Portfolio

Mark Denver A. De Guzman (Intern)

> Tinig UK (Company)

May-July 2024

naggetzx123@gmail.com

https://bit.ly/linkedIn_MarkDenverDeGuzman

Table of Contents

INTRODUCTION	. 2
Internship Experience	. 3
Skills and Competencies	. 4
Achievements and Contributions	. 5
Work Samples	. 6
Reflection	. 9

INTRODUCTION

My name is Mark Denver De Guzman, 22 years old, currently pursuing my degree in Management Accounting at Panpacific University - Tayug Campus.

I am an accounting student with a strong work ethic and a keen eagerness to learn about the accounting field. Currently, I am an intern at Tinig UK, where I hold the position of Post Content Creator. In this role, I have gained experience in creating graphics using Canva and developing engaging post content for social media platforms.

During my internship at Tinig UK, I gained valuable experience in creating graphics and posting content for social media. I utilized Canva to design visually appealing graphics, ensuring they aligned with the brand's aesthetic and messaging. Additionally, I crafted engaging and informative social media posts to promote various aspects of the Tinig UK Business Directory, such as technology, travel, fashion, architecture, cafes and restaurants, legal services, and real estate. This hands-on experience enhanced my skills in graphic design, content creation, and social media marketing, preparing me for future opportunities in these fields.

During my internship at Tinig UK, my primary objectives and goals are to gain a comprehensive understanding of how social media platforms operate, including their algorithms, trends, and user engagement strategies; to learn the essentials of creating engaging and high-quality content that resonates with the target audience while understanding the importance of consistency, timing, and creativity; to develop skills to effectively engage with the audience, respond to comments, and foster a sense of community, thereby increasing followers, likes, shares, and overall engagement rates; and to gain insights into using social media analytics tools to track the performance of posts and campaigns, allowing for data-driven decisions to optimize future content and strategies.

Internship Experience

As a Post Content Creator, your role involves crafting engaging and informative posts for Tinig UK's various platforms. This includes generating content that aligns with the organization's goals and resonates with its audience. Here's a more detailed breakdown of your responsibilities

As a social media post content creator, my key responsibilities include developing and designing engaging content tailored to each social media platform, writing compelling captions, and ensuring all content aligns with the brand's voice and style guidelines. I will plan and schedule posts using social media management tools to maintain a consistent posting schedule, monitor social media channels for comments and messages, and respond promptly to engage with the audience.

I manage major projects such as promoting the Tinig UK Business Directory and organizing events, while also creating engaging social media posts to enhance visibility and engagement.

Skills and Competencies

Skills I developed or enhanced during my internship

As an intern, I discovered it's essential to be enthusiastic and open to learning new skills. I also developed strong skills in graphic design using Canva, particularly in creating content for social media posts. Additionally, I've become proficient in task management and organization using Notion, allowing me to efficiently assess and complete my assignments.

Examples of how I will apply these skills

I can apply these skills in my daily life by creating engaging Facebook or Instagram posts. For instance, I can use graphic design skills to craft visually appealing images and text overlays that attract attention and convey messages effectively, all thanks to my internship.

Achievements and Contributions

Specific accomplishments during the internship

I successfully create post content for Priority Posting and develop visual references for graphics, and I also create post content and graphics for promoting the Business Directory of Tinig UK.

Work Samples

Examples of work you produced during your internship (reports, presentations, graphics, social media campaigns, etc.)

Recent designs



Business Directory Training G... Album Cover



Business Directory VA Graphi... Album Cover



Business Directory Travel Gra... Album Cover



Business Director Fashion Gr... Album Cover



Business Directory Charity Gr... Album Cover



Business Directory Cafes an... Album Cover



Business Directory Technolo... Album Cover





Business Directory Beauty Gr... Business Directory Ar



Album Cover



Business Directory Legal Ser...

7

\downarrow ÷ Name 👻

Files

	Virtual Assistant.d
ιοù	e 1
	Term were Cover lifet
(art	ander:
Rep 7	R. Damas Churche Media Academ
Dela're	el Carated Tradicip
15,00	
rmi	area -
1ept	lateror .
Green	(File
5-10	shell (Digs) Digker
Constant Con	Les anders install rescribent (Lassim de donne lasses lances l'ange An- en procede Ministre aux less neur aut antimitation, pois mode anne en monares assessing autor participation de lasses antimitation response neur allances selle lange of a meer desail desaile despense. En une en observe procession
	Contactor Parking
Linght	

οű	2
60	
	Server stress Conversion
Detr 12	(Alexa)
had b	halometric and have
-	L ferent Postore
1.0	
-	and a second
(ejel l	0.00
in sec.	The
1.0	mits David Salter
(espire report	Notice the best according to the point to prove the basis of the second problem of a second problem of the sec
leger (research the former
10 21	ofter of sectly
turan Depres	i Madi (sever (al annae met

W Marketing.docx

Name along Concerning

. An order of the two energies of the state of the state

Care (already) This Mr. Barrison (Moster, Barbartup Date and Event Position Product

Buildoniel i Dys i Dalker (4) College of College, in proceeding, with the measure, as the Coll of College Booking to provide a selection of measure and measure at the Coll of the measurements. We Coll of the Coll of Coll of Coll of Coll of Coll Coll of Coll Coll of Coll Coll of Coll o

TINIQUE

Well-Indo-Kor

i de artes de la da

/	Training.docx
10	üé
	Berrar Works Compare Billet
Cat	Lavelete
1.0	The Balance County Filling
Det	well fermer Thelero
111	10 C
140	Oteres -
16	d helpitor
640	sit File
(here)	Codella Dia I Balleri
180	comp (becaused in the 1 sector) is not estimated interpretation for the sector (because (because a baction) or the anticep measurement, which a solar operation is many trajectory transmission and conserving with these conversions of a 24 sector).
03	increasing trading
1.25	a locate of sector
141	ten Bekonwonderen Referense

W Legal Services.docx

Security Corner Bird

An year or wood of complete imply providence in the LAC Lask on carbon "the "long for some distribution provides a constraint of providence of the complete providence on the source of the source of the source of the complete providence of the source of the source of the source of the complete providence of the source o

Experiment waters for the net sign open-download energy engineering and the set of the set of

Connecting A Solid assertion on Frank National A Information with Charles Tradition of American Street Connecting

Care Globald True We Bassier (McCare) operations Care wit Enroy Policy Philips reduce (ep) hab-to-

Grout File NatiOnhits Day 1 Dalter

TINIGUE

W Technology.docx ÷ TINIGUE Serve strete Corners Mod Cen Lander Ros W. Samm (Weiter Scherzer Dar Will Land Folge Hallen Frederic Frederic Spipi futbrior Group Pilat Bol Dobell - Digs Lighter $\gamma_{\rm c}$ balanche fastening under differe Klansten beigen all membra i aktivitati di della fast programma della faste esta postenina a considerito i faste i della faste esta postenina della faste esta della f Philips parts and horizontal special or advanced. The DLA is a particular functional and consider part with the data designed in the data of the constant. (ignoriantia) (interaction) transition of some

W	Gift Shops.docx
TINIQÚ	e i i i i i i i i i i i i i i i i i i i
	Instancements Conversional
Devis	anniati
Ref. Y	In The Instance Walking Line Section 2017 Section
Date w	d, Frend Postop
15,000	
1980	Beers -
1(4(2))	ideo -
Gener	74a
1.000	shell Copy Copy Copy and The Section 2015 (Section 2015) (Secti
The st	NOTION TRADUCT AND THE BUILDING THE TOTAL STREET, AND W
Costs	President President
Gas	where to solve
Design	n has can a Concern

	They have managed they have birt begin
	Date wit Preva Protop
	1.01
	PHO BOARD
	Selah Kalence
	Genera Pike
	Hard Collect J, Dige J Dation. International Landon Marcal and Yong and Stranger Materials Without A Stranger And Annual Materials and Annual Mate
	Browne New, Peri Land Dh. Sauguna Zinschn stell der Verberen Ter (erf. Saug Sentit), Saug at Sentie reaction war two stell spenartization for taxe based and
	Orgelical synchronise behaving
	On a booking of model
	Testam Institute Collumn
:	W Cafes and Restaur
	TINIQUE



W Property and Real ...

TINGUE

an Ukrolet	
ing the designed way	in Property and Reak In Star
Internet Control Product	
NAME OF TAXABLE	
and general	
lated furthering	
armen Pikat	
- I Collect Digs Da	Acri
, Lateria unite Mort la Scotte Marine de Scotte	chanic go a getier (indexteen) angelek estre a Com Jose Hörge in her Troyck Alexande Destaum Medies arting, tret montragens and kompressenere get
free traces a ma	darbard her process in record dar
ing the second sec	wing .
is a location of our He	
intent flyrcarren	

W Freight and Shippi...

TINIGUE

Social Ideala Content Ideal
are tuberhild
the findersection of eighteen to have a
admand Central Punking
1.804
ter berne
and futures.
ersen Filet
Description - David Description and Managering Services in the Roug die Baselines in the International Principles and Managering Services in the Roug die Baselines in the International Principles and Managering Services (1) and the International International Principles and Route Services (1) and the International Principles and I
And integrational conference and with the state of the second with a second secon
Egileci și andestele Probabile
The peripheter of sales in
had any Bark Course Chillingson

W Beauty.docx

TINIGUE

÷





W Charities and Com... TINIGUE Der Geolog His De Bernschung von Geolog Der Wil Bernschung von Geolog Hanne Hanne Hanne Hanne George Filer George Filer Period and the second s An example in the last second in any distribution due and it waiting the rithma-temport with the same ring of starting straining of the second secon star you supervision on the Unit Reasons serving an one-ser-tem termine exist. You efficie desire to be used only interests lafonder songe gest figte unteret etter i die Gielen enderen Fahring

W Architecture.docx :

TINIQUE



Provide context and explain each sample

Beauty Context:

I am creating promotional materials to highlight businesses related to the beauty industry within the Tinig UK Business Directory.

Technology Context:

I am promoting businesses related to technology within the Tinig UK Business Directory.

Travel Context:

I am promoting travel-related businesses within the Tinig UK Business Directory.

Fashion Context:

You are promoting fashion businesses within the Tinig UK Business Directory.

Architecture Context:

You are promoting architecture-related businesses within the Tinig UK Business Directory.

Cafes and Restaurant Context:

You are promoting cafes and restaurants within the Tinig UK Business Directory.

Legal Service Context:

You are promoting legal services within the Tinig UK Business Directory.

Property and Real Estate Context:

You are promoting property and real estate businesses within the Tinig UK Business Directory.

Visual Assistant Context:

You are promoting visual assistant services within the Tinig UK Business Directory.

Reflection

During my internship, I've gained proficiency in using Microsoft tools like Excel, Word, and PowerPoint for various tasks such as data analysis, document creation, and presentations. Additionally, I've learned how to create and edit graphics efficiently using Canva, which has been valuable for designing promotional materials and social media content. Moreover, I've become adept at organizing and managing tasks and projects using Notion, which has improved my productivity and collaboration skills within teams.

All in all, this internship has been exciting, challenging, and rewarding. I am grateful for the strong leadership and guidance, the real-world experience, and all the knowledge obtained during my internship at "Tinig UK". I can honestly say that it has been an incredible first experience in the field and I am unbelievably thankful for the opportunity to be part of such a great company.

During my internship at Tinig UK, I initially faced challenges such as not knowing how to use Canva for editing graphics effectively and lacking knowledge of the proper approach to creating social media posts. To overcome these obstacles, I diligently sought out tutorials and guides to learn Canva's tools, practiced extensively to improve my skills, and sought guidance from colleagues to understand Tinig UK's brand voice and content strategy for crafting effective social media content. These efforts enabled me to quickly adapt, develop proficiency in graphic design, and create engaging social media posts that aligned with Tinig UK's objectives.

My internship experience has influenced my career goals by enhancing my time management skills and exposing me to tasks where I initially lacked proficiency, prompting significant personal and professional growth.