

Dean's Outstanding Internship Award – Certificate of Merit
院長優秀實習生獎表揚狀 (2024/25)

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Getting Started in Digital Marketing

1. Background Research

XOXO Beverages Overview

Founded in 2021 by a dedicated team in Hong Kong, XOXO Beverages aims to transform the traditional bartending industry by leveraging automation and robotic solutions in their innovative cocktail machine.



My workspace: the office of XOXO Beverages

Vision and Mission

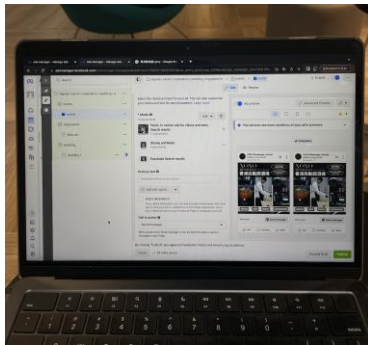
XOXO Beverages envisions revolutionizing traditional bartending through automation and robotics, also to create a cocktail journey that bonds people with high-quality, affordable beverages. Its mission is to design and build a Cocktail Machine and make cocktails with a strong presetted program. Also renting the machine to different events.



The Cocktail Machine designed by Co-founders

2. My Role, Deliverables, and Achievements in the Internship

My internship at XOXO Beverages Limited is mainly responsible for creating and managing social media content, which is divided into three major areas: pre-planning, creation stage, post-posting and evaluation. Pre-planning includes designing appropriate campaigns in the ad management platform according to the company's objectives, as well as content conceptualization and setting up the optimal release date and time. The creation stage involves video or photo shoots, design and editing, and caption writing. Finally, in the post-publishing and evaluation stage, the data provided by the ad management platform will be used to analyze the performance of the campaign for about a week, including the number of reach, impression and conversion rate ranking, etc. The data will be consolidated and future content strategies will be adjusted based on the results.



Showcasing the ad management platform that I used during my internship

In terms of expected outcomes, I hope to utilise my knowledge and insights in the field of art to create more innovative content, and hopefully, this content will raise the attention of potential customers to the company. At the same time, I hope to learn and understand how the ad management platform works and improve my skills in shooting and post-production. During the actual self-assessment and results, I have been building a consistent brand image on Instagram for the company as I created over 20 Instagram posts for a three-month content schedule, effectively maintaining a consistent brand image and message. Also, I was promoting Machine Rental with an effective video. A detailed video showcasing the automatic machine rental process, which was used in a successful ad campaign. The campaign achieved a lead acquisition cost of \$70 per client, making it 300% more effective than previous efforts, directly contributing to the company's marketing success and demonstrating a significant return on investment. Next, I produced two interview reels that achieved a 5x increase in engagement compared to usual posts. These reels not only amplified organic growth but also enhanced brand visibility and audience interaction, showcasing the ability to create highly engaging content.

3. Strong Work Ethics, Dedication, Commitment, and Diligence

During my internship, I adhered to my position and brought considerable performance improvements to the company. In terms of self-discipline, I also go to work on time and proactively report work progress to my supervisor to establish a good relationship. When faced with my own shortcomings, I still work hard to overcome them.

Regarding my weaknesses, I would like to improve my self-confidence. As a person who wants to join the content creation industry, I inevitably must communicate with my supervisor and clients. At one of the events during my internship, I wanted to do a

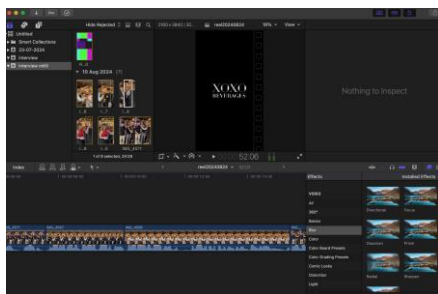
photo shoot for a participant, but I was rejected. I felt so helpless and embarrassed that I hid behind my colleagues and didn't even dare to pick up the camera again. However, after the encouragement of the supervisor, the companionship of my colleagues, and knowing the reason for the rejection, I picked up the camera again. At first, I needed my colleagues to accompany me before I dared to ask the participants if they were willing to be photographed, and finally, I felt comfortable enough to invite the other participants to take photos myself. I learnt from this experience that when I am rejected by others, I should learn to understand their difficulties, and at the same time, I learnt to accept the rejection and adjust my mindset as soon as possible so as not to affect the progress of my work.



A picture taken during the event

4. Reflections on What I Have Learnt

To be able to achieve such remarkable results, it is necessary to gain some skill sets and knowledge, and the following is a review of what I have learned in this internship. In terms of skill set, I learned to manage all steps of content creation, from planning to posting, to creating engaging marketing materials that support company goals. I also developed the ability to analyse social media metrics and create performance reports using tools like Google Ads. I understood the importance of SEO (Panchal, A., Shah, A., & Kansara, K.,2021) and some marketing strategies (hashtag, add-on music function, filter), which helped me optimize posts for visibility and engagement, ensuring that my content reached the right audience. Besides, I learned to use some AI tools for video and photo editing, such as Lightroom, Final Cut Pro and AI-driven mobile apps to make editing faster and more efficient. In terms of knowledge, I developed knowledge of audience insights, enabling me to analyse target demographics and preferences to inform content strategy and engagement tactics. Also, I learned about the latest social media trends and best practices, such as making reels on Instagram, which helped me stay current in the industry.



Showcasing the video editing process

During my marketing internship, I have experienced significant growth in my workplace skills, particularly in interpersonal and communication areas. Collaborating with diverse teams has allowed me to develop effective communication strategies, enabling me to articulate my ideas clearly and engage in constructive feedback. I have learned the importance of active listening, which has been crucial for understanding clients' needs and enhancing team dynamics. Additionally, presenting ideas and campaigns to colleagues and clients has improved my public speaking skills and boosted my confidence.

5. Impact on Personal and Professional Growth

From the aspect of personal growth, as a marketing intern, I developed key soft skills like teamwork and communication. Internally, I worked closely with my team to meet goals, contribute ideas, and solve problems. Externally, I learned how to communicate clearly and professionally with clients, building positive relationships and ensuring smooth collaboration. These experiences improved my ability to work with others and handle real-world marketing tasks. Also, I learned the importance of multi-tasking and being proactive. I faced a steep learning curve because I had to pick up new skills quickly.

Next, from the aspect of my own aspirations and interests, my ideal position would be in the arts, preferably in advertising. I became acutely aware of the need to network and form business contacts in the advertising sector during my internship. Interacting with coworkers and a few industry individuals made me more aware of the opportunities that come with making connections, which further supports the notion that support and cooperation are essential for professional development. For instance, I had the opportunity to meet some KOLs (Key Opinion Leaders) and a PR. I learned a lot from their sharing, which opened my eyes. Additionally, this experience solidified my passion for advertising, as I found myself genuinely excited about the creative processes and the impact of compelling campaigns. Reflecting on what aspects of the role I enjoyed the most has motivated me to pursue a career in this dynamic field, where I can continue to grow and contribute to innovative marketing strategies.

Regarding professional growth, I connected to the world by gaining practical skills in school, such as photo shooting skills (composition, colour grading, lighting, etc.), video editing from the pre-internship workshop, and project planning from the course of art administration. I then leveraged these skill sets to help the company achieve its marketing goals, further strengthening my abilities to tackle real-world challenges and my duty. One significant insight I gained is the importance of visual storytelling. Art theories such as Gestalt principles emphasize that viewers interpret visual information holistically (Wolfe, 2017). I learned to create content that guides the viewer's eye through a narrative, enhancing their overall experience. For instance, while working on a social media campaign, I strategically arranged visuals to create a cohesive story that resonated emotionally with the audience. What's more, the experience of doing group projects in school can also teach me how to work as a team and build a harmonious and efficient working atmosphere.