Portfolio

Janine T. Pimentel (Intern)

> Tinig UK (Company)

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pimenteljanine12@gmail.com

https://bit.ly/linkedIn_JaninePimentel

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Introduction

I'm Janine T. Pimentel, 22 years old, currently pursuing my degree in Management Accounting at Panpacific University - Tayug campus. I'm thrilled to be interning here at Tinig UK as a content strategist.

My internship at Tinig UK has been a transformative journey where I, as a Management Accounting student with no prior experience in content strategies, gained invaluable skills and insights into the world of digital content creation and strategy. Throughout my time at Tinig UK I had the opportunity to learn new skills. I immersed myself in learning the fundamentals of content strategy, including research and planning. Allowed me to deepen my understanding of Filipino culture and its diaspora in the UK. I had the privilege of collaborating with my teamwork by sharing ideas. This collaborative environment not only enriched my learning experience but also taught me the importance of teamwork in achieving common goals.

My internship experience at Tinig UK has been a stepping stone in my journey as a Management Accounting student, offering me practical skills and insights that complement my academic studies. It has ignited my interest in content strategy and communication, opening doors to new career possibilities and preparing me for future challenges in the dynamic world of digital media.

Through these objectives and goals, I strive to make meaningful contributions to Tinig UK's mission of informing, connecting, and empowering the Filipino community in the UK through thoughtful and impactful content.

Internship Experience

My internship at Tinig UK as a Content Strategy intern has provided me with hands-on experience in content creation, and community engagement within the context of serving the Filipino community in the UK. It has been a rewarding opportunity to apply my analytical skills from my Management Accounting background to the dynamic and creative field of content strategy, contributing to Tinig UK's mission of informing, connecting, and empowering our community through impactful storytelling and digital content.

Through these responsibilities and tasks, I am committed to supporting Tinig UK's mission of informing, connecting, and empowering the Filipino community in the UK through compelling and culturally relevant content. My internship experience provides me with valuable hands-on learning opportunities and the chance to contribute meaningfully to Tinig UK's digital presence and community engagement efforts.

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

Skills and Competencies

During my internship at Tinig UK, despite starting without prior experience in content strategies, I have developed and enhanced several key skills essential for content creation, and community engagement. I learn how to make articles and I learn how to organize my work using notion.

Examples of how you applied these skills

I can use these abilities to create interesting postings on Facebook or Instagram in my daily life. For example, because of my internship, I am able to create informative and meaningful content that attracts the attention of the target audience.

Achievements and Contributions

Specific accomplishments during the internship

I successfully create an article about sunny tips, post content for Priority Posting and I also create post content for promoting to visit the Tinig UK website.

Work Samples

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

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	THE VEHICLE OF ALL PRICE OF THE ALL	Social Media Posting IDEA Proposal
	Social Media Posting IDEA Proposal	Comment
🌞 😎 SUNNY TIPS 😎 🌞	Comment	Date Submitted:16 June 2024
	Date Submitted: Post Title: World Heart Day	Post Title: 2024 Summer Olympics Date and Time of Postina: 26 July 2024
	Date and Time of Posting: 29 September 2024 8:00am	Platform: Facebook
On this beautiful day, let's spread some	Platform: Facebook	Post Objective: Engagement
sunshine with these tips to brighten	Post Objective: Awareness	Target Audience: Filipino Families Living in UK
your day and lift your spirits.	Target Audience: Filipinos Living in the UK and Non-Fil Living in the UK	Content Pillar: Advice and Information
your day and int your spints.	Content Pilar: Advice and Information	Post Content / Copy / Caption:
👉 Read the full article about Sunny	Post Content / Copy / Caption:	Celebrating the Spirit of Unity: Filipinos in the UK and the Summer Olympics # 5
Tips	💙 Happy World Heart Day! 💙	
https://pimenteljanine12.wordpress.co	Today, we join the global movement to raise awareness about	As the world comes together for the Summer Olympics, we celebrate not only athletic excellence but also the vibrant Filipion community here in the UK.
m/2024/06/28/sunny-tips/	heart health and encourage everyone to take care of their hearts. Did you know that heart disease affects Filipinos here in	
<u>m/2024/06/28/sunny-tips/</u>	the UK and around the world?	The Olympics embody the spirit of unity and diversity, bringing nations together in friendly competition. For Filipinos in the UK, this event is a time to providly showcase their heritage
Lat's calebrate the joy of suppy days	As a community, we understand the importance of maintaining a healthy heart. However, we also need to maintain an active	while cheering for athletes from both their homeland and their adopted country.
Let's celebrate the joy of sunny days	lifestyle and balance our diet with nutrient-dense foods.	From humble beginnings to Qlympic dreams, many Filiping
and share these tips to inspire	Let's take this day to prioritize our heart health by sharing tips, and exercises that promote a healthy lifestyle. If I are the start of the start	athletes have overcome challenges to compete on the world stage. Their journeys inspire us all, reminding us of the power
nappiness and positivity wherever we	#WorldHeartDay #HeartHealth #FilipinoCommunity #UKFilipinos	of determination and passion.
go! 🔆 🌻	#HealthyLiving	As we are all inspired by the Summer Olympics, let's honor
		the diversity and togetherness that characterize our international community. Let's support our athletes, pay tribute
#SunnyTips #SpreadJoy	Producer: Janine Pimentel Graphic Artist:	to our history, and keep constructing ties of friendship and understanding. Join us in celebrating the Summer Olympics and the vibrant
PositiveVibes #CelebrateLife	Others:	Filipino spirit in the UK!
	Graphic(s) location for Publishing:	
X National S 티 왕 :	X Internatio 티 삼 :	× Social Me 티 알 :
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		Social Media Posting IDEA Proposal
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Comment	Comment	Date Submitted 14 June 2024
Date Submitted:	Date Submitted:	Post Tifle: Apolinario Mabini (Birth)
Post Title: National Sporting Heritage Day	Post Title: International Crochet Day	Date and Time of Posting: 23 July 2024
Date and Time of Posting: 30 September 2024 8:00am	Date and Time of Posting: 12 September 2024 -8:00 am	Platform: Facebook
Platform: Facebook and Instagram	Platform: Facebook	Post Objective: Awareness
Post Objective: Awareness	Post Objective: Awareness	Target Audience: Filipinos Families Living in UK
Target Audience: Filipinos Living in the UK and Non-Fil Living in the UK	Target Audience: Filipinos Living in the UK and Non-Fil Living in the UK	Content Pillar: Advice and Information
Content Pillar: Advice and Information	Content Pilar: Advice and Information	Post Content / Copy / Caption:
Post Content / Copy / Caption:	Post Content / Copy / Caption:	Honoring the Brains of the Revolution: Apolinario Mabini
🏅 Happy National Sporting Heritage Day! 🏆	🧶 Happy International Crochet Dayl 🎉	Today, we honor the birth of Apolinario Mabini, born on July 23, 1864. A visionary leader, be was the first Prime Minister of
Today, we honor the long history of athletics and sports that unite communities. Dd you know that Filipinos in the UK have a particular place in their brearts for sports?	Today, we honor the lovely raft of crochesing and its oreative, handrastrets therape. Did you know that, even in the UK, crochest has a special posttorin if highing outputs?	2.5, 106-, A visionity justue, no web that the minimum relation of the Philippines and a characterization for democratic ideals. His dedication to car nation's independence and his protound publical philosophy continue to inspire Filippines worldwide.
Sports have always been a way for us to bond, compete, and oelekrate cur heritage from cheering basketball courts to informal football matches in the park. Sports bring us together in a spirit of camaraderic.	Orderling is not just a pastme for many FEphon, it's a treasured ability that has been passed down through the years. It's a means of property of an orderating a connection to our past. Control is ingrained in our cutture, whether it's use to make disobate oldicies, want biblinets, or	As we reflect on his contributions, let's connect with our kababayans in the UK, where a vibrant Filipino community succeeds, enriching the outural tapestry with our shared herdage and values. From London to Birmingham, and from
Let's pay tribute to the Filipino athletes who have succeeded in a variety of soorts and proudly represented our community as	stylish accessories. 🧶 🧵 🕂	Liverpool to Cardiff, Filpinos have made significant strides, contributing to various sectors and upholding the bayanihan
we celebrate this day.	So today, let's pick up our hooks and yarn, honor the art of	spirit.

National Sporting Heritage Day

alSportingHeritageDay #Fili Culture #CommunitySolr*

Graphic(s) location for Publishing:

International Crochet Day

Apolinario Mabini (Birth

Social Media Posting IDEA Proposal Date Submitted: 16 June 2024 Date Submitted: 16 June 2024 Pest Tite: Informational Day of Charity Date and Time of Posting: 05 September 2024 Pattorn: Fasticachic Appagement Post ObjectNe: Averances, Engagement Post ObjectNe: Averances, Engagement Post ObjectNe: Averances, Engagement Post ObjectNe: Averances, Engagement Post Content Pillar: Avide and Information Post Content Pillar: Avide and Information Post Content Pillar: Aviden Evolution Post Content Pillar: Aviden Evolution Comparison and building bridges of understanding. Whether through domations, vulnatering or avide presends without Sector Pillar: Aviden Evolution Comparison Together, evolutionering or avide and thereacounters, and evolution avide a difference today and every day. Sett BintemationalDay OCCharity BUK/PhilippinesSolidarity BintemationalDay OCCharity BUK/PhilippinesSolidarity
Date Submitted: 16 June 2024 Post Tit Deat Bubmitted: 16 June 2024 Post Tit Peat Time Informational Day of Chartry Date and Time of Posts Tit Date and Time of Posts Tit Date and Time of Posts Tit Date and Time of Posts Tit Date and Time of Posts Tit Date and Time of Posts Tit Date and Time of Posts Tit Date and Time of Posts Tit Date and Time of Posts Tit Date and Time of Posts Tit Date and Time of Posts Tit Date and Time of Posts Tit Date and Time of Posts Tit Date and Time of Posts Tit Date and Time of Posts Post Content Fightons Framilies Living in UK Content Content Fightons Commation Post Content Post Content in making on world a batter Tiggt Andeneos. E Horn Post Content in making on world a batter Tiggt Andeneos. A see r Lefs hoorn the Filipion community in the UK for their buordes generative world and anterry day. If generative and making of generative and a difference today and every day. If generative and a difference today and every day. If generative and a difference today and every day. If generative and their buordes generative and their buordes generative and and generative and every day. If generative and anterviron generative and gene
Post Tim: International Day of Chartly Date and Time of Posting: 05 September 2024 Date and Time of Posting: 05 September 2024 Pattorn: Facebook Pact Objective: Awareness, Engagement Post Objective: Awareness, Engagement Content Pillar: Advice and Information Post Objective: Advice and Information Post Content Copy / Captorn: On this International Day of Chartly, lefts pledge to continue supporting each other Interview constant, and tuilding bridges of understanding. Whether through domations. Volunteering, or simple spreading Kindness, every gesture counts in making our world a better place. Lefts incore the Filipion community in the UK for their boundless generacity and unaverying
Pest Ties informational Day of Charthy
Late and nime or Posting' US supported AUA Platform: Facebook Post Objective: Awareness, Engagement Post Objective: Awareness, Engagement Post Objective: Awareness, Engagement Post Content Pillar: Adva and Information Post Content / Diarr, Adva and Information Post Content / Content Post Content / Diarr, Adva and Information Post Content / Content Post Content / Diarr, Adva and Information Post Content Post Co
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Target Audience: Filipinoc Pamilies Living in UK Target A Content Filipino Charmation Post Context / Cook (Capton) On this international Day of Charity, Int's pledge to continue supporting each offler, fostioning compassion, and building bridges of understanding. Whether through divations. Post Context / Cook (Capton) Counts in making our world a better place Understanding and interface. As we r families Lafs horon the Filipino community in the UK for their boundless generative and understanding. If on our the lowed on the filipino community in the UK for their to our for a better place. Undeas a difference today and every day. If on our the lowed on the difference today and every day. If on our horito a better place.
Content Pilar: Advice and Information Content Post Content / Day / Chaption: Content On this International Day of Chartly Lifs' pledge to continue supporting each other, Insteining compassion, and building bridges of understanding. Whether through donations, volumetering, or simply spreading Kinches, every geture counts in making our works a better place. A sw ser, Lafs honor the Filipino community in the UK for their Undeas Lefs honor the Filipino community and every day. Image: Counts Volumetering, or simple and every day. If informational DayOfChartly #UKPhilippinesSolidarity Mabulut Mabulut
Content Plan: Ankice and Information Content Post Context / Copy / Capton: Context Context / Copy / Capton: Context Supporting each other, fostering compassion, and building bridges of understanding. Whether through domainsm, volumetering, or simply spreading kinchess, every gesture counts in making on vorted a better place. A see r. families Lefs hour the Filiption community in the UK or their boundess generative and unaversity and every day
Post Content / Cory / Caption: Post Cot On this International Day of Chartly, It's pledge to continue If Hon bridges of understanding. Whether through domainons, Volumetring, or simply spreading kindness, every gesture counts in making our work a better place. Lefs honor the Filipino community in the UK for their bundless generative and understanding. Whether through domainon, Volumetring, or simply spreading kindness, every gesture counts in making our work a better place. Undass. Lefs honor the Filipino community in the UK for their Undass. boundless generative and unaverting domassion. To our f we can make a difference today and every day.
On this international Day of Charty, let's piedge to continue supporting each other, fostering compassion, and tuiliding bridges of understanding. Whether through donations, volunteering, or simply spreading kindness, every gesture counts in making our world a better place. Let's shorn the Filipion community in the UK for their boundess generative and unavery day
#AllSali Producer: Janine Primettel Graphic Artis: Shanaia Sinobago Others: Ot

International Day of Charity

	Social Me			÷
UK	Social Media Posting ID	EA Proposal		
			Comm	ent
Date Subm	itted:16 June 2024			
Post Title: A	All Saints Day			
Date and Ti	me of Posting: 01 November 2024			
Platform: Fa	acebook			
Post Object	ive: Awareness			
Target Audi	ence: Filipinos Families Living in UK			
Content Pill	ar: Advice and Information			
Post Conte	nt / Copy / Caption:			
🛔 Honorin	g All Saints Day A Time of Remembr	rance 🛔		
families gat who have p	All Saints Day, our thoughts turn to he her in cemeteries and churches to ren assed. Even though we're miles away tects us across seas and continents.	nember those		
	w Filipinos in the UK, let's light a candl Their memories are our guiding stars s. 💝			
	ng ating mga mahal sa buhay na hindi leir legacy lives on within us. 💐	i na natin		
#AllSaintsD	ay #FilipinosInUK #Undas2024			
	anine Pimentel ist: Shanaia Sinobago			

All Saints Day

Social Me...
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	Comment
Date Submitted:16 June 2024	
Post Title: United Nations Day	
Date and Time of Posting: 24 October 2024	
Platform: Facebook	
Post Objective: Awareness, Engagement	
Target Audience: Filipinos Families Living in UK	
Content Pillar: Advice and Information	
Post Content / Copy / Caption:	
United Nations Day: A Celebration of Global Partnership	
Today, we celebrate United Nations Day, a moment to reflect on the efforts of nations coming together for peace and progress.	
The United Kingdom, as a founding member of the UN and one of the permanent members of the Security Council.	
As we celebrate this day, let's recognize our collective achievements and reaffirm our dedication to a cooperative future.	
#UnitedNationsDay #UKPhilippinesFriendship #GlobalPartnership	
Producer: Janine Pimentel Graphic Artist: Shanaia Sinobago Others: Jenny Vee Quindoyos; Mark Denver De Guzman	

United Nations Day

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Date Submitted:16 June 2024		Date Submitted:16 June 2024			Comment
Post Title: World Teachers Day		Post Title: Ninoy Aquino Day PH		Date Submitted:	
Date and Time of Posting: 05 October 2024		Date and Time of Posting: 21 Aug 2024		Post Title: World Heart Day	
Platform: Facebook		Platform: Facebook		Date and Time of Posting: 29 September 2024 8:00am	
Post Objective: Awareness, Engagement		Post Objective: Awareness		Platform: Facebook	
Target Audience: Filipinos Families Living in UK		Target Audience: Filipinos Families Living in UK		Post Objective: Awareness	
Content Pillar: Cultural		Content Pillar: Advice and Information		Target Audience: Filipinos Living in the UK and Non-Fil Living in	
Post Content / Copy / Caption: Happy World Teachers' Day!		Post Content / Copy / Caption:		the UK	
*		On this Ninoy Aguino Day, we honor his memory and the		Content Pillar: Advice and Information	
Today, we celebrate the incredible educators who shape our futures with their dedication and knowledge.(remove except today)		sacrifices he made for our country. His coursige reminds us of the importance of standing up for what is right, even in the face of adversity.		Post Content / Copy / Caption:	
Let us celebrate and honor our Filipino teachers in the UK for their invaluable contributions to education and society at large. (add on first sentence) Where education has a rich tradition, teachers continue to inspire students with innovative approaches and steadfast commitment./Comolete/ remove.		As Trigonou living in the UK de lut tables a moment to memorade the Autority Legar, May In accuracy present us to uphold the values of democracy, freedom, and justice in our own lives and communities. Let us also reflect on how we can contribute to the betterment of our homelean data continue to support each other, foreignmust		Today, we join the global movement to raise awareness about heart health and encourage everyone to take care of their hearts. Did you know that heart disease affects Filpinos here in the UK and around the world? As a community, we understand the importance of maintaining a	
commitment (Completely remove) Lefs lake a more not bank all baschars for their tireless efforts and for bridging cultures and communities through education (Specific culture of a Filipino toacher living and working in the UK) W/orlfstachersDay //EducationHeroes UK/PhilippinesEculationHeroes		our nominaria and contrinue to support each other, to seening unity and colidarity among Talipitos here in the Var and beyond. Together, He's remember Niroy Aquino and his enduring legacy. Matubulay ang Pilipitos MiknoyAquinoDay #FilipitoPinde #Damocracy #Courage #Startifice #UKFilipitos #MatuhayAngPilipitos		As a Controlling, we understand bit introjonando for interfamiling a healthy health. However, we also need to mainfaint an active lifestyle and balance our diel with notient-dense foods. Lefs take this day to prioritics our heart health by sharing tips, and exercises that promote a healthy lifestyle. #WorldHearDay #HeartHealth #FilipinoCommunity #UKFilipinos #HealthyLiving	
Producer: Janine Pimentel Graphic Artist: Shanala Sinobago Others: Mark Denver De Guzman: Jenny Vee Quindovos				Producer: Janine Pimentel Graphic Artist: Others:	

World Teachers Day

Ninoy Aquino Day PH

World Heart Day

Provide context and explain each sample

ARTICLE:

I am creating an Article for Sunny Tips

Post Content:

I am creating the post of the seven priority posting

Reflection

During my internship at Tinig UK, I learned invaluable skills in content strategy, and community engagement. Specifically, I gained knowledge in researching and generating content ideas that resonate with the Filipino community in the UK creating engaging and culturally relevant content for various platforms, including articles, and social media.

During my internship at Tinig UK, I encountered several challenges related to content strategy, community engagement, and Creating an Article using chatgpt, especially since I started without prior experience in these areas. Through these challenges, I learned resilience, adaptability, and the importance of continuous learning in a professional setting. Each obstacle presented an opportunity for growth and skill development, ultimately enriching my internship experience at Tinig UK and preparing me for future roles.

My internship experience at Tinig UK has influenced my career goals by encouraging great personal and professional growth by improving my time management abilities and introducing me to activities where I was previously untrained.