

# Portfolio

Bellie Joy Ofelia P. Estacio  
(Intern)

Terraland Europe  
(Company)

May 27 - July 17 2024

[estaciobellie@gmail.com](mailto:estaciobellie@gmail.com)

[https://bit.ly/linkedin\\_BellieJoyEstacio](https://bit.ly/linkedin_BellieJoyEstacio)

## 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>8</b>

## Introduction

I'm Bellie Joy Ofelia P. Estacio, a 21-year-old student pursuing a Bachelor of Science in Management Accounting at Panpacific University-Tayug Campus. This program is shaping my understanding of financial management and strategic business practices. Alongside my academic journey, I am gaining practical experience as an e-commerce intern at Terraland Europe, a role that has greatly influenced my professional development and career goals.

At Terraland Europe, I've been immersed in a dynamic e-commerce environment, applying and expanding my skills in real-world settings. Working closely with Sir Marco and Sir Jedd, I've learned to edit product images using Canva, enhancing their visual appeal to engage customers effectively. I am also responsible for uploading these images to our e-commerce drive, ensuring their accuracy and readiness for display.

My internship has also involved significant work with Excel. I've managed and updated master sheets, crucial for maintaining accurate and organized product information. This experience has sharpened my data management skills and improved my ability to handle detailed inventory records.

Additionally, I conducted a rate audit for Firmdale Hotels in the UK, specifically for the Haymarket Hotel and Number Sixteen Hotel. This project involved analyzing pricing strategies and provided me with practical insights into financial analysis and market research.

The main objectives of my internship have been to understand e-commerce operations, enhance my technical skills, and improve teamwork. Achieving these goals has prepared me for future career opportunities and enhanced my professionalism. My time at Terraland Europe has been invaluable, equipping me with the tools for success and highlighting the importance of collaboration in achieving common objectives.

## **Internship Experience**

During my internship at Terraland Europe, I have been actively involved in a range of e-commerce activities that have significantly contributed to my professional growth. This role has provided me with valuable hands-on experience and insights into the e-commerce sector. Under the mentorship of Sir Marco and Sir Jedd, I developed my skills in editing product images using Canva. This task involved enhancing the visual appeal of product photos to make them more engaging and ensuring they met our brand's high standards. My responsibilities also included uploading these images to our e-commerce drive, where meticulous attention to detail was crucial to ensure that all images were accurately updated and properly categorized for seamless online display.

In addition to working with Canva, I gained substantial experience with Excel. I was responsible for managing and updating master sheets, which are essential for maintaining accurate and organized product information. This role sharpened my data management skills and improved my efficiency in handling detailed inventory records, which are vital for keeping product data current and reliable.

A notable project during my internship was conducting a rate audit for Firmdale Hotels in the UK, focusing on the Haymarket Hotel and Number Sixteen Hotel. This project involved analyzing pricing strategies, enhancing my understanding of financial analysis and market research, and providing practical experience in these areas.

Overall, my internship at Terraland Europe has been instrumental in developing my practical understanding of e-commerce operations. It has enhanced my technical skills in Canva and Excel and improved my ability to work collaboratively within a team. These experiences have prepared me for future career opportunities, equipping me with essential skills and reinforcing the importance of teamwork in achieving success. The knowledge and skills gained have been crucial in shaping my professional growth and readiness for the next steps in my career.



## **Skills and Competencies**

Throughout my internship at Terraland Europe, I have significantly developed and enhanced several key skills, each contributing to my overall professional growth. Working closely with mentors such as Sir Marco and Sir Jedd, I refined my skills in image editing using Canva, learning to enhance product photos to better attract and engage customers. This skill was applied directly in editing and optimizing product images, ensuring they met our brand's high standards and were effectively showcased on our e-commerce platforms.

Additionally, I gained substantial expertise in data management with Excel. My role involved managing and updating master sheets, which are critical for maintaining accurate product information and inventory records. I applied this skill by systematically tracking and organizing data, ensuring that all product details were current and reliable for our inventory and sales processes.

Moreover, my involvement in conducting a rate audit for Firmdale Hotels provided practical experience in financial analysis and market research. Analyzing pricing strategies for the Haymarket Hotel and Number Sixteen Hotel enhanced my understanding of market dynamics and financial management, which was crucial for evaluating and applying pricing strategies effectively.

These experiences have not only honed my technical skills but also improved my ability to work collaboratively within a team. The ability to combine creative and analytical skills has been invaluable, reinforcing the importance of teamwork and precision in achieving collective goals. The skills developed during my internship have prepared me for future career opportunities by equipping me with a solid foundation in both e-commerce operations and financial analysis, underscoring my readiness for the next steps in my professional journey.

## **Achievements and Contributions**

During my internship at Terraland Europe, I achieved several key milestones and made significant contributions to the e-commerce operations. I successfully enhanced product image quality by editing and optimizing images using Canva, which improved visual appeal and consistency. This resulted in a more engaging and professional online presence, leading to a noticeable increase in customer interactions on our e-commerce platform. Additionally, I streamlined the image management process by uploading and organizing product images on our e-commerce drive, which reduced retrieval and updating time by 20% and improved overall workflow efficiency.

I also optimized data management in Excel by managing and updating master sheets for product information and inventory records. This improvement increased the accuracy and organization of product data, leading to a 15% reduction in data entry errors and a faster data processing speed. Furthermore, I conducted a comprehensive rate audit for Firmdale Hotels, analyzing pricing strategies for the Haymarket Hotel and Number Sixteen Hotel. This project provided valuable insights into pricing strategies and market positioning, enhancing my analytical skills and understanding of financial analysis.

My experience also involved improving team collaboration by working closely with Sir Marco and Sir Jedd on various e-commerce projects. This fostered effective communication and contributed to successful project execution. Moreover, I developed technical skills in Canva and Excel, achieving proficiency that improved my efficiency in handling e-commerce tasks. Lastly, I assisted in enhancing product presentations and marketing materials, which led to a 10% increase in customer engagement on the e-commerce platform. These accomplishments reflect my ability to apply theoretical knowledge in practical settings, manage tasks efficiently, and contribute positively to team efforts. The skills and experiences gained during my internship have significantly advanced my professional development and prepared me for future career opportunities.

# Work Samples

**Insulated Tumbler w/ Handle and Straw Insulation Cup**



**40oz**

**AFFORDABLE**

**TRENDY**

**Insulated Sport Thermos Bottle**



**AFFORDABLE**

**TRENDY**

**Insulated Water bottle 32oz 1000ML**

**KAVOUGE-ABELS**

**Unisex Korean Kids Sneakers: Girls Casual Rubber Shoes**

**KIDS FASHION SHOES**

**YURI New Arrival**



**AFFORDABLE**

**TRENDY**

**KAVOUGE-ABELS**

**FOLLOW MOTHER TONY AND WIN A DISCOUNT VOUCHER**



**Insulated Tumbler With Handle and Straw**



**User Friendliness**

**South Cup Mouth** (Large outlet design Ergonomic construction)

**Tea Partition** (Large outlet design Ergonomic construction)

**Non-slip Cup Bottom**

**Stainless Steel**

**Fashion Shoes**

**Comfy**

**KIDS SHOES SIZE CHART**

US Size	UK Size	EU Size	CM Length
10	13	25	19.5
11	14	26	20.5
12	15	27	21.5
13	16	28	22.5
14	17	29	23.5
15	18	30	24.5
16	19	31	25.5
17	20	32	26.5
18	21	33	27.5
19	22	34	28.5
20	23	35	29.5
21	24	36	30.5
22	25	37	31.5
23	26	38	32.5
24	27	39	33.5
25	28	40	34.5

**FOLLOW MOTHER TONY AND WIN A DISCOUNT VOUCHER**



**KEEP COLD DURABLE**

**KEEP WARM**

**STAINLESS STEEL**

**24 hours cold**

**8 hours hot**

**HIGH CAPACITY**

**1000ML**

**HER BOTTLE**

**STAYS HOT & COOL**

**ULTRALIGHTER DESIGN AS EVER**

**FOLLOW MOTHER TONY AND WIN A DISCOUNT VOUCHER**



Work Sample

**SUPER DISCOUNTS 9%**

**DONT MISS OUT - OWN IT NOW!**

**ADD TO CART**

**FLASH SALE!!** **MEGA DISCOUNT**

**MOTHER TONY'S STORE**  
WOMEN KNOWS BEST EST. 2021

## Reflection

### ➤ What I Learned from the Internship

My internship at Terraland Europe has been a transformative experience that significantly broadened my understanding of e-commerce operations and enhanced my professional skills. One of the key takeaways from this internship was the practical application of technical skills in a real-world setting. I gained hands-on experience with Canva and Excel, which were crucial in improving product image quality and managing data efficiently. Editing and optimizing product images taught me the importance of visual appeal in attracting and engaging customers, while managing master sheets honed my attention to detail and organizational skills.

Additionally, the rate audit project for Firmdale Hotels provided me with practical insights into financial analysis and market research. I learned to analyze pricing strategies and understand market dynamics, which deepened my comprehension of how financial strategies impact business operations. Working closely with mentors and team members helped me develop better communication and collaboration skills, underscoring the value of teamwork in achieving collective goals.

### ➤ Challenges Faced and How I Overcame Them

Throughout my internship, I encountered several challenges. One notable challenge was the initial difficulty in mastering Canva for image editing. The learning curve was steep, and I struggled with creating visually appealing and consistent product images. To overcome this, I dedicated extra time to explore Canva's features and sought feedback from my mentors, Sir Marco and Sir Jedd. Their guidance and constructive criticism were instrumental in improving my proficiency with the tool.

Another challenge was managing and updating extensive data in Excel, where accuracy was paramount. The sheer volume of data and the need for meticulous organization posed difficulties. I tackled this challenge by developing a systematic approach to data entry and using Excel's advanced functions to streamline the process. Regularly reviewing and cross-referencing data helped minimize errors and enhance accuracy.

➤ How the Experience Has Influenced My Career Goals

The experience at Terraland Europe has had a profound impact on my career goals. Initially, my focus was primarily on financial management. However, exposure to the e-commerce sector and the various aspects of digital marketing and data management broadened my perspective. I now aspire to pursue a career that integrates both financial analysis and digital marketing, recognizing the synergy between these fields in today's business environment.

The skills and insights gained from this internship have inspired me to explore roles that combine strategic financial planning with e-commerce and digital strategy. I am particularly interested in positions where I can leverage data analytics to drive business decisions and optimize online operations. The internship has also reinforced the importance of continuous learning and adaptability, motivating me to stay abreast of industry trends and technological advancements.

Overall, my internship at Terraland Europe has been invaluable in shaping my professional development. It provided me with practical skills, offered a glimpse into the dynamic world of e-commerce, and clarified my career aspirations, preparing me to pursue a more integrated and strategic role in the business world.