



Cooperative Education Report

**Learning and Professional Contributions as a Digital Storytelling Intern
Supporting Project Operations at Lexicon Business Communications**

Written by

**Shune Lae Sandar
Student ID: 6508000017**

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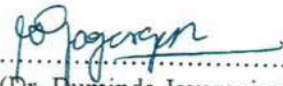
Written By: Shune Lae Sandar (6508000017)

Department: Bachelor of Business Administration Program in International Business

Academic Advisor: Dr. Duminda Jayaranjan

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

Oral Presentation Committees



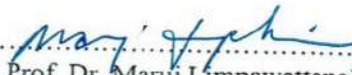
(Dr. Duminda Jayaranjan)
Academic Advisor



(Mr. Justin St-Denis)
Creative Director, Supervisor at
Lexicon



(Mr. Sabbir Hossain)
(Ms. Hpoo Pwint Dahlia Maung)
Cooperative Committee



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

Acknowledgement

Shune Lae Sandar (6508000017)

Participating in a cooperative education program and gaining firsthand exposure to the dynamics of the professional industry has been an exceptionally enriching and transformative experience that I deeply cherish. Spending 4.5 months at Lexicon Business Communications, one of Bangkok's leading digital storytelling agencies renowned for its high industry standards and innovative approach, has been both an honor and a privilege. This invaluable opportunity has strengthened my confidence, broadened my professional knowledge, and enhanced my practical capabilities as I prepare to transition into the competitive job market.

I would like to express my sincere and profound gratitude to my academic advisors, **Dr. Duminda Liyanage** and **Mr. Sabbir Hossain** from Siam University International College, for their unwavering guidance, encouragement, and continuous support throughout my internship journey. Their mentorship played a pivotal role in enabling me to bridge theoretical academic concepts with practical applications in a professional environment.

Furthermore, I extend my heartfelt appreciation to Lexicon Business Communications for providing me with an inspiring environment that fostered continuous learning and professional development. The experiences and responsibilities entrusted to me, ranging from social media management and content coordination to visual mockup design and digital storytelling support, have significantly contributed to my personal and professional growth.

I am especially grateful to **Mr. Justin St-Denis** and **Mr. Yash Sharma** for their exceptional mentorship, professionalism, and constant encouragement throughout my internship. Their expertise in managing client projects with creativity, strategic precision, and innovation was genuinely inspiring. Observing their approaches to project execution, storytelling, and visual presentation provided me with invaluable insights into the digital marketing and content creation industry.

In addition, I would like to convey my sincere appreciation to **Mr. David Norcross**, CEO & Founder of Lexicon Business Communication for his visionary leadership and dedication to cultivating a workplace culture that encourages creativity, collaboration, and continuous development. His commitment to innovation and excellence has created an environment where interns and employees alike are empowered to learn and thrive professionally.

My gratitude also extends to **Ms. Nonlaphat Tantipornsawad**, **Ms. Yanitha Maimongkol**, and **Mr. Nitipun Laopiam**, **Ms. Chit Su Wai** for their unwavering support, collaboration, patience, and kindness throughout my internship experience. Their willingness to answer my questions, provide guidance, and share their expertise greatly enriched my learning journey and contributed significantly to both my professional and personal development.

Lastly, I would like to extend my deepest appreciation to all professors at Siam University and the entire team at Lexicon Business Communications for fostering an environment that values learning, innovation, creativity, and growth. This internship has been an immensely valuable chapter in my academic and professional journey, and I am truly grateful for every opportunity to learn, contribute, and evolve into a more capable and confident individual.

Abstract

Project Title	Learning and Professional Contributions as a Digital Storytelling Intern Supporting Project Operations at Lexicon Business Communications
Author	Shune Lae Sandar
Advisor	Dr. Duminda Jayaranjan
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This report is a summary of my experience as an intern at Lexicon Business Communications, the number one digital storytelling agency in Bangkok. I got a position as a Digital Storytelling and Project Operations Assistant in the Digital Marketing Department. Based on the report, what I am supposed to do consist of supporting supervisor and project owners, assisting with creating visual mock-ups, handling a variety of content-related tasks, organizing a project operation and carrying out competitor analysis for clients. Moreover, it explores the use of AI platforms and automated workflows including Elementary AI and Zapier that improve efficiency and simplify creation of content and organizing tasks. Throughout my internship I gained many things about strategies for digital marketing, AI and tools for SEO, task management, and communication abilities for work. Additionally, this report highlights the challenges faced, the lessons obtained, and suggestions for the company. Moreover, it shows how essential it is to remain open-minded, imaginative, collaborative and eager to learn to keep up with the rapidly evolving field of digital marketing and content creation.

Keywords: Artificial Intelligence (AI), Digital Storytelling, Visual Mockup Design, LinkedIn Management, Project Operations

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Chapter 1: Introduction

1.1 Company profile



Figure-1: Lexicon Logo

Lexicon Business Communications is a leading digital storytelling agency located in Bangkok, Thailand. Founded in 2015, the company will be celebrating its 10th Anniversary in 2025 along with will be celebrating 10 years of continuous progress within the creative communications and digital innovations space. Over the years, Lexicon has grown into one of Thailand's most respected digital storytelling agencies, servicing domestic and international clients across a broad spectrum of industries.

The core belief behind the foundation of this organization is that each and each person and company has a story which is special and meaningful enough to be told properly. Lexicon's mission is to create compelling tales which translate business visions and brand identities into engaging stories for a variety of digital platforms. This agency combines creativity, strategic thinking and technology expertise in order to deliver visual storytelling ideas that build brand visibility, credibility and audience engagement.

Lexicon's workforce are globally focused professionals who are content writers, graphic designers, video graphics, animators and strategists of communication. All of them are united

by one passion- the passion for storytelling and digital media. This organization fosters a professional environment that encourages innovation, collaboration, along with continuous learning, when each project reflects a commitment to creative originality and professional excellence. Over the years, Lexicon has partnered with a diverse portfolio of clients including multinational corporations (MNCs), non-governmental organizations (NGOs), hospitality brands, and senior business executives. Its expertise includes multiple sectors such as sustainability marketing, hospitality marketing, B2B marketing, NGO communications, executive branding and event video production.

During its initial years of formation, Lexicon was mainly concentrated on Video & Animation, Branding & Design, Websites & applications, and Production Studio Services. However, as the organization moved forward and industry trends changed, the company intentionally fine-tuned its service offerings to better fit into the fast-changing digital communications landscape. Lexicon's four primary service segments at 2025. These consist of the following:

1. [LinkedIn Management](#) - Assisting businesses and professionals in strengthening their digital presence and thought leadership on LinkedIn through strategic and consistent content development.
2. [Podcast Studio Services](#) - Offering fully equipped in-house podcast recording facilities in Bangkok, enabling clients to produce high-quality podcasts that amplify brand identity and audience interaction.
3. [Video Production](#) - Creating corporate videos, executive interviews, animations, and on-site productions that effectively communicate brand messages through impactful visual storytelling.
4. [Personal Branding](#) - Supporting executives, entrepreneurs, and business leaders in cultivating and managing their professional online presence to enhance credibility, influence, and public recognition.

Alongside these core services, Lexicon continues to offer digital marketing solutions, content development, creative design services and web application development. This agency's integrated capabilities offer comprehensive storytelling strategies that support each client's communication goals and organizational objectives. Ideally located at the center of Bangkok, the company's production facilities and main office provide full in-house services for Thai and international customers.

As Lexicon enters its second decade of operation, the company is committed to redefining digital storytelling through innovation, collaboration and creative excellence. Lexicon is

dedicated to helping organizations and individuals tell stories in truthfulness, conciseness, and long-lasting effect, by always evolving using novel methods of communication and adapting to changing audience expectations.

1.1.1 Mission of the company

The company's mission is to bridge the gap between clients and their target audience through strategically crafted Digital PR and Brand Storytelling solutions, developed entirely in-house. Lexicon Business Communications takes a client-centric conduct by transferring each the client a dedicated point of contact to ensure clear communication, consistency, efficiency and convenience throughout every project. This representative takes full ownership of the project and has the responsibility to deliver services with professionalism and excellence. The organization specializes in increasing reach, visibility and audience impressions for corporate LinkedIn pages and executive personal branding profiles. This approach helps maintain a strong and consistent digital presence for clients, allowing their brands to remain recognizable and memorable among their target audiences. In the digital world today, with the competition, being visible on professional platforms like LinkedIn is a must to improve brand awareness and customer engagement. Moreover, the company understands that the digital presence of organizational leaders is as important as the image of the company itself. This is why Lexicon is actively helping CEOs and business executives build their personal brands by showcasing their industry expertise, professional insights and thought leadership. Building a robust online presence for executive leaders not only bolsters their personal credibility and influence but also positively impacts the visibility, engagement, and reputation of their organizations as a whole.

1.1.2 Vision of the company

Lexicon Business Communications is dedicated to developing a world where stories are transformed into compelling and exciting experiences, offering a vibrant environment where creative professionals from diverse backgrounds come together to conceptualize, develop and communicate meaningful stories. As society advances into the Fourth Industrial Revolution, the organization recognizes the growing importance and integration of artificial intelligence in various sectors, particularly in the marketing and branding industries. "Recognizing this technological evolution, Lexicon seeks to help its clients stand out in an increasingly competitive digital landscape increasingly defined by AI, where brand identities are created through a combination of human ingenuity and AI-generated content. The company continues to help its clients establish a powerful, identifiable, and impactful presence within the field by using advances in technology whereas maintaining the integrity of real storytelling.

1.1.3 Strategies of the company

Lexicon Business Communications has carved its niche as one of Thailand's premier digital storytelling agencies, specializing in B2B brand communications. The company's strategy is mainly focused on creating strong, convincing messages which allow companies to succeed in standing out in extremely competitive sectors. Lexicon is currently undergoing a method involving strategic rebranding just like the course during its longer-term growth and expansion strategy, expanding the portfolio directly to include four key service fields in response to growing client expectations, in addition to maintaining its commitment to creativity, innovation and service excellence.

The organization adopts a pull-based marketing approach, leveraging the CEO's LinkedIn presence to engage target audiences and demonstrate the agency's expertise in executive personal branding. Lexicon eschews traditional cold calls along with instead focuses on making a meaningful digital first impression with audience engagement in addition to demonstrating the effectiveness of its branding strategies with measurable reach, interaction and online visibility.

From an operational perspective, Lexicon is committed to leading the way in emerging artificial intelligence technologies by incorporating advanced AI tools into its creative and strategic workflows. As a modern creative agency, the company understands which known as combination belonging to human-generated ideas using AI-powered tools gives a distinctive competitive edge to deliver better, more innovative, efficient and impactful content.

Lexicon also remains committed to industry-specific communication solutions, executive branding and thought leadership strategies that allow clients to establish credibility, power with confidence in their industries. The agency also uses multimedia content such as corporate videos, podcasts and white papers for efficient communication and reaching audiences on different communication channels.

Overall, Lexicon's business strategies are based on specialization, technological innovation, audience targeting, and operational efficiency to enhance its position as a trusted partner for organizations that seek to raise a standard and amplify their brand narratives in the digital space.

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

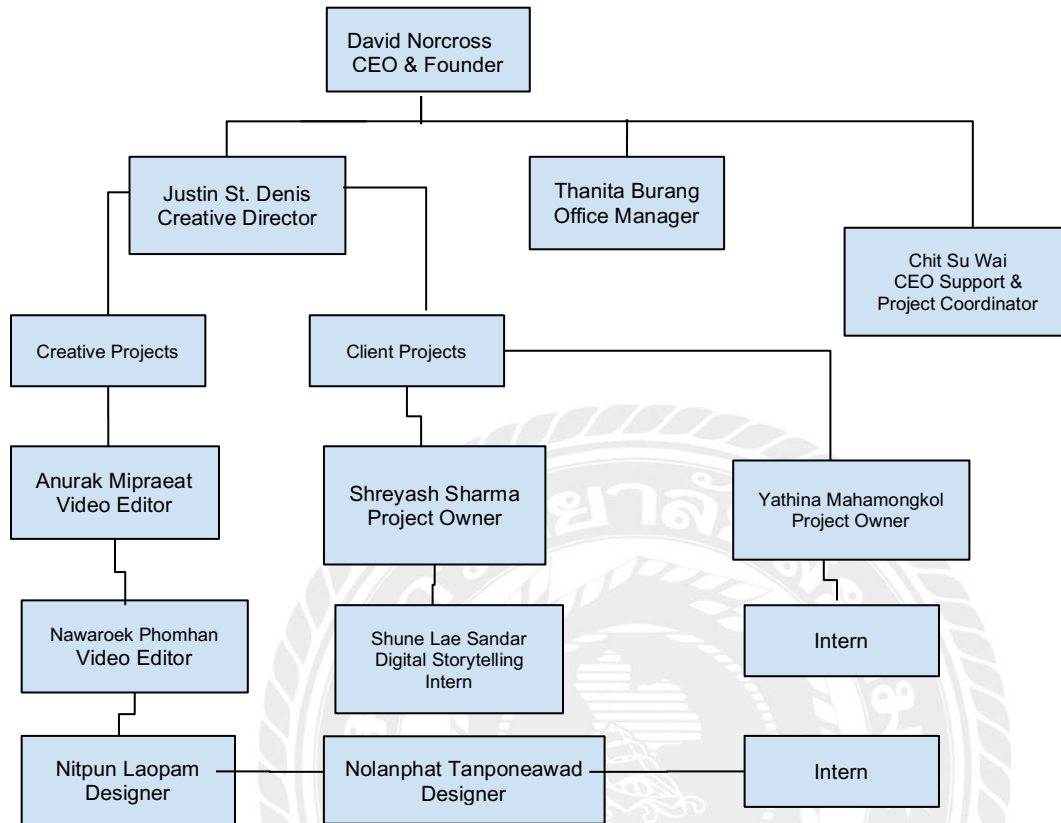


Figure-2: Lexicon Organizational Chart

The organizational structure of Lexicon reflects a collaborative and creative environment designed to promote effective communication, efficient project coordination, and high-quality content production. The company follows a functional organizational structure led by Mr. David Norcross, CEO and Founder, who provides strategic leadership, establishes the company's vision, and oversees overall business operations. Under his leadership, Lexicon maintains a strong focus on innovation, creativity, and delivering high-quality digital storytelling solutions for its clients.

Reporting directly to the CEO are Mr. Justin St. Denis, Creative Director, Ms. Thanita Burang, Office Manager, and Ms. Chit Su Wai, CEO Support & Project Coordinator. Each of these positions plays an important role in managing the company's creative, administrative, and operational functions while ensuring that projects align with the organization's objectives.

Under the leadership of Mr. Justin St. Denis, the company's operations are divided into two primary areas: Creative Projects and Client Projects. The Creative Projects division is responsible for producing visual and multimedia content. This team includes Mr. Anurak

Mipraeat and Mr. Nawaroek Phomhan, who serve as Video Editors and are responsible for video editing and post-production. Supporting the creative team are Mr. Nitipun Laopam and Ms. Nolanphat Tanponeawad, who work as Designers and create visual materials, graphics, and design assets for various client and internal projects.

The Client Projects division is managed by Mr. Shreyash Sharma and Ms. Yathina Mahamongkol, who serve as Project Owners. They are responsible for managing client accounts, coordinating project timelines, communicating with clients, and ensuring that project deliverables meet both client expectations and company quality standards. They also collaborate closely with the Creative Director and the creative team to ensure projects are completed efficiently.

As a Digital Storytelling Intern, I was part of the Client Projects division. Although I worked under the guidance and task assignments of Mr. Justin St. Denis, Creative Director, I collaborated closely with Mr. Shreyash Sharma, Project Owner, on client-related projects. My responsibilities included creating visual mockups for website portfolios, designing blog covers and marketing materials, supporting LinkedIn management activities, utilizing AI tools for research and content creation, conducting competitor research, and contributing to digital storytelling and branding projects. This role provided valuable practical experience in digital marketing, project coordination, content creation, and cross-functional teamwork within a creative agency environment.

Overall, Lexicon's organizational structure encourages close collaboration between creative and client-focused teams, enabling efficient project execution and high-quality service delivery. By clearly defining responsibilities while promoting teamwork across departments, the company creates an environment that supports innovation, continuous learning, and effective digital storytelling for its clients.

1.2 Job position of the intern

Supervisor & Project Manager

Intern – Digital Storytelling

Collaborates with:

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

During my internship at Lexicon as a Digital Storytelling Intern, I worked under the guidance of Mr. Justin St. Denis, Creative Director, and collaborated closely with Mr. Shreyash Sharma on various client and content-related projects. My primary responsibilities included designing visual mockups for social media and client campaigns, supporting digital storytelling initiatives, and assisting with LinkedIn management activities. As part of LinkedIn management, I contributed to expanding professional networks by identifying relevant industry professionals, conducting prospect research, and supporting connection-building efforts to strengthen clients' online presence and engagement.

In addition, I actively utilized AI-powered tools to support research, content development, idea generation, and creative workflows, helping improve efficiency and productivity across projects. Through these responsibilities, I gained practical experience in visual communication, digital marketing, content strategy, and professional networking. This internship also enhanced my skills in creativity, communication, and collaboration while providing valuable insights into the digital storytelling and personal branding industry.

1.2.1 Show the job position in the organizational chart

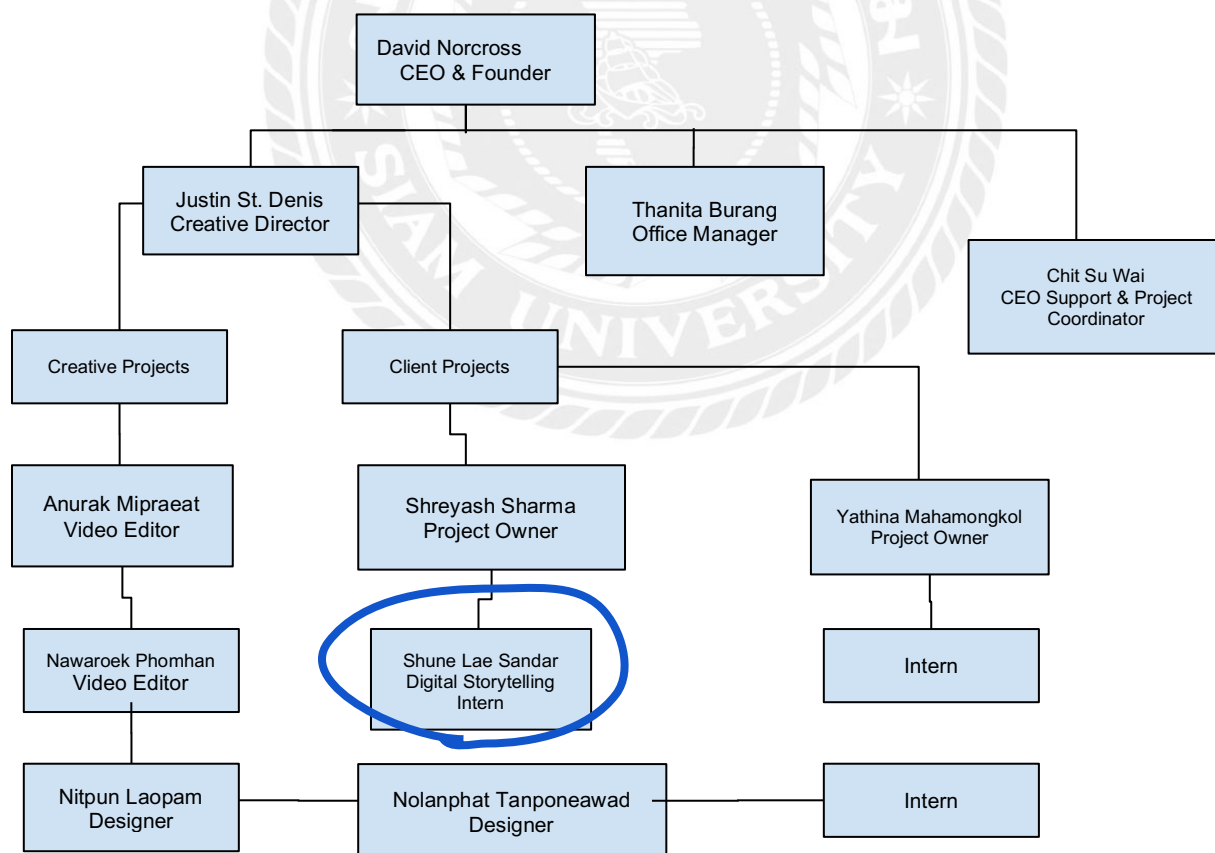


Figure 3: Lexicon Organizational Chart highlighting the Intern position

Lexicon has a relatively flat organizational structure, which promotes collaboration, flexibility, and effective communication across different teams. As a **Digital Storytelling Intern**, I worked under the guidance and supervision of **Mr. Justin St. Denis, Creative Director**, who assigned my daily tasks and provided direction throughout my internship. I also collaborated closely with **Mr. Shreyash Sharma, Project Owner**, on various client-related projects to ensure that assigned tasks were completed efficiently and met the company's quality standards.

My responsibilities included creating visual mockup designs, supporting digital storytelling initiatives, assisting with LinkedIn management activities, and utilizing AI-powered tools for research, idea generation, and content development. Working closely with both my supervisor and the Project Owner allowed me to gain practical experience in creative content production, project coordination, and professional communication. This collaborative working environment also provided me with valuable insights into the workflow of a digital storytelling agency and enhanced my understanding of how creative, technical, and client-focused teams work together to deliver successful projects.

1.2.2 Intention to choose the company

I decided to do an internship at Lexicon Business Communications because it was a great opportunity to apply the skills I learned in my studies in a real business environment. As a Digital Storytelling Intern, I was quite particularly interested in the method of creating creative content and how digital storytelling approaches are used to improve brand communication. Lexicon was one of the best digital storytelling agencies and a great opportunity to gain hands-on experience and develop my creative and technical skills.

I also wanted to learn the process of creating visual mockups, help with content creation, and see how creative ideas are turned into compelling digital material. I wanted to understand how artificial intelligence (AI) tools are being used in creative process workflows to improve content creation, idea generation, and efficiency while maintaining originality and quality. I was also eager to gain more practical skills in LinkedIn management- including expanding professional networks, identifying suitable contacts, and helping customers improve their online presence and personal brands.

Another reason as to why we chose Lexicon was that the Creative Director was mentoring us and we were also working with the Project Manager. I worked for a professional agency where I worked with skilled experts and learnt about the creative process, project co-ordination and client communication. I thought that working with them would give me more practical knowledge, develop my problem-solving skills and set me up for a successful career in digital marketing and creative communications.

1.3 SWOT analysis of the company

Strengths:

The strength of Lexicon Business Communications lies in its culture of teamwork and collaboration. I was a witness to the whole event day and noticed how efficiently different team members worked together in the whole process of film making. The production was heavily influenced by Creative Director Mr. Justin St. Denis worked closely with the crew, developing the script and main talking points for the presenter so the message would be delivered clearly and successfully. Meanwhile, videographers, designers and project planners worked to resolve technical issues such as camera operations, lighting, production scheduling and more. Everyone on the team did their assigned part, staying in close communication, and working together. The collaboration helped the team to solve problems on the ground, keep the workflow going and produce high quality digital storytelling content. The project has taught me the importance of good cooperation, strong leadership and open communication for a successful delivery of projects and to meet customer expectations.

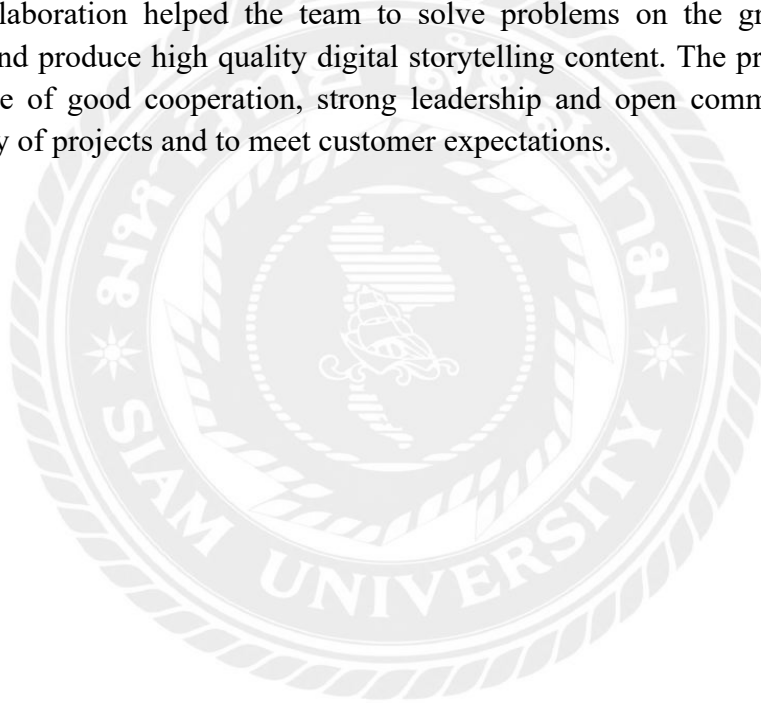




Figure 4: Teamwork and Collaboration

Weakness:

Lexicon Business Communications also faces the constantly-changing world of artificial intelligence, which enables AI-powered tools to generate basic content in a fraction of the time. As artificial intelligence (AI) technology continues to grow, the company needs to keep pace by incorporating these tools into its creative workflow, while also retaining the originality, creativity and human perspective that differentiates its digital storytelling services from AI produced content. Communication and collaboration between project teams is another area where there is room for improvement. Lexicon has a culture of openness and collaboration but would benefit if all team members more consistently shared ideas and coordinated projects so that small communication issues could be avoided. More integrated cooperation would lead to better alignment across the project lifecycle and, consequently, more inventive solutions, more efficient and high-quality outcomes for customers.

Opportunities:

Lexicon Business Communications can leverage huge advances in artificial intelligence. By artfully combining AI tools with its creative and storytelling expertise, the company can boost productivity, accelerate content creation, and produce more compelling marketing campaigns, all while keeping content fresh, authentic, and high-quality. Lexicon can also increase its business through the many services it offers. With such a wide range of services, the agency can offer integrated communication solutions to its clients according to their needs. For example, a client looking for Personal Branding services may also be interested in LinkedIn Management, professional video creation and podcast services. This integrated strategy not only strengthens long-term relationships with clients, but also creates additional business opportunities, encourages client engagement and increases the overall value proposition to clients.

Threats:

Lexicon confronts competition in the B2B industry Digital marketing trends are evolving fast, posing a major danger to Lexicon Business Communications. Competitors that are able to adapt rapidly to trending content, viral music, and emerging social media platforms may acquire higher audience engagement and market awareness. Furthermore, focusing heavily on LinkedIn and a small presence on other social media platforms could limit the prospects to attract local and international clients which could impact the company's competitive advantage in the digital storytelling business.

1.4 Objective of the study

The goal of this cooperative education project is to bridge the gap between academic knowledge and real job experience by implementing advertising, digital marketing, branding and digital communication ideas learned at university to a professional work environment. I worked as an intern at Lexicon Business Communications, a well-known digital storytelling business that specializes in B2B marketing to learn firsthand how digital storytelling, visual communications and branding strategies are created and implemented to give value to clients.

Another key goal was to practice digital storytelling, visual mockup creation, management of LinkedIn and AI-assisted content creation. As a Digital Storytelling Intern, I was excited to see how innovative ideas can be converted into professional content in the digital realm and to ensure that all outputs are aligned with the branding objectives and communication strategies of our clients. I also aimed to hone my technological skills by leveraging AI tools for research assistance, ideation, content development and creative design.

Moreover, I was wanting to obtain some practical experience by working under the supervision of Mr. Justin St. Denis, Creative Director and closely working with Mr. Shreyash Sharma, Project Owner, on a few customer projects. The internship was an invaluable insight into

professional creative workflows, how projects are organised and assisted me enhance my communication, cooperation and problem-solving abilities in a collaborative agency atmosphere.

The internship was also an opportunity for me to expand my experience of B2B marketing for participating in projects for other industry clients. Working on client branding initiatives, visual mockups, blog cover designs, creative research and LinkedIn administration has allowed me to learn about the benefits of adapting digital storytelling approaches for different industry sectors and target audiences.

In this report, I have documented my internship activities, responsibilities and contributions as a Digital Storytelling Intern and a mini research project on how artificial intelligence can be used to improve productivity and creativity in digital storytelling, visual content creation and LinkedIn management. The research aims to give practical ideas for the enhancement of creative workflows, preservation of uniqueness, efficiency and high-quality content.

This cooperative education experience is proof of my professional development and the contribution that I have made to Lexicon Business Communications. The internship has helped me to develop my technical knowledge, creative thinking, communication skills and hands-on experience in the field of digital marketing, giving me the skills to kick start my career in digital storytelling, branding, visual communications and creative marketing.

Chapter 2 Internship activities

2.1 Job description of the student

Role: Digital Storytelling Intern

Key Responsibilities

Visual Mockup Design

- Design visual mockups for client projects, website portfolios, blog covers, and social media content.
- Create visually appealing presentation mockups that align with clients' branding and communication objectives.
- Revise and improve mockup designs based on feedback from the Creative Director and project owners.

Digital Storytelling Support

- Assist in developing creative concepts and digital storytelling content for client and internal projects.
- Support content planning by conducting research and gathering relevant information.
- Contribute creative ideas during brainstorming sessions and project discussions.

LinkedIn Management

- Conduct research to identify relevant industry professionals and potential business prospects.
- Assist in expanding clients' professional networks through LinkedIn connection-building activities.
- Support personal branding initiatives by contributing to LinkedIn content development and audience engagement strategies.

AI-Assisted Content Creation

- Utilize AI-powered tools such as ChatGPT, Google Gemini, Google AI Studio, Ideogram, Canva AI, and Freepik AI to support research, content generation, creative ideation, and visual design.
- Apply AI technologies to improve workflow efficiency while ensuring that all outputs are refined to meet professional quality standards.

Creative Research

- Research marketing trends, competitor campaigns, and creative references to support project development.
- Identify Thai humorous advertisements and other creative examples to inspire digital storytelling ideas and campaign concepts.
- Gather industry information to support client branding and content creation.

Client Branding Support

- Create blog cover designs, presentation visuals, and branding materials for client projects.
- Support client rebranding initiatives by preparing visual assets that align with updated brand identities.
- Assist project owners and designers in developing creative materials for various digital marketing campaigns.

Project Collaboration

- Work under the guidance of **Mr. Justin St. Denis, Creative Director**, and collaborate closely with **Mr. Shreyash Sharma, Project Owner**, on client-related projects.

- Coordinate with designers and other team members to ensure assigned tasks are completed accurately and within project deadlines.
- Participate in team discussions and contribute to the successful delivery of digital storytelling projects.

2.2 Job responsibilities (in details)

As a Digital Storytelling Intern at Lexicon Business Communications, I was responsible for supporting a variety of creative and client-related projects under the guidance of Mr. Justin St. Denis, Creative Director, while collaborating closely with Mr. Shreyash Sharma, Project Owner. My role allowed me to gain practical experience in digital storytelling, visual communication, content development, and LinkedIn management within a professional agency environment.

One of my primary responsibilities was designing visual mockups for social media posts and client projects. Based on the creative briefs and instructions provided by my supervisor and my project manager, I developed visual concepts that aligned with each client's branding, communication objectives, and marketing strategies. After completing the initial designs, I incorporated feedback and revisions to ensure the final mockups met the company's creative standards and client expectations.

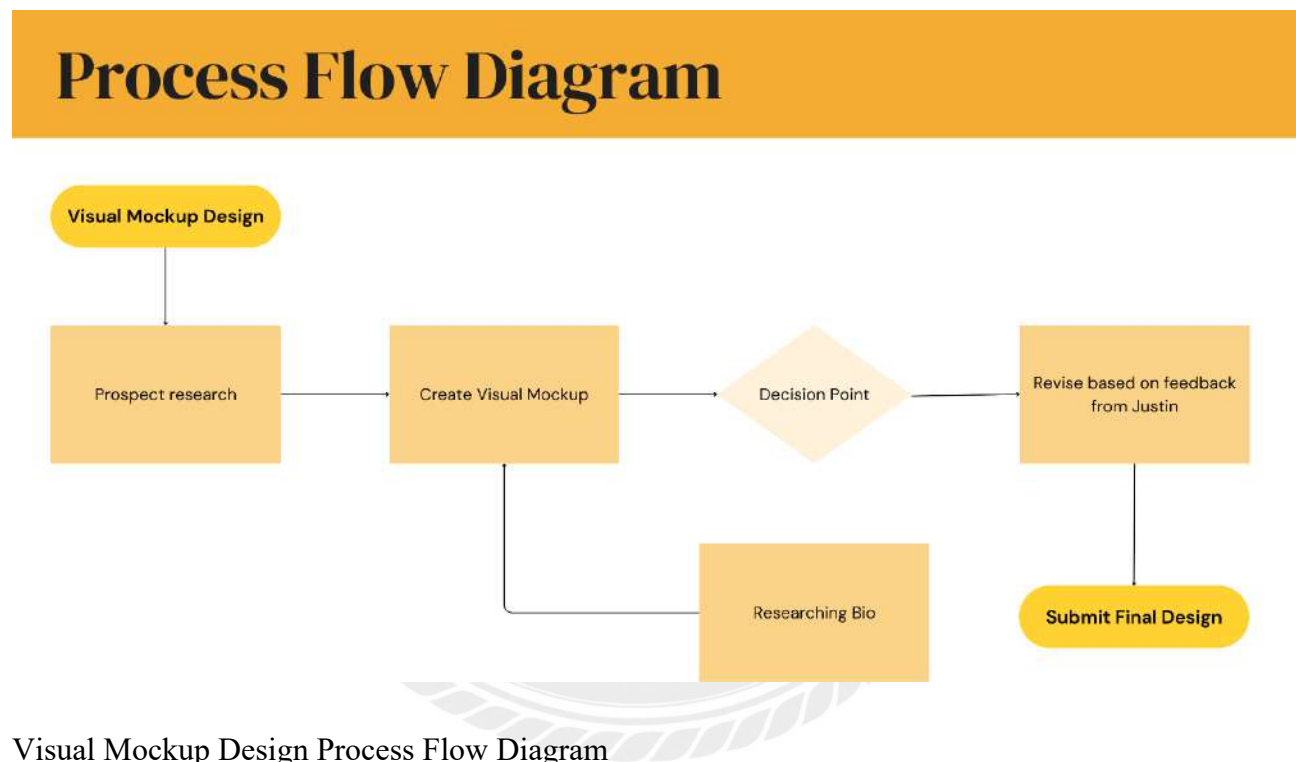
Another important responsibility involved supporting LinkedIn management activities. I conducted research to identify relevant professionals and potential business prospects, expanded clients' professional networks by assisting with connection-building activities, and supported personal branding initiatives. These tasks helped improve clients' visibility, engagement, and professional presence on LinkedIn while providing me with a deeper understanding of B2B digital marketing and executive branding strategies.

In addition, I regularly utilized artificial intelligence (AI) tools to enhance my workflow and improve productivity. AI-assisted platforms supported me in conducting research, generating creative ideas, refining written content, and developing concepts for visual mockups and digital storytelling projects. Learning how to combine AI technologies with human creativity enabled me to work more efficiently while maintaining originality and quality in the final output.

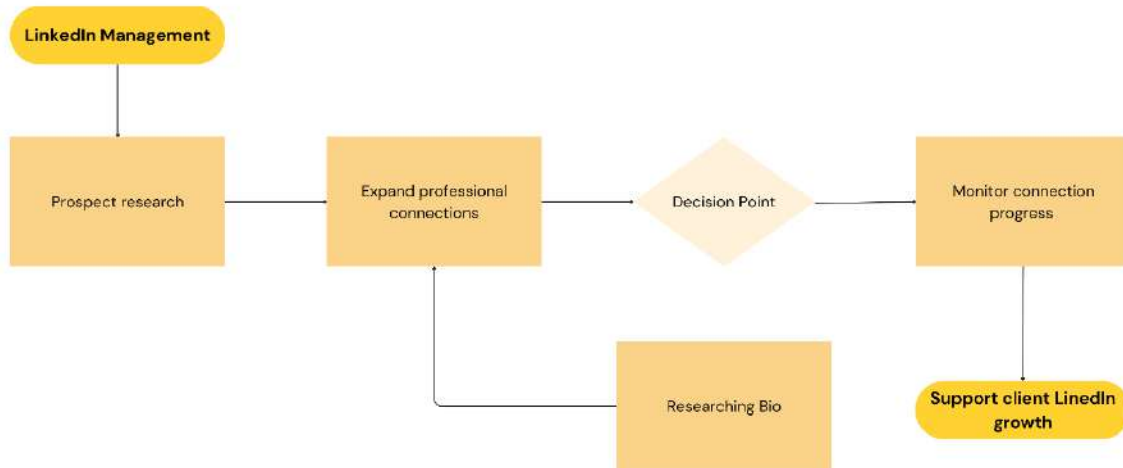
Throughout my internship, I also contributed to various digital storytelling initiatives by assisting with content development, conducting background research, and supporting creative communication projects. I collaborated with designers, project owners, and other team members to ensure that project deliverables were completed accurately and within the required deadlines. Working in this collaborative environment strengthened my communication, teamwork, and problem-solving skills while providing valuable exposure to the workflow of a professional digital storytelling agency.

Through these responsibilities, I developed practical knowledge of visual design, digital marketing, LinkedIn management, AI-assisted content creation, and project coordination. This internship significantly enhanced my technical competencies, creative thinking, and professional communication skills while preparing me for future opportunities in the digital marketing and creative communications industry.

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

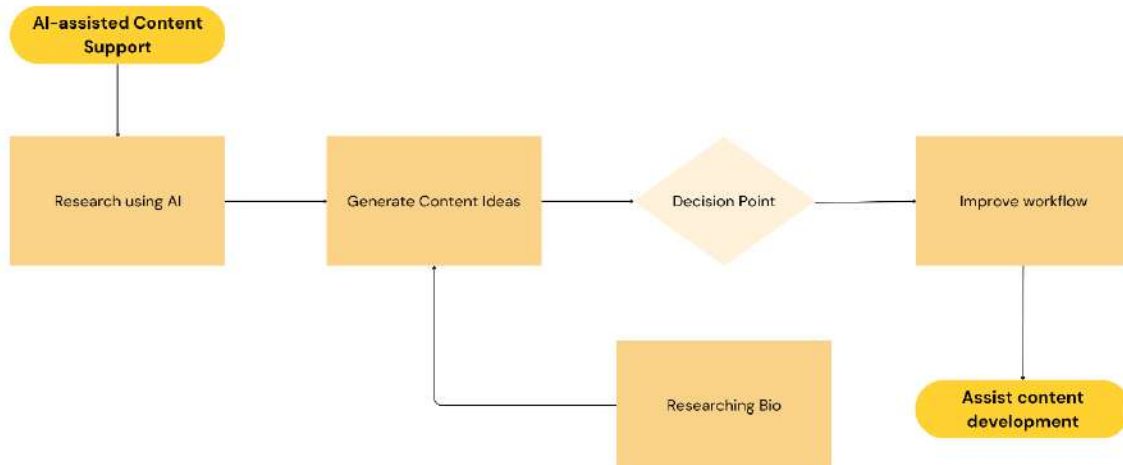


Process Flow Diagram



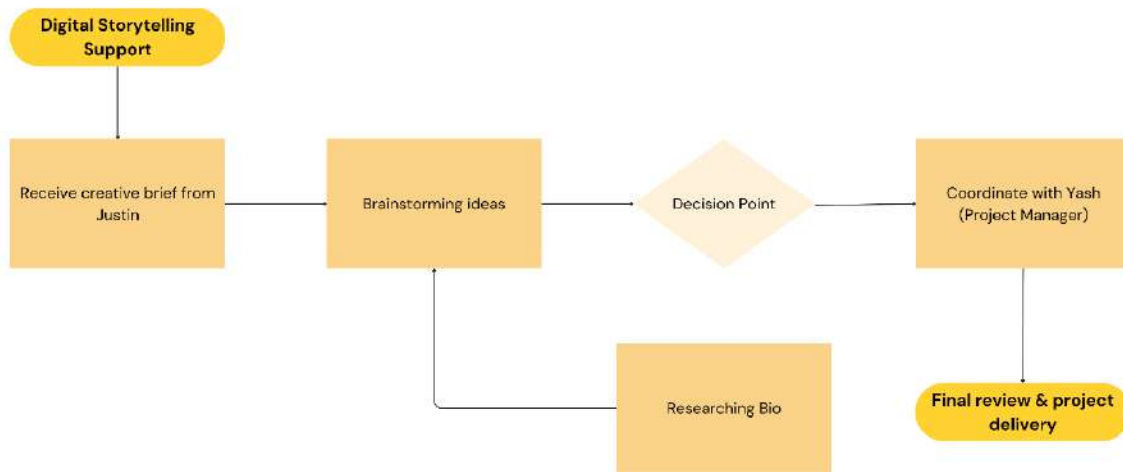
LinkedIn Management Process Flow Diagram

Process Flow Diagram



AI-assisted Content Support Process Flow Diagram

Process Flow Diagram



Digital Storytelling Support Process Flow Diagram

Figure 5: Intern job responsibilities workflow

2.4 Contribution as intern

During my internship at Lexicon Business Communications, I contributed to a variety of creative and client-related projects under the guidance of Mr. Justin St. Denis, Creative Director, while working closely with Mr. Shreyash Sharma, Project Owner. Throughout my internship, I supported the company's digital storytelling initiatives by assisting with visual content creation, LinkedIn management, AI-assisted research, and client branding activities.

One of my primary contributions was creating visual mockups for client projects and the Lexicon website. I designed professional mockups to present graphic designs, website layouts, and other creative assets in an attractive and organized manner. My work helped enhance the visual presentation of the company's portfolio, ensuring that completed projects were displayed professionally and aligned with Lexicon's creative standards. It is important to note that I was responsible for producing the presentation mockups rather than the original graphic designs.

In addition, I supported client rebranding projects by preparing visual materials and assisting with the development of creative assets that reflected each client's updated brand identity. I also designed blog cover images for client articles, ensuring that the visuals were engaging, consistent with brand guidelines, and suitable for digital publishing across multiple platforms.

Another significant responsibility involved LinkedIn management. I assisted with expanding

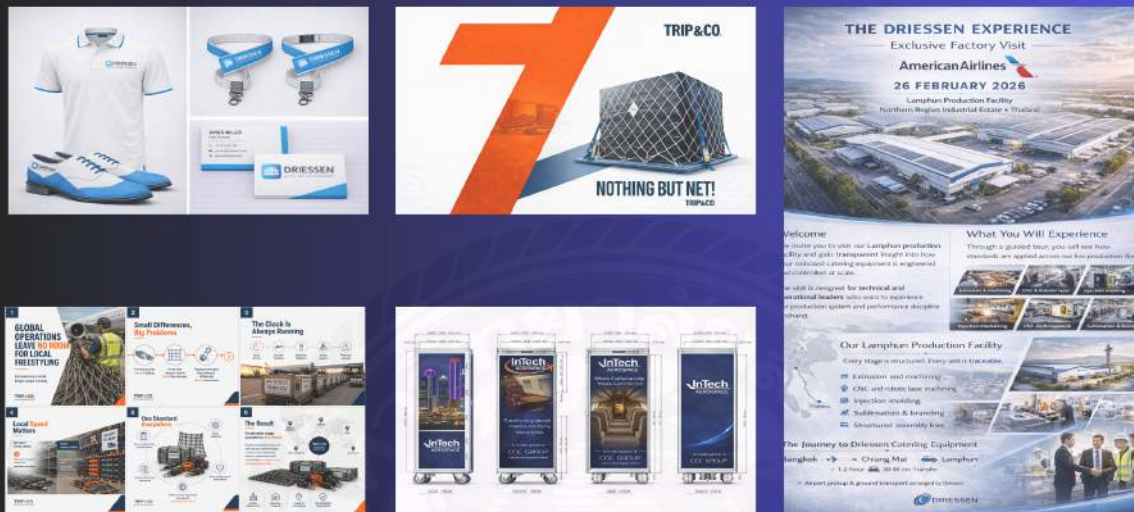
professional networks by identifying suitable industry professionals and potential business prospects for client accounts. Through connection-building activities and prospect research, I supported Lexicon's personal branding and LinkedIn marketing strategies, helping strengthen clients' online visibility and professional engagement.

To support the creative team, I also conducted research to identify Thai humorous advertising videos and other creative campaign examples for Mr. Justin St. Denis and Mr. David Norcross, CEO. These references were used as inspiration for brainstorming sessions, creative discussions, and storytelling approaches, helping the team explore fresh ideas and effective communication techniques.

Throughout my internship, I regularly utilized artificial intelligence (AI) tools to support research, idea generation, content development, and creative workflows. AI-assisted platforms enabled me to work more efficiently by generating concepts, refining ideas, and accelerating the creative process while maintaining originality and quality.

Working alongside experienced professionals allowed me to collaborate effectively with project owners, designers, and other creative team members to ensure that assigned tasks were completed accurately and on schedule. Through these contributions, I strengthened my skills in digital storytelling, visual communication, creative design, AI-assisted content creation, LinkedIn management, and project collaboration. This internship provided valuable practical experience and deepened my understanding of how a professional digital storytelling agency delivers creative solutions for its clients.

Mockup designs



Mockup designs

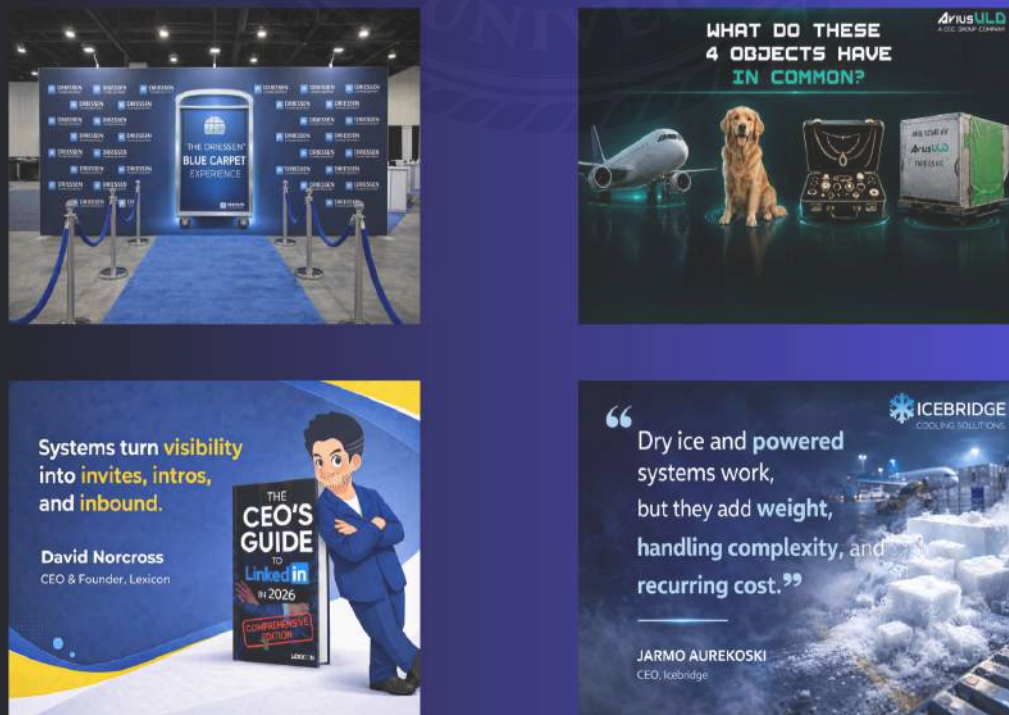


Figure 6: Mockup Designs

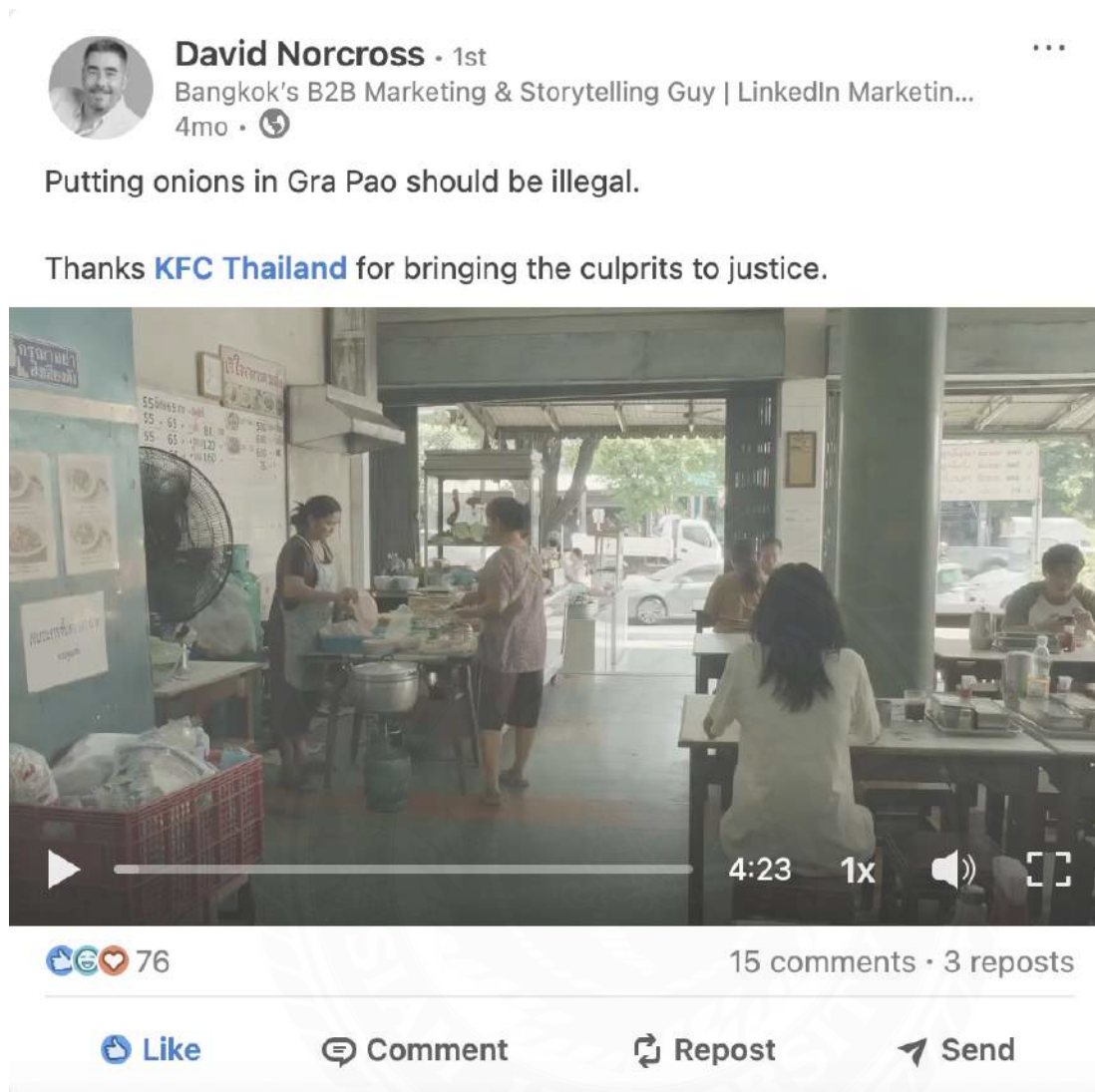


Figure 7: Thailand Funny Ads

This figure shows one of the LinkedIn posts published on David Norcross's personal LinkedIn account during my internship. As part of my responsibilities in LinkedIn content support, I researched and recommended engaging content that aligned with the company's content strategy. One of my tasks was to search for trending and creative Thai advertisements that could attract attention while remaining relevant to a professional audience.

I suggested sharing this humorous advertisement created by Top Charoen Optical, which tells the story of a customer who orders KFC Gra Pao and humorously reacts to finding onions in the meal. The post was accompanied by the caption, "Putting onions in Gra Pao should be illegal. Thanks, KFC Thailand, for bringing the culprits to justice." The lighthearted storytelling and relatable humor generated strong engagement from LinkedIn users.

After the post was published, it achieved higher-than-usual engagement and impressions, outperforming the team's normal weekly KPI. This demonstrated that carefully selecting entertaining yet relevant content can effectively increase audience interaction and expand reach on LinkedIn, even for a B2B-focused personal brand. The experience also strengthened my understanding of content curation, audience preferences, and the importance of testing different content pillars to identify what resonates best with the target audience.

This task enhanced my skills in content research, LinkedIn management, trend analysis, digital storytelling, and strategic content selection, while showing how creative ideas can contribute to stronger social media performance.

2.5 Examples of some special skills learnt during the internship

During my internship at Lexicon Business Communications, I developed a diverse set of technical, creative, and professional skills that enhanced both my academic knowledge and practical experience. One of the most valuable skills I acquired was the effective use of artificial intelligence (AI) tools to support digital storytelling and creative workflows. I became proficient in utilizing platforms such as ChatGPT, Google Gemini, Google AI Studio, Ideogram, Freepik AI, Canva AI, and other AI-powered applications for research, content ideation, copywriting, image generation, and creative problem-solving. Learning how to integrate AI into the content creation process enabled me to improve productivity while maintaining creativity and originality.

I also strengthened my visual communication and design skills by creating visual mockups for client projects, website portfolios, blog covers, and branding materials. Through regular practice, I learned how to transform creative concepts into visually engaging designs that aligned with clients' brand identities and communication objectives. Working with tools such as Canva, together with AI-assisted design platforms, enhanced my ability to produce professional-quality visual content efficiently.

Another important skill I developed was LinkedIn management and personal branding support. I gained practical experience in researching industry professionals, identifying potential business prospects, and expanding clients' professional networks through strategic connection-building activities. This experience helped me understand the importance of LinkedIn as a B2B marketing platform and how consistent engagement contributes to strengthening brand awareness, professional credibility, and long-term business relationships.

In addition, I improved my research and content development skills by collecting creative references, analyzing marketing trends, and identifying successful advertising campaigns, including Thai humorous commercial videos used as creative inspiration for brainstorming sessions. These activities enhanced my ability to generate innovative ideas while understanding

how storytelling techniques can effectively engage different audiences.

Throughout my internship, I also enhanced my communication, teamwork, and project coordination skills by working under the guidance of Mr. Justin St. Denis, Creative Director, and collaborating closely with Mr. Shreyash Sharma, Project Owner, on various client projects. I learned how to interpret creative briefs, manage multiple assignments, incorporate constructive feedback, and coordinate effectively with designers and other team members to complete projects within deadlines while maintaining high-quality standards.

Furthermore, participating in team discussions and creative brainstorming sessions allowed me to develop stronger critical thinking and problem-solving abilities. I learned how to combine human creativity with AI technologies to produce more effective digital storytelling solutions while adapting to the fast-changing digital marketing industry.

Overall, this internship significantly strengthened my competencies in digital storytelling, visual mockup design, AI-assisted content creation, LinkedIn management, creative research, project collaboration, and professional communication. These experiences have provided me with valuable practical knowledge and prepared me for future opportunities in digital marketing, branding, and creative communications.

Chapter 3: Learning process

3.1 Problem faced/noticed during internship

During my internship at Lexicon Business Communications, I encountered several challenges that ultimately became valuable learning experiences and contributed to my professional development. Although the company maintained an organized workflow and encouraged open communication, adapting to the fast-paced environment of a creative agency required continuous learning and flexibility.

One of the initial challenges I faced was learning to create professional visual mockup designs that met both the company's creative standards and clients' expectations. While I had previous experience using design tools, producing mockups suitable for client presentations required greater attention to layout, branding consistency, visual hierarchy, and overall presentation quality. Under the guidance of Mr. Justin St. Denis, Creative Director, and through continuous collaboration with Mr. Shreyash Sharma, Project Owner, I received valuable feedback and practical suggestions that helped me refine my designs. Their guidance enabled me to gradually improve my design skills, strengthen my understanding of professional visual communication, and create mockups that effectively aligned with clients' branding and communication objectives.

Another challenge involved using AI-powered tools for content creation and creative support. Throughout my internship, I frequently utilized platforms such as ChatGPT, Google Gemini, Google AI Studio, Ideogram, Canva AI, and Freepik AI for research, idea generation, copywriting, and image creation. However, AI-generated results did not always accurately follow the given instructions or produce outputs that matched the desired quality. As a result, I learned that AI should be viewed as a supportive tool rather than a complete solution, and that human creativity, critical thinking, and careful editing remain essential to producing professional digital content.

I also found that LinkedIn management required more strategic thinking than I had initially expected. Expanding professional networks involved more than simply sending connection requests. It required researching relevant industries, identifying suitable professionals, understanding target audiences, and supporting personal branding strategies. This experience improved my research skills and deepened my understanding of B2B digital marketing and professional networking.

Another challenge was adapting to the diverse range of client industries served by Lexicon. The company works with organizations across sectors such as aviation, logistics, hospitality, sustainability, finance, consulting, and technology. Since every client has unique products, services, and target audiences, I often needed to conduct extensive research before beginning design or content-related tasks. Understanding each client's business enabled me to create more accurate visual mockups and support digital storytelling that aligned with their brand identity and communication objectives.

During my internship, I also observed that most colleagues were Thai, and informal conversations among team members were often conducted in Thai. Although English was used for work-related communication and this never affected my ability to complete assigned tasks, having a basic understanding of the Thai language would have made informal discussions, quick updates, and day-to-day interactions even more convenient. Learning some Thai would further strengthen communication and workplace relationships in a local agency environment.

In addition, working in a creative agency required balancing creativity, efficiency, and quality. Some visual mockups and creative ideas required several rounds of revisions before receiving approval. At times, concepts that had taken considerable effort were revised or replaced to better align with the client's branding or the company's creative standards. While this process was sometimes challenging, it taught me to accept constructive feedback, remain adaptable, and continuously improve my work.

Overall, the challenges I encountered during my internship became valuable opportunities for growth rather than obstacles. They strengthened my adaptability, creativity, problem-solving abilities, communication skills, and technical knowledge while reinforcing the importance of continuous learning in the rapidly evolving fields of digital storytelling, AI-assisted content

creation, and digital marketing.

3.2 Mini research

For this mini research, I will collect and analyze information using a combination of primary and secondary data sources. Primary data will be obtained through direct observation, practical experience, discussions with my supervisor and project manager, and active participation in various digital storytelling projects at Lexicon Business Communications. Secondary data will be gathered from company resources, academic literature, industry reports, online articles, and other relevant publications related to digital marketing, AI applications, LinkedIn management, and visual communication. The research will primarily focus on examining how AI-powered tools can support digital storytelling and creative content development, as well as how visual mockup design and LinkedIn management contribute to strengthening brand communication and audience engagement. It will also explore the role of creativity, collaboration, and AI-assisted workflows in improving the efficiency and quality of digital marketing activities within a professional creative agency. The collected information will be analyzed, interpreted, and presented to provide practical insights into the application of digital storytelling strategies, AI technologies, and visual communication in a real-world business environment. The findings will also be used to propose recommendations for enhancing creative workflows, content development, and digital marketing practices.

3.2.1 Problem statement

During my internship at Lexicon Business Communications, I observed several opportunities to improve workflow efficiency and creative productivity through the more effective use of artificial intelligence (AI) technologies. As a Digital Storytelling Intern, I frequently utilized AI-powered tools to support research, content development, idea generation, and visual mockup design. Although these tools significantly enhanced productivity, they did not always generate outputs that fully met the required creative standards. Considerable manual refinement and editing were often necessary to ensure that the final content aligned with the client's brand identity and Lexicon's quality expectations.

Another challenge I observed involved the creative design process. Developing visual mockups and blog cover designs often required multiple revisions to achieve the desired visual quality and consistency. While AI-assisted design platforms accelerated the initial concept development, human creativity, design judgment, and professional feedback remained essential to producing polished and client-ready deliverables.

In addition, LinkedIn management involved several repetitive activities, including researching target professionals, identifying suitable business prospects, and expanding clients'

professional networks through connection-building efforts. Although these tasks are important for strengthening personal branding and increasing client visibility, they require a considerable amount of time and manual effort. More advanced AI-assisted research and workflow automation could help improve efficiency, allowing the team to dedicate more time to strategic planning, creative storytelling, and client engagement.

Therefore, the primary problem identified during my internship is the need to optimize the integration of AI technologies into digital storytelling, visual content creation, and LinkedIn management workflows. By utilizing AI more strategically while preserving human creativity and professional judgment, Lexicon can improve operational efficiency, reduce repetitive manual tasks, and enable creative professionals to focus on higher-value activities that enhance client satisfaction and business performance.

3.2.2 Significance of the study

The effective integration of artificial intelligence (AI) into digital storytelling and content creation offers significant value for Lexicon Business Communications, as it supports the company's commitment to delivering high-quality creative solutions efficiently. As a leading B2B digital storytelling agency, Lexicon serves organizations and executive-level professionals who expect professional, engaging, and visually compelling content. Therefore, improving creative workflows through AI can enhance productivity while maintaining the originality and quality that distinguish the company's services.

This study is significant because it explores how AI technologies can support various aspects of digital storytelling, including content research, idea generation, visual mockup design, and LinkedIn management. By utilizing AI to assist with repetitive and time-consuming tasks, such as researching industry information, generating initial creative concepts, and identifying potential LinkedIn connections, employees can dedicate more time to strategic thinking, creative storytelling, and producing high-value content for clients.

In addition, the findings of this study may contribute to improving collaboration and workflow efficiency within the creative team. AI-powered tools can accelerate the early stages of content development and design while allowing designers, project owners, and content creators to focus on refining ideas, ensuring brand consistency, and delivering high-quality client outcomes. Rather than replacing human creativity, AI serves as a supportive technology that enhances productivity and encourages more innovative approaches to digital communication.

Furthermore, this study highlights the importance of combining AI technologies with professional judgment and creative expertise. While AI can improve efficiency and simplify routine tasks, successful digital storytelling still depends on human creativity, critical thinking,

and strategic decision-making. Understanding how to balance these elements can help Lexicon maintain its competitive advantage in the rapidly evolving digital marketing industry.

Finally, the recommendations developed through this study may provide practical guidance for enhancing AI-assisted workflows in digital storytelling, visual content creation, and LinkedIn management. Implementing these recommendations can help improve operational efficiency, strengthen content quality, support continuous innovation, and contribute to the company's long-term growth and client satisfaction.

3.2.3 Literature review

Artificial Intelligence and Digital Storytelling

Artificial intelligence (AI) has become one of the most influential technologies transforming the digital marketing and creative communications industry. AI-powered applications enable organizations to improve productivity by supporting content generation, research, design, and workflow automation while reducing the time required for repetitive tasks. According to Brynjolfsson and McAfee (2017), AI is considered a general-purpose technology that enhances organizational performance by automating routine activities and assisting employees with data-driven decision-making. Rather than replacing human creativity, AI complements creative professionals by increasing efficiency and allowing them to focus on higher-value activities such as strategic thinking and storytelling. For digital storytelling agencies, AI has become an essential tool for improving both creative processes and operational efficiency. By integrating AI into content development workflows, agencies can generate ideas more quickly, conduct research efficiently, and accelerate creative production while maintaining professional standards.

AI in Content Creation and Visual Design

The adoption of AI has significantly influenced content creation and visual communication. Marketing professionals increasingly rely on AI-powered platforms to assist with copywriting, brainstorming, image generation, and graphic design. According to HubSpot's State of AI Report (2024), a growing number of marketers utilize AI to generate content ideas, write marketing copy, develop visual assets, and optimize digital campaigns. These technologies help reduce production time while improving consistency and productivity. Similarly, AI design platforms such as Canva AI, Adobe Firefly, Ideogram, and Freepik AI enable designers and content creators to develop visual concepts rapidly. Although these tools accelerate the creative process, professional designers still play an essential role in refining layouts, ensuring brand consistency, and producing high-quality final outputs. AI functions as a creative assistant

rather than a replacement for human design expertise.

AI in LinkedIn Management and Personal Branding

LinkedIn has become one of the most important digital platforms for B2B marketing and executive branding. According to LinkedIn's B2B Marketing Benchmark Report (2024), organizations increasingly invest in LinkedIn to strengthen professional credibility, establish thought leadership, and build long-term business relationships. AI technologies contribute significantly to LinkedIn management by assisting with audience research, content planning, keyword optimization, and performance analysis. AI can also support marketers in identifying potential professional connections, generating post ideas, and analyzing engagement patterns. These capabilities enable organizations to develop more effective personal branding strategies while improving efficiency in managing professional networks. However, successful LinkedIn management still depends heavily on human judgment, relationship building, and authentic communication. AI can support content development and research, but professionals remain responsible for ensuring that communication reflects the client's personality, expertise, and business objectives.

Human-AI Collaboration in Creative Industries

While AI offers substantial productivity benefits, researchers emphasize that successful implementation depends on effective collaboration between humans and intelligent technologies. Wilson and Daugherty (2018) introduced the concept of Collaborative Intelligence, explaining that organizations achieve the greatest value when AI performs repetitive and analytical tasks while humans contribute creativity, critical thinking, emotional intelligence, and strategic decision-making. This collaborative approach is particularly important in digital storytelling agencies, where creativity and originality are key competitive advantages. Although AI can generate content ideas, suggest visual concepts, and assist with research, creative professionals remain responsible for storytelling, brand positioning, and ensuring that content resonates with target audiences.

AI and Workflow Efficiency

Another major advantage of AI is its ability to improve workflow efficiency by automating repetitive activities. Davenport and Ronanki (2018) explain that AI-based automation reduces manual workloads, allowing employees to concentrate on innovation, strategic planning, and client engagement. In creative agencies, AI can streamline research, idea generation, content drafting, and image creation, enabling teams to complete projects more efficiently without compromising quality. However, organizations must ensure that AI-generated outputs undergo careful human review before publication. Since AI-generated content may contain inaccuracies, inconsistencies, or generic responses, professional editing and quality control

remain essential components of the creative process.

Summary

The literature consistently demonstrates that AI has become an important tool for improving productivity, creativity, and workflow efficiency within digital marketing and creative industries. AI-assisted technologies support research, content generation, visual design, LinkedIn management, and creative ideation while reducing the time required for repetitive tasks. Nevertheless, existing studies also emphasize that human creativity, professional judgment, and strategic thinking remain essential for producing meaningful digital storytelling and maintaining strong client relationships. This study builds upon previous research by examining how AI tools can effectively support the responsibilities of a Digital Storytelling Intern, particularly in visual mockup design, AI-assisted content creation, LinkedIn management, and digital storytelling. The findings aim to provide practical recommendations for integrating AI into creative agency workflows while maintaining originality, quality, and effective brand communication.

3.2.4 Methodology

This study adopts a qualitative, practice-based research methodology to examine how artificial intelligence (AI) can enhance productivity and creativity in digital storytelling, visual content creation, and LinkedIn management at Lexicon Business Communications. The research combines primary and secondary data collection methods to ensure that the findings are based on practical workplace experience and supported by relevant academic and industry literature.

Primary data were collected through direct observation and active participation during my internship as a Digital Storytelling Intern. Throughout the internship, I observed the daily creative workflow while working under the guidance of Mr. Justin St. Denis, Creative Director, and collaborating closely with Mr. Shreyash Sharma, Project Owner. My involvement in creating visual mockups, supporting digital storytelling projects, assisting with LinkedIn management, conducting creative research, and utilizing AI-powered tools provided valuable firsthand insights into the company's content development processes and creative operations.

The research also involved observing how AI technologies were incorporated into daily tasks such as idea generation, content research, copywriting, visual design, and creative brainstorming. During these activities, I examined both the advantages and limitations of AI-assisted workflows, particularly the need for human creativity and professional judgment to refine AI-generated outputs before they could be used for client projects.

In addition, I conducted continuous informal discussions with my supervisor, project manager,

and other team members to better understand their creative processes, project requirements, and perspectives on using AI to improve productivity. Feedback received during project reviews and design revisions also contributed to identifying opportunities for enhancing workflow efficiency and content quality.

Secondary data were collected through a review of academic journals, industry reports, company resources, and online publications related to artificial intelligence, digital storytelling, visual communication, LinkedIn marketing, personal branding, and digital content creation. These sources provided theoretical support for understanding current AI applications and best practices within the digital marketing and creative communications industry.

Finally, the information obtained from workplace observations, practical experience, team discussions, and secondary research was analyzed to identify opportunities for improving AI-assisted workflows in visual mockup design, digital storytelling, and LinkedIn management. The findings were evaluated based on their practicality, effectiveness, and suitability for a professional creative agency. This methodology ensures that the recommendations presented in this study are evidence-based, relevant to Lexicon's working environment, and applicable to enhancing productivity while maintaining creativity, quality, and effective brand communication.

1.3.5 Expected result/solution

The proposed solutions are expected to improve productivity, creativity, and workflow efficiency within Lexicon Business Communications by integrating AI tools more effectively into digital storytelling, visual content creation, and LinkedIn management while maintaining the company's high standards of quality and originality.

Firstly, the digital storytelling and content creation process can be enhanced by establishing a standardized AI-assisted workflow. Instead of relying on individual prompting methods, the creative team can develop a shared prompt library and prompt templates for commonly performed tasks such as blog cover design, visual mockup creation, social media content, and creative brainstorming. AI platforms such as ChatGPT, Google Gemini, Google AI Studio, Ideogram, Canva AI, and Freepik AI can be used collaboratively to generate ideas, create draft visuals, refine written content, and produce high-quality creative assets. Human review and creative refinement should remain an essential part of the process to ensure that all outputs accurately reflect each client's brand identity and Lexicon's creative standards.

Secondly, AI can further improve the efficiency of visual mockup design. During my internship, I created mockups for client branding projects, website portfolios, and blog covers. By incorporating AI-assisted image generation, layout suggestions, background removal,

image enhancement, and design recommendations, designers can produce initial concepts more quickly while reducing repetitive editing tasks. This allows more time to focus on creativity, design refinement, and delivering visually compelling content for clients.

Thirdly, the LinkedIn management workflow can be optimized by utilizing AI-supported research and workflow automation. AI tools can assist in identifying relevant industry professionals, researching potential business prospects, generating personalized content ideas, and organizing information more efficiently. Automating repetitive research activities would enable the team to dedicate more time to strategic networking, client engagement, and developing stronger personal branding strategies for executives and organizations.

Furthermore, AI can support creative research and digital storytelling by providing inspiration, identifying emerging marketing trends, and analyzing successful campaigns. During my internship, I conducted research on creative advertising examples and industry trends to support brainstorming sessions and content development. Integrating AI into this process would enable the creative team to access relevant references more efficiently while encouraging innovative storytelling approaches and improving the overall quality of creative concepts.

Overall, implementing these recommendations is expected to increase operational efficiency, reduce the time spent on repetitive tasks, and improve collaboration within the creative team. By combining AI technologies with human creativity, professional judgment, and strategic thinking, Lexicon can strengthen its digital storytelling capabilities, enhance client satisfaction, and maintain its competitive advantage within the rapidly evolving digital marketing industry.

Chapter 4: Conclusions

4.1 Conclusions

My internship experience at Lexicon Business Communications was both enjoyable and highly rewarding. At the beginning of my internship, I found it challenging to adapt to the fast-paced environment of a professional digital storytelling agency. As a Digital Storytelling Intern, I worked under the guidance of Mr. Justin St. Denis, Creative Director, and collaborated closely with Mr. Shreyash Sharma, Project Owner. Initially, I was unfamiliar with the company's creative workflow and quality standards, but by carefully following instructions, actively seeking feedback, and continuously improving my work, I gradually gained confidence in my abilities. Successfully completing assigned tasks and contributing to client projects was both motivating and fulfilling.

The working environment at Lexicon was welcoming, collaborative, and supportive. My supervisor and project manager were always willing to provide guidance, constructive feedback, and opportunities to learn new skills. Throughout my internship, my primary responsibilities included creating visual mockup designs, supporting digital storytelling projects, assisting with LinkedIn management, conducting creative research, utilizing AI-powered tools for content development and idea generation, creating blog cover designs, supporting client rebranding projects, and researching Thai humorous advertisements to inspire creative campaigns. I also contributed to projects for clients such as AVS, T&C, DRISN, IB, and InTech Aerospace, which allowed me to gain practical experience working with brands from different industries.

During the internship, I developed valuable technical and professional skills, particularly in AI-assisted content creation, visual communication, digital storytelling, LinkedIn management, creative research, and visual mockup design. Learning how to effectively use AI platforms such as ChatGPT, Google Gemini, Google AI Studio, Ideogram, Canva AI, and Freepik AI significantly improved my productivity and creativity. At the same time, I learned that AI should be used as a supportive tool rather than a replacement for human creativity, as professional judgment and careful refinement remain essential for producing high-quality content.

One of the most valuable lessons I learned was the importance of balancing creativity, strategic thinking, and collaboration in a professional agency environment. Working on projects across different industries required me to understand each client's business, branding objectives, and target audience before developing visual content. I also experienced multiple rounds of revisions on creative work, which strengthened my adaptability, attention to detail, and ability to accept constructive feedback. These experiences helped me become more confident in communicating ideas, solving problems, and contributing effectively within a creative team.

Overall, this internship provided me with invaluable practical experience and significantly enhanced my professional knowledge and technical competencies. It reinforced the importance of continuous learning, adaptability, innovation, and effective communication in the digital marketing industry. I believe the knowledge and experience I gained at Lexicon Business Communications have prepared me well for my future career in digital storytelling, branding, digital marketing, and creative communications and will continue to support my professional growth in the years ahead.

4.2 Limitation of the study

This study has several limitations regarding the application of artificial intelligence (AI) in digital storytelling, visual content creation, and LinkedIn management.

First, although AI-powered tools can significantly improve productivity, they do not always produce outputs that meet professional creative standards. During my internship, I frequently used AI platforms such as ChatGPT, Google Gemini, Google AI Studio, Ideogram, Canva AI, and Freepik AI to assist with research, idea generation, visual mockup design, and content development. However, AI-generated results occasionally failed to follow detailed instructions accurately or did not fully align with the client's branding requirements. As a result, substantial human editing, refinement, and creative judgment were still necessary before the final content could be approved for use.

Second, this study is based on my experience as a Digital Storytelling Intern at a single digital storytelling agency over a limited internship period. Therefore, the observations and findings reflect the workflows, creative processes, and AI applications practiced at Lexicon Business Communications and may not be directly applicable to other organizations with different operational structures, client portfolios, or marketing strategies.

Another limitation is that my responsibilities focused primarily on visual mockup design, digital storytelling support, LinkedIn management, AI-assisted content creation, and creative research. Consequently, this study does not examine AI implementation in other organizational functions such as financial management, software development, or broader business operations.

Furthermore, the effectiveness of AI tools depends greatly on the user's experience, prompt-writing skills, and understanding of the technology. Different users may obtain different results from the same AI platform depending on how prompts are written and refined. Therefore, maximizing the benefits of AI requires continuous learning, experimentation, and human expertise rather than relying solely on automated outputs.

Finally, because AI technology continues to evolve rapidly, the capabilities, features, and performance of the AI tools discussed in this study may change over time. New technologies and software updates may improve existing limitations or introduce new functionalities that were not available during the internship period. Therefore, the findings and recommendations presented in this study should be viewed within the context of the technologies available at the time the research was conducted.

Overall, these limitations indicate that while AI can substantially improve productivity and support creative workflows, it should be regarded as a complementary tool that enhances, rather than replaces, human creativity, critical thinking, and professional judgment in digital storytelling and content creation.

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

Based on my internship experience and mini research, I would like to offer several recommendations that could further improve productivity, collaboration, and creative workflow at Lexicon Business Communications. From my internship experience, I recommend continuing to expand the use of AI technologies in digital storytelling and content creation. Throughout my internship, I found that AI tools such as ChatGPT, Google Gemini, Google AI Studio, Ideogram, Canva AI, and Freepik AI were valuable for supporting creative research, idea generation, visual mockup design, and content development. To maximize the benefits of these tools, Lexicon could organize regular knowledge-sharing sessions where team members exchange useful AI techniques, workflows, and best practices. In addition, I recommend creating a centralized AI Prompt Library using Notion. This shared workspace would allow employees to organize, categorize, and continuously update effective prompts for common tasks such as LinkedIn content creation, blog cover design, visual mockup development, creative brainstorming, image generation, and client research. By maintaining a well-structured prompt library, the team can reduce repetitive trial and error, improve consistency in AI-generated outputs, and increase overall productivity. Since Notion supports collaborative editing and knowledge management, it provides an efficient platform for sharing prompt templates, creative references, workflow guidelines, and AI resources across the organization. From the findings of my mini research, AI should continue to be integrated as a tool that enhances human creativity rather than replacing it. Although AI can significantly improve efficiency, all AI-generated content should be carefully reviewed and refined to ensure it aligns with each client's brand identity, communication objectives, and Lexicon's high creative standards. Furthermore, I recommend that the company continue exploring newly emerging AI technologies related to digital storytelling, visual communication, and content creation. As AI evolves rapidly, regularly evaluating new tools and identifying those that provide practical value will help Lexicon remain innovative and maintain its competitive advantage within the digital marketing industry. Finally, encouraging continuous professional development through workshops, online courses, and internal training in digital marketing, AI applications, branding, and visual communication would further strengthen employees' creative and technical capabilities. Investing in continuous learning will enable the team to adapt to evolving industry trends while maintaining the high-quality storytelling and creative excellence for which Lexicon is recognized.

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i. Appendix:

Daily Diary

Internship Company: Lexicon Business Communications
Position: Digital Storytelling and Project Operations Support
Intern: Shune Lae Sandar
Duration: 4.5 months/ 20 weeks

Starting Date: January 5th, 2026
Ending Date: May 8th, 2026

Week 01:

Date	Tasks & Activities
5.1.2026 (Monday)	• Participated in a designer meeting to discuss ongoing creative tasks and project requirements. • Attended the company meeting and contributed to internal discussions and updates. • Assisted in inviting page followers and supporting audience engagement activities on social media platforms.
6.1.2026 (Tuesday)	• Added and updated speaker biographies for company-related content and event materials. • Organized and managed photos and video files received from speakers to ensure proper documentation and accessibility.
7.1.2026 (Wednesday)	• Assisted in taking photographs for “Do and Don’t” visual content materials. • Researched and collected analytics data for October, November, and December, then organized the information for reporting and analysis purposes.
8.1.2026 (Thursday)	• Conducted LinkedIn connection-building activities to support professional networking and audience expansion.
9.1.2026 (Friday)	• Continued LinkedIn connection-building and networking activities. • Organized social media posts in chronological order from the beginning to the end of the month for content management and review purposes.

Week 02:

Date	Tasks & Activities
12.1.2026 (Monday)	• Conducted LinkedIn connection-building activities to expand professional networks and audience engagement. • Participated in a design meeting to discuss creative concepts, visual materials, and ongoing project updates.

13.1.2026 (Tuesday)	- Continued LinkedIn connection-building and networking activities. - Researched recent video trends and reference materials to support future content creation ideas. - Assisted in generating and preparing visual materials and images for client-related projects.
14.1.2026 (Wednesday)	- Helped Aor; Reviewed video content, captured relevant screen visuals, and added company logos for the L'Oréal project materials. - Updated website homepage text and content to improve clarity and presentation.
15.1.2026 (Thursday)	Designed and prepared five booth panels for an upcoming event, ensuring visual consistency and brand alignment.
16.1.2026 (Friday)	Assisted in organizing project files and digital assets for ongoing marketing and content-related tasks.

Week 03:

Date	Tasks & Activities
19.1.2026 (Monday)	- Conducted LinkedIn connection-building activities to enhance professional networking and audience engagement. - Continued designing and developing five booth panels for the upcoming event. - Participated in a design meeting to discuss project progress, creative concepts, and event preparation updates.
20.1.2026 (Tuesday)	- Continued LinkedIn connection-building and networking activities. - Assisted in creating a roll-up banner design for the upcoming event and branding presentation.
21.1.2026 (Wednesday)	Assisted in organizing event-related materials and coordinating preparation tasks for the upcoming event.
22.1.2026 (Thursday)	Participated in the on-site dry run and venue visit at Le Méridien Bangkok for event preparation and coordination activities.
23.1.2026 (Friday)	- Assisted in creating mockup designs for event materials and visual presentations. - Created Google Forms and QR codes for event registration and guest coordination purposes. - Prepared gift packages and event materials for invited guests and

	participants.
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Week 04:

Date	Tasks & Activities
26.1.2026 (Monday) Event Day	- Assisted with event registration and distributed lanyards to guests and participants. - Captured behind-the-scenes photographs throughout the event for documentation and content purposes. - Distributed lanyards during the evening networking party and supported guest coordination activities. - Created Google Forms to assist with event-related coordination and information collection.
27.1.2026 (Tuesday) Event Day	- Organized and arranged name cards for attendees to support smooth event registration and networking activities. - Handed out brainstorming sheets for the speaker at the event.
28.1.2026 (Wednesday)	- Conducted competitor analysis for client projects, including research and benchmarking activities for Avius. - Took pictures of BTS preparations for Justin & CEO and Founder of Icebridge
29.1.2026 (Thursday)	Continued conducting competitor analysis and market research to support client strategies and content planning.
30.1.2026 (Friday)	- Organized event photos into categorized folders for each speaker to improve file management and accessibility. - Assisted in developing LinkedIn content plans and scheduling ideas for client accounts.

Week 05:

Date	Tasks & Activities
2.2.2026 (Monday)	- Conducted LinkedIn connection-building activities to expand professional networks and audience engagement. - Participated in a design meeting to discuss creative concepts, project updates, and ongoing content development tasks.
3.2.2026 (Tuesday)	- Assisted in organizing project files and coordinating content-related materials for ongoing tasks. - Conducted research on digital storytelling trends and creative content ideas for future projects. - Supported internal coordination tasks and reviewed design

	references for upcoming marketing materials.
4.2.2026 (Wednesday)	• Researched Thai humorous ads and creative campaign examples for content inspiration and storytelling references for David & Justin. • Continued LinkedIn connection-building and professional networking activities. • Assisted in creating logo concepts using Ideogram AI tools for branding and visual design purposes.
5.2.2026 (Thursday)	• Created with ideogram for Trip & Co logo
6.2.2026 (Friday)	• Continued to create an ideogram for the Trip & Co logo. • Participated in a photo shooting session and assisted with on-site coordination and content capture activities.

Week 06:

Date	Tasks & Activities
9.2.2026 (Monday)	• Conducted LinkedIn connection-building activities to expand professional networks and audience engagement. • Assisted to Yash in creating logo design concepts for branding and visual identity projects. • Participated in a design meeting to discuss creative directions, project progress, and design feedback.
10.2.2026 (Tuesday)	• Continued developing logo design concepts and refining visual elements for client projects. • Prepared PowerPoint presentation slides for an upcoming presentation meeting, ensuring clear visual structure and professional formatting.
11.2.2026 (Wednesday)	• Researched Thai humorous advertisements and creative content ideas for social media posting inspiration for David and Justin. • Assisted in aligning presentation slides, images, and text boxes to improve visual consistency and overall presentation quality.
12.2.2026 (Thursday)	• Assisted and Mockup in designing polo T-shirts and lanyards for branding and event-related purposes. • Created business card design concepts for Driessen, including visual layouts and branding elements for client presentation.
13.2.2026 (Friday)	• Captured behind-the-scenes (BTS) for CEO of Driessen

	photographs during project and content production activities for documentation and promotional use.
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Week 07:

Date	Tasks & Activities
16.2.2026 (Monday)	Attended company weekly meeting; added LinkedIn connections for Yash's projects.
17.2.2026 (Tuesday)	- Arranged the images of all photos of Mohamed Iraqi, and put them in a google drive. - Started and helped to Chirstine preparing quote images, researched and mockup for David
18.2.2026 (Wednesday)	Created a mockup one-page design for a factory visit presentation and visual communication purposes.
19.2.2026 (Thursday)	Prepared with Yash for the presentation for Trip & Co rebrand idea project.
20.2.2026 (Friday)	Designed a mockup LinkedIn cover image for Trip & Co, ensuring alignment with branding and professional presentation standards.

Week 08:

Date	Tasks & Activities
23.2.2026 (Monday)	Attended weekly Monday meeting; attended Designer Meeting; worked on Yash's LinkedIn Connection Adding.
24.2.2026 (Tuesday)	- Assisted to Yash: Designed and visual mockups website, brand book and news blog cover visuals for AviusULD related content and digital publishing purposes. - Participated in a design meeting to discuss creative concepts, project updates, and ongoing content tasks.
25.2.2026 (Wednesday)	- Designed and helped Christine white paper quote images for content presentation and social media usage for David. - Assisted in organizing and preparing recap documents for project reporting and documentation purposes.
26.2.2026 (Thursday)	Helped to Yash: CEO of Driessen Orlando Storyboard.
27.2.2026 (Friday)	Assisted to Yash; in presentation materials for CCE X scripts.

	Organized and managed digital files, images, and design resources for easier project accessibility and workflow efficiency.
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Week 09:

Date	Tasks & Activities
2.3.2026 (Monday)	Attended weekly Monday meeting; attended Designer Meeting; worked on Yash's LinkedIn Connection Adding.
3.3.2026 (Tuesday)	(Day off; go to dentist)
4.3.2026 (Wednesday)	(Day off)
5.3.2026 (Thursday)	- Started LinkedIn connection-building activities for Lexicon Business Communications and Justin St-Denis to support professional networking and audience engagement. - Helped Yash and P'Sum; refined and updated mockup designs for Ice Bridge products post.
6.3.2026 (Friday)	- Helped Christine: Generated quote images for Justin St-Denis for content and social media usage. - Tested, created and edited video content for Ice Bridge using Cap Cut for promotional and storytelling purposes.

Week 10:

Date	Tasks & Activities
9.3.2026 (Monday)	- Attended weekly Monday meeting; attended Designer Meeting; worked on Yash's LinkedIn Connection Adding. - Generated images and designed quote images for Justin St-Denis for content and social media purpose
10.3.2026 (Tuesday)	Helped Yash and P'Sum in creating mockup designs for the Blue Carpet Experience project for Driessen, ensuring alignment with branding and visual presentation standards.
11.3.2026 (Wednesday)	Assisted to Yash in creating mockup designs for products of Ice bridge
12.3.2026 (Thursday)	Tested, created and edited video content for Ice Bridge using Cap Cut for promotional and storytelling purposes.

13.3.2026 (Friday)	• Learned how to use freepik
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Week 11:

Date	Tasks & Activities
16.3.2026 (Monday)	• Attended weekly Monday meeting; attended Designer Meeting; worked on Yash's LinkedIn Connection Adding; Did mockup design infographic and short video for SmartULD.
17.3.2026 (Tuesday)	• Helped Chirstine about Lexicon marketing ideas from TikTok.
18.3.2026 (Wednesday)	• Helped Yash and P'Sum in creating mockup Trolley designs for the Intech Aerospace.
19.3.2026 (Thursday)	• Assisted to Yash; AviusULD LinkedIn and website performance report.
20.3.2026 (Friday)	• Helped Yash; Did CCE Group LinkedIn Performance Report.

Week 12:

Date	Tasks & Activities
23.3.2026 (Monday)	• Attended weekly Monday meeting; attended Designer Meeting; worked on Yash's LinkedIn Connection Adding.
24.3.2026 (Tuesday)	• Helped with Aor's Project: Researched trending and viral topics across social media platforms for content inspiration and audience engagement strategies and searched popular memes and online trends for potential use in creative and engaging content development. • Identified viral video content and analyzed current social media trends to support digital storytelling ideas.
25.3.2026 (Wednesday)	• Helped Yash: Generated images and mockups product posts for Trip & Co.
26.3.2026 (Thursday)	• Continued connection adding for Yash.
27.3.2026 (Friday)	• Continued page follows inviting for Lexicon Page

Week 13:

Date	Tasks & Activities
30.3.2026 (Monday)	(Day off-90 days report).
31.3.2026 (Tuesday)	- Assisted Yash with LinkedIn-related tasks, including connection-building and profile engagement activities for highlighted individuals. - Supported content coordination for Driessen newsletter materials and WTCE-related projects.
1.4.2026 (Wednesday)	- Continued to research Thai funny ads and creative campaign examples for David Norcross and Justin St-Denis to support content inspiration and storytelling ideas. - Assisted to Justin and Christine: LinkedIn Content Extraction from White Paper in 8 blogs.
2.4.2026 (Thursday)	- Connection added for Yash's clients. - Learned how to use the clone effect.
3.4.2026 (Friday)	Worked on Justin's LinkedIn Connection Adding and Page follow inviting for Lexicon Page.

Week 14:

Date	Tasks & Activities
6.4.2026 (Monday)	(Day off- Public Holiday).
7.4.2026 (Tuesday)	Assisted Yash and P'Sum in creating mockup designs for April product posts for Trip & Co to support social media and branding content.
8.4.2026 (Wednesday)	Connection added for Yash's clients.
9.4.2026 (Thursday)	Generated Justin's quote images for LinkedIn.
10.4.2026 (Friday)	Participated in the Songkran celebration with coworkers at Lexicon Business Communications, promoting team bonding and cultural engagement within the workplace.

Week 15:

Date	Tasks & Activities
13.4.2026 (Monday)	(Day off- Songkran Holiday).
14.4.2026 (Tuesday)	(Day off- Songkran Holiday).
15.4.2026 (Wednesday)	(Day off- Songkran Holiday).
16.4.2026 (Thursday)	Wrapped up Yash connection adding.
17.4.2026 (Friday)	Connections added for Yash, Justin and Lexicon Page.

Week 16:

Date	Tasks & Activities
20.4.2026 (Monday)	- Attended weekly Monday meeting; attended Designer Meeting; worked on Yash's LinkedIn Connection Adding. - Researched examples of strap and net failures for content reference and storytelling purposes.
21.4.2026 (Tuesday)	Helped Christine: Conducted research on examples of straps and nets failing in recent history, pop culture, sports, and other industries to support content creation.
22.4.2026 (Wednesday)	- Attended the Inno Hub video shoot meeting and assisted Aor with coordination and preparation tasks. - Assisted Yash in creating infographic mockups for Trip & Co projects.
23.4.2026 (Thursday)	Helped Yash and P'Sum by generating AI and creating infographic mockup designs for Trip & Co under the theme "Local Delivery, Global Standard" for social media branding and promotional purposes.
24.4.2026 (Friday)	Assisted Yash and P'Sum by generating AI, carousel mockups for the Avius ULD fire-themed article to support digital storytelling and social media content presentation.

Week 17:

Date	Tasks & Activities
27.4.2026 (Monday)	Attended weekly Monday meeting; attended Designer

	Meeting; worked on Yash's LinkedIn Connection Adding. - Assisted Yash and P'Sum by generating AI and creating infographic mockup designs for Trip & Co projects. - Created carousel mockup designs for the topic "How Often Do You Think Fires Happen on Planes?" for digital storytelling and social media content purposes.
28.4.2026 (Tuesday)	Continued working on infographic mockup designs and carousel content for ongoing client-related projects.
29.4.2026 (Wednesday)	- Assisted Yash with mockup designs for Driessen branded Teams meeting backgrounds. - Worked on proposed design themes including "Lighter / Cooler / Smarter," "Manufacturing," "Innovation & Engineering," "Global Market Leader in Air Catering Equipment," and "Blue Carpet Experience."
30.4.2026 (Thursday)	- Continued working on ongoing mockup design and infographic-related tasks for client projects. - Attended a company visit with Aj. Sabbir Hossain and Aj. Duminda Liyanage to discuss internship progress and professional development.
1.5.2026 (Friday)	(Day off- Public Holiday)

Week 18:

Date	Tasks & Activities
4.5.2026 (Monday)	(Day off- Public Holiday)
5.5.2026 (Tuesday)	Helped Yash and P'Sum by generating AI and creating mockups to design "airline losses for the carousel.
6.5.2026 (Wednesday)	Assisted to Yash by generating AI and creating mockups to design "rooting food for the carousel.
7.5.2026 (Thursday)	Assisted to Chirstine by generating AI and creating mockups to design "what airlines have lost" for the carousel.
8.5.2026 (Friday)	Complete all of Yash's connection adding, Justin's connection adding and Lexicon's Page Inviting.

Team Engagement & Events



Figure 8: Behind the scene: Greenscreen Studio Podcast



Figure 9: Farewell to intern Andy



Figure 10: Farewell to intern Fon



Figure 11: Lexicon team Prepare form the events



Figure 12: Panel Discussion with CEO Founder of Lexicon Business Communication (David Norcross) and others CEOs



Figure 13: Celebrate Songkran Party



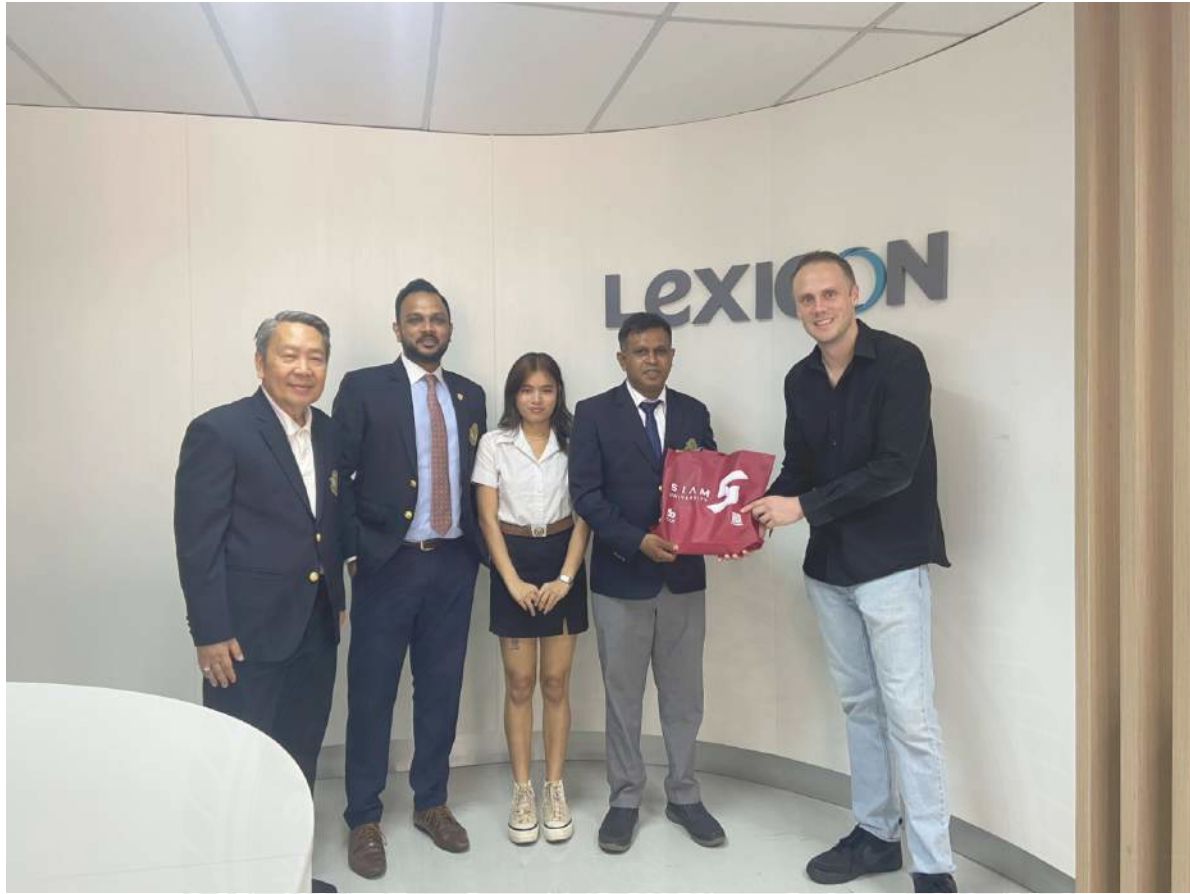
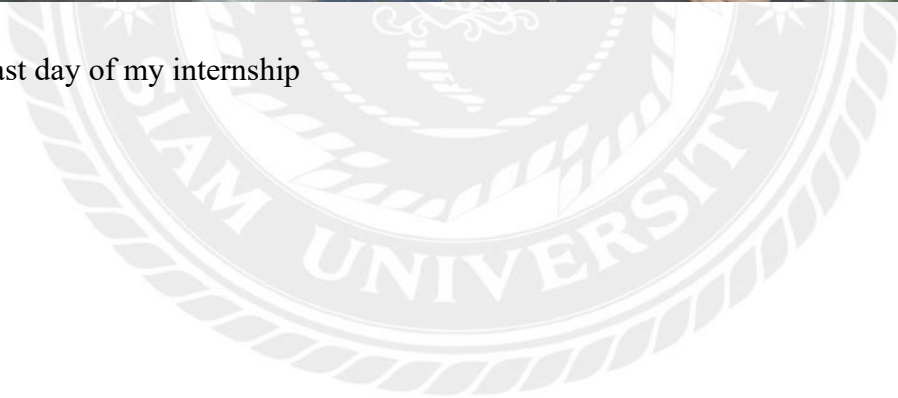


Figure 14: Siam University visit Lexicon Business Communication



Figure 15: Last day of my internship





SHUNE LAE SANDAR

📞 0621073732

🌐 LinkedIn: [linkedin.com/in/shune-lae-sandar-8ba91a2ba](https://www.linkedin.com/in/shune-lae-sandar-8ba91a2ba)

📍 Bangkok | Thailand

✉️ shunelae2022tgo@gmail.com

Profile

Final-year International Business Management student with hands-on internship experience in digital storytelling, visual mockup design, AI-assisted content creation, and B2B digital marketing. Experienced in supporting branding and client projects by creating marketing materials, website mockups, and digital content while collaborating with project managers and creative teams. Passionate about combining creativity with AI technologies to develop engaging marketing solutions and eager to begin a career in digital marketing, branding, or content strategy.

Education

Bachelor of Business Administration (International Business)
Siam University | Bangkok, Thailand | Aug 2022 – Jan 2026

Relevant Coursework: Digital Marketing | Brand Management | Marketing Strategy | Consumer Behavior | Advertising | Logistics & Supply Chain Management | Human Resource Management | Business Negotiation | Finance | Accounting | Production & Operations Management

Languages

Burmese - Native
English - Advanced
Japanese - Lower Intermediate
Thai - Basic

Technical Skills

- Digital Marketing
- Design & Creative
- Website & Productivity
- Multimedia
- AI Tools

Work Experience

Digital Storytelling Intern

Lexicon Business Communication | Bangkok, Thailand | Jan 2026 - Present

- Supported digital storytelling and branding projects through creative content development.
- Conducted competitor analysis and industry research to support branding and marketing strategies.
- Assisted in client rebranding projects and content development for international brands.
- Supported company events through photography, registration, and event coordination activities.

Project Experience

- Client Branding & Digital Marketing
- Created: Blog Covers | Website Mockups | Social Media Graphics | LinkedIn Banners | Infographics | Presentation Visuals | Quote Images | Event Materials

AI-Assisted Content Creation

- Generating creative concepts
- Producing marketing visuals
- Conducting content research
- Supporting visual storytelling
- Enhancing creative workflow efficiency

Customer Service

Chao Phraya Princess | Jun 2023 - Dec 2025

- Delivered excellent customer service to local and international guests.
- Assisted guests with seating arrangements and responded to inquiries professionally.
- Coordinated with team members to ensure smooth dining operations and customer satisfaction.
- Handled customer requests and resolved issues promptly in a fast-paced environment.

Certifications

- Google Digital Marketing & E-commerce
- Meta Social Media Marketing
- Google Ads Certification
- Google Analytics Certification
- AI Marketing
- AI-Driven Digital Marketing Strategies