

# Portfolio

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(Intern)

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(Company)

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## Table of Contents

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

## 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



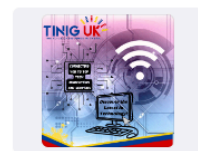
Business Director Fashion Gr...  
Album Cover



Business Directory Charity Gr...  
Album Cover



Business Directory Cafes an...  
Album Cover



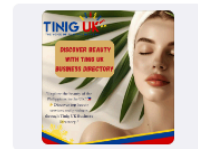
Business Directory Technolo...  
Album Cover



Business Directory Property ...  
Album Cover



Business Directory Legal Ser...  
Album Cover



Business Directory Beauty Gr...  
Album Cover



Business Directory Ar...  
Album Cover





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.