facebook Reels, and YouTube Shorts may help increase brand visibility and attract new audiences.

Organizations should continue adapting content for multiple platforms while optimizing video formats, storytelling techniques, and audience engagement strategies.

Recommendation 4: Encourage Continuous Professional Development

The digital media industry changes rapidly due to evolving technologies, platform updates, and audience preferences. Providing opportunities for employees and interns to learn new software, production techniques, AI tools, and content strategies can help organizations remain competitive and innovative.

Regular training sessions, workshops, and knowledge-sharing activities may contribute to both individual growth and organizational success.

In conclusion, The Thaiger provided an excellent learning environment that allowed me to gain valuable industry experience, develop professional skills, and better understand the challenges and opportunities within modern digital media production. The knowledge and experience gained during this internship will serve as a strong foundation for my future career development.

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ii. Appendix:

Internship Company	The Thaiger
Position	Production Assistant Intern
Intern	Shwe Yee Phu Au
Duration	4 months and 13 days / 19 weeks and 1 day / 133 days
Starting Date	12th January 2026
Ending Date	25th May 2026

Daily Diary

Week 01:

Date	Tasks & Activities
12.01.2026	Learned how to post articles on The Thaiger and ASEAN NOW websites. Practiced writing headlines and meta descriptions for SEO. learned the GMT Morning Show script preparation process and analyzed popular Instagram Reels to understand audience engagement and trending topics.
13.01.2026	I attended a university lecture.
14.01.2026	Continued posting articles on The Thaiger and ASEAN NOW websites. Practiced writing meta descriptions and learned how to transform news articles into short-form social media content such as Reels and Shorts.
15.01.2026	Continued website posting and learned about client communication and digital marketing strategies. Researched different business industries and content styles.
16.01.2026	Posted articles on both websites and observed the video editing workflow used by the production team. Learned basic editing techniques for social media content.

Week 02:

Date	Tasks & Activities
19.01.2026	Learned the GMT Morning Show livestream workflow using OBS Studio. Assisted with camera setup, audio control, and media preparation before the live broadcast. Continued posting articles on The Thaiger and ASEAN NOW websites
20.01.2026	Attended a university lecture.
21.01.2026	Assisted in operating the GMT Morning Show livestream, including controlling OBS, managing audio, and displaying videos during the live session. Continued website posting and practiced writing headlines and meta descriptions.
22.01.2026	Started editing short news videos for social media platforms. Learned how to select suitable footage, arrange clips, and choose music that matched the content and audience preferences.
23.01.2026	Edited news videos and short-form content for social media. Continued supported the GMT Morning Show livestream and improved video editing skills using different editing techniques and transitions.

Week 03:

Date	Tasks & Activities
26.01.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites.
27.01.2026	Attended a university lecture.
28.01.2026	Operated the GMT Morning Show livestream and edited short news videos for social media platforms. Posted articles on The Thaiger and ASEAN NOW websites.
29.01.2026	Edited 4-6 short news videos and posted articles on The Thaiger and ASEAN NOW websites..
30.01.2026	Operated the GMT Morning Show livestream independently under supervision and continued editing news videos. Posted articles on The Thaiger and ASEAN NOW websites.

Week 04:

Date	Tasks & Activities
02.02.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites.
03.02.2026	Attended a university lecture.
04.02.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos.
05.02.2026	Edited sponsored videos for Axi Trading and prepared different formats, including vertical and square videos for social media platforms. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos.
06.02.2026	Operated the GMT Morning Show livestream and continued editing videos for Axi Trading. Posted articles on The Thaiger and ASEAN NOW websites.

Week 05:

Date	Tasks & Activities
09.02.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
10.02.2026	Attended a university lecture.
11.02.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Edited 4-6 short news videos and posted articles on The Thaiger and ASEAN NOW websites..
12.02.2026	Assisted with the BMG Modern Granite project by helping with behind-the-scenes filming at the client's location and supporting script preparation. Continued editing news videos for social media platforms.
13.02.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites while improving editing skills and content presentation techniques.

Week 06:

Date	Tasks & Activities
16.02.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
17.02.2026	Attended a university lecture.
18.02.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Edited 4-6 short news videos and posted articles on The Thaiger and ASEAN NOW websites..
19.02.2026	Edited sponsored videos for Axi Trading and prepared different formats, including vertical and square videos for social media platforms. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
20.02.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites while improving editing speed and content presentation skills.

Week 07:

Date	Tasks & Activities
23.02.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
24.02.2026	Attended a university lecture.
25.02.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Edited 4-6 short news videos and posted articles on The Thaiger and ASEAN NOW websites..
26.02.2026	Assisted with content production for Miskawaan Clinic by supporting behind-the-scenes activities. and learning about healthcare and wellness services. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
27.02.2026	Operated the GMT Morning Show livestream using OBS Studio, including

	camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites while improving editing techniques and content presentation skills.
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Week 08:

Date	Tasks & Activities
02.03.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
03.03.2026	Attended a university lecture.
04.03.2026	Followed the production team to a real estate client's location and assisted with video production. Observed filming process, helped prepare equipment, and learned how commercial video content is produced for clients.
05.03.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.
06.03.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites.

Week 09:

Date	Tasks & Activities
09.03.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
10.03.2026	Attended a university lecture.
11.03.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.
12.03.2026	Edited sponsored videos for Axi Trading and prepared different formats, including vertical and square videos for social media platforms. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.

13.03.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.
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Week 10:

Date	Tasks & Activities
16.03.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
17.03.2026	Attended a university lecture.
18.03.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.
19.03.2026	Edited sponsored videos for Axi Trading and prepared different formats, including vertical and square videos for social media platforms. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
20.03.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.

Week 11:

Date	Tasks & Activities
23.03.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
24.03.2026	Attended a university lecture.
25.03.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.
26.03.2026	Continued editing sponsored content and social media videos. Operated the GMT Morning Show livestream. Posted articles on The Thaiger and ASEAN NOW websites.

27.03.2026	Immigration Leave.
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Week 12:

Date	Tasks & Activities
30.03.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
31.03.2026	Attended a university lecture.
01.04.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.
02.04.2026	Continued editing sponsored content and social media videos. Operated the GMT Morning Show livestream. Posted articles on The Thaiger and ASEAN NOW websites.
03.04.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.

Week 13:

Date	Tasks & Activities
06.04.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
07.04.2026	Attended a university lecture.
08.04.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.
09.04.2026	Continued editing sponsored content and social media videos. Operated the GMT Morning Show livestream. Posted articles on The Thaiger and ASEAN NOW websites.
10.04.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring.

	Posted articles on The Thaiger and ASEAN NOW websites while improving editing techniques and content presentation skills.
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Week 14:

Date	Tasks & Activities
13.04.2026	Songkran Holiday.
14.04.2026	Songkran Holiday.
15.04.2026	Songkran Holiday.
16.04.2026	Personal leave.
17.04.2026	Personal leave.

Week 15:

Date	Tasks & Activities
20.04.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
21.04.2026	Attended a university lecture.
22.04.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.
23.04.2026	Edited promotional video for Kolour Festival. Researched the event atmosphere, audience preferences, and selected suitable music and footage to create engaging content.
24.04.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.

Week 16:

Date	Tasks & Activities
27.04.2026	Operated the GMT Morning Show livestream using OBS Studio, including

	camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
28.04.2026	Attended a university lecture.
29.04.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.
30.04.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.
01.05.2026	Labour Day.

Week 17:

Date	Tasks & Activities
04.05.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
05.05.2026	Final Exam Day.
06.05.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.
07.05.2026	Began editing promotion videos for Thaifex by researching the event, selecting suitable footage, and choosing music that matched the atmosphere and target audience.
08.05.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.

Week 18:

Date	Tasks & Activities
11.05.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing

	news videos for social media platforms.
12.05.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.
13.05.2026	Continued editing for Thaifex. Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.
14.05.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.
15.05.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.

Week 19:

Date	Tasks & Activities
18.05.2026	Operated the GMT Morning Show livestream using OBS Studio, including camera switching, audio control, media playback, and comment monitoring. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
19.05.2026	Operated the GMT Morning Show livestream using OBS Studio. Edited 4-8 short news videos and reels. Posted articles on The Thaiger and ASEAN NOW websites.
20.05.2026	Edited sponsored videos for Axi Trading and prepared different formats, including vertical and square videos for social media platforms. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
21.05.2026	Participated in the production of an Axi Trading video by assisting with the filming of the presenter and supporting the video production process. Edited sponsored videos for Axi Trading and prepared different formats, including vertical and square videos for social media platforms. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.
22.05.2026	Edited sponsored videos for Axi Trading and prepared different formats, including vertical and square videos for social media platforms. Posted articles on The Thaiger and ASEAN NOW websites. Continued editing news videos for social media platforms.

Week 20:

Date	Tasks & Activities
25.05.2026	Operated the GMT Morning Show livestream using OBS Studio. Completed final tasks assigned by the production team, reviewed previous projects, and officially completed the internship at The Thaiger.



iii. Team Engagement & Outdoor Projects



Figure 14: University Advisor's visit to The Thaiger during the internship

Figure 15: Welcoming a representative from the People's Party during a visit to The Thaiger



Figure 16: Behind-the-scene of the Miskawaan Clinic video production



Figure 17: Behind-the-scene of the BMG Granite Company video production



Figure 18: Studio startup for the GMT live news production before broadcasting



Figure 19: Operating OBS Studio during the GMT live news production

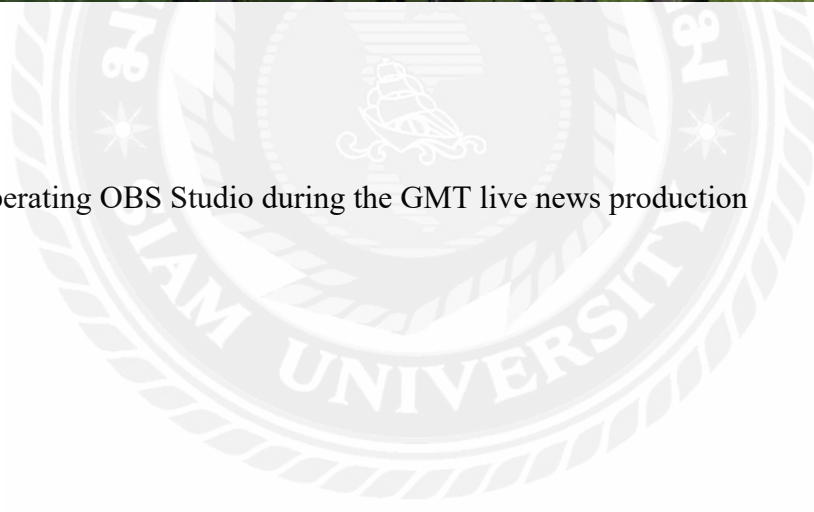




Figure 20: Monitoring live viewer comments during the GMT news broadcast



Figure 21: Group photo with the production team at The Thaiger



iv. Curriculum Vitae



SHWE YEE PHU AU

JUNIOR MEDIA PRODUCER

CONTACT

+666 2123 9250
shwe_sypa@outlook.com
Bangkok, Thailand
[linkedin.com/in/shweyeephuau](https://www.linkedin.com/in/shweyeephuau)

DIGITAL SKILLS

- Final Cut Pro
- Adobe Photoshop
- Canva Pro
- OBS Studio & Livestream
- Capcut Pro
- Video Editing
- Content Production
- Social Media Content & Strategy
- Photography & Videography

LANGUAGES

- Burmese (Native)
- English (Professional)
- Japanese (JLPT N5)
- Korean (Basic)
- Thai (Basic)

REFERENCE

Junaid Shaikh (Jay)
COO — The Thaiger
Email : jay@thethaiger.com

Adam Jones
Keis One Media
Email : collaborations@keisone.net

ABOUT ME

Final-year Business Administration student with experience in digital media, content creation, and video production. Passionate about storytelling, social media, and creating engaging content across platforms like Youtube, TikTok, and Instagram. Skilled in video editing, livestream production, and content strategy through both creator work and media internship experience.

WORK EXPERIENCE

The Thaiger — Production Intern January 2026 - May 2026

- Assisted with studio production and on-location clients shoots
- Edited news and social media video content
- Supported livestream and media production operations
- Worked with production and social media teams on digital content projects
- Assisted with videography and production for clients projects
- Experience working in a fast-paced media environment

Keis One Media March 2024 – January 2026

Digital Media & Video Production

- Assisted in video editing for a Youtube channel with 100k+ subscribers
- Supported content planning and social media strategy
- Conducted trend research and audience analysis
- Experience with short-form and long-form content creation

EDUCATION

Siam University Expected Graduation : 2026
Bangkok, Thailand

Bachelor of Business Administration

Focusing on:

- Digital Marketing
- Social Media Marketing
- Content Creation and Branding
- Consumer Behavior

CERTIFICATIONS

Google Ads Creative Certification	2025
Google Ads Video Certification	2025
Google Analytics Certification	2025
EF SET English Certification (C2)	2026