

# Portfolio

Janine T. Pimentel  
(Intern)

Tinig UK  
(Company)

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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.)

ARTICLE F...

**SUNNY TIPS**

On this beautiful day, let's spread some sunshine with these tips to brighten your day and lift your spirits.

Read the full article about Sunny Tips <https://pimenteljanine12.wordpress.com/2024/06/28/sunny-tips/>

Let's celebrate the joy of sunny days and share these tips to inspire happiness and positivity wherever we go!

#SunnyTips #SpreadJoy #PositiveVibes #CelebrateLife

ARTICLE FOR Sunny tips

World He...

**Social Media Posting IDEA Proposal**

Date Submitted:	Comment
Post Title: World Heart Day	
Date and Time of Posting: 29 September 2024 8:00am	
Platform: Facebook	
Post Objective: Awareness	
Target Audience: Filipinos Living in the UK and Non-Fil Living in the UK	
Content Pillar: Advice and Information	
Post Content / Copy / Caption:	
<p>Happy World Heart Day!</p> <p>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 Filipinos here in the UK and around the world?</p> <p>As a community, we understand the importance of maintaining a healthy heart. However, we also need to maintain an active lifestyle and balance our diet with nutrient-dense foods.</p> <p>Let's take this day to prioritize our heart health by sharing tips, and exercises that promote a healthy lifestyle.</p> <p>#WorldHeartDay #HeartHealth #FilipinoCommunity #UKFilipinos #HealthyLiving</p> <p>Producer: Janine Pimentel Graphic Artist: Others:</p>	
Graphic(s) location for Publishing:	

World Heart Day

Social Me...

**Social Media Posting IDEA Proposal**

Date Submitted: 16 June 2024	Comment
Post Title: 2024 Summer Olympics	
Date and Time of Posting: 26 July 2024	
Platform: Facebook	
Post Objective: Engagement	
Target Audience: Filipino Families Living in UK	
Content Pillar: Advice and Information	
Post Content / Copy / Caption:	
<p>Celebrating the Spirit of Unity: Filipinos in the UK and the Summer Olympics</p> <p>As the world comes together for the Summer Olympics, we celebrate not only athletic excellence but also the vibrant Filipino community here in the UK.</p> <p>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 proudly showcase their heritage while cheering for athletes from both their homeland and their adopted country.</p> <p>From humble beginnings to Olympic dreams, many Filipino athletes have overcome challenges to compete on the world stage. Their journeys inspire us all, reminding us of the power of determination and passion.</p> <p>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 to our history, and keep competing for excellence and understanding. Join us in celebrating the Summer Olympics and the vibrant Filipino spirit in the UK!</p>	

2024SummerOlympics

National S...

**Social Media Posting IDEA Proposal**

Date Submitted:	Comment
Post Title: National Sporting Heritage Day	
Date and Time of Posting: 30 September 2024 8:00am	
Platform: Facebook and Instagram	
Post Objective: Awareness	
Target Audience: Filipinos Living in the UK and Non-Fil Living in the UK	
Content Pillar: Advice and Information	
Post Content / Copy / Caption:	
<p>Happy National Sporting Heritage Day!</p> <p>Today, we honor the long history of athletics and sports that unite communities. Did you know that Filipinos in the UK have a particular place in their hearts for sports?</p> <p>Sports have always been a way for us to bond, compete, and celebrate our heritage from cheering basketball courts to informal football matches in the park. Sports bring us together in a spirit of camaraderie.</p> <p>Let's pay tribute to the Filipino athletes who have succeeded in a variety of sports and proudly represented our community as we celebrate this day.</p> <p>#NationalSportingHeritageDay #FilipinoCommunity #UKFilipinos #SportsCulture #CommunitySport</p> <p>Producer: Janine Pimentel Graphic Artist: Others:</p>	
Graphic(s) location for Publishing:	

National Sporting Heritage Day

Internatio...

**Social Media Posting IDEA Proposal**

Date Submitted:	Comment
Post Title: International Crochet Day	
Date and Time of Posting: 12 September 2024 8:00 am	
Platform: Facebook	
Post Objective: Awareness	
Target Audience: Filipinos Living in the UK and Non-Fil Living in the UK	
Content Pillar: Advice and Information	
Post Content / Copy / Caption:	
<p>Happy International Crochet Day!</p> <p>Today, we honor the lovely craft of crocheting and its creative, handcrafted heritage. Did you know that, even in the UK, crochet has a special position in Filipino culture?</p> <p>Crocheting is not just a pastime for many Filipinos. It's a treasured ability that has been passed down through the years. It's a means of expressing our creativity and maintaining a connection to our past. Crochet is ingrained in our culture, whether it's used to make vibrant doilies, warm blankets, or stylish accessories.</p> <p>So today, let's pick up our hooks and yarn, honor the art of crochet, and celebrate the vibrant Filipino community here in the UK. Happy crocheting!</p> <p>#InternationalCrochetDay #FilipinoCulture #CrochetUK #UKFilipinos #CraftingCommunity</p> <p>Producer: Janine T. Pimentel Graphic Artist: Others:</p>	

International Crochet Day

Social Me...

**Social Media Posting IDEA Proposal**

Date Submitted: 14 June 2024	Comment
Post Title: Apolinario Mabini (Birth)	
Date and Time of Posting: 23 July 2024	
Platform: Facebook	
Post Objective: Awareness	
Target Audience: Filipinos Families Living in UK	
Content Pillar: Advice and Information	
Post Content / Copy / Caption:	
<p>Honoring the Brains of the Revolution: Apolinario Mabini</p> <p>Today, we honor the birth of Apolinario Mabini, born on July 23, 1864. A visionary leader, he was the first Prime Minister of the Philippines and a champion for democratic ideals. His dedication to our nation's independence and his profound political philosophy continue to inspire Filipinos worldwide.</p> <p>As we reflect on his contributions, let's connect with our kababayans in the UK, where a vibrant Filipino community succeeds, enriching the cultural tapestry with our shared heritage and values. From London to Birmingham, and from Liverpool to Cardiff, Filipinos have made significant strides, contributing to various sectors and upholding the bayanihan spirit.</p> <p>Let's celebrate Mabini's legacy by embracing our identity and fostering unity among Filipinos across the globe.</p> <p>#ApolinarioMabini #PhilippineHistory #NationalHero</p>	

Apolinario Mabini (Birth)

INTERNATIONAL DAY OF CHARITY

**TINIG UK**

Social Media Posting IDEA Proposal

Date Submitted: 16 June 2024	Comment
Post Title: International Day of Charity	
Date and Time of Posting: 05 September 2024	
Platform: Facebook	
Post Objective: Awareness, Engagement	
Target Audience: Filipino Families Living in UK	
Content Pillar: Advice and Information	
Post Content / Copy / Caption: On this International Day of Charity, let's pledge to continue supporting each other, fostering compassion, and building bridges of understanding. Whether through donations, volunteering, or simply spreading kindness, every gesture counts in making our world a better place.  Let's honor the Filipino community in the UK for their boundless generosity and unwavering compassion. Together, we can make a difference today and every day. 🌟💖	
#InternationalDayOfCharity #UKPhilippinesSolidarity #CharityUnitesUs	
Producer: Janine Pimentel Graphic Artist: Shanaia Sinobago Others:	
Graphic(s) location for Publishing:	

International Day of Charity

SOCIAL MEDIA POSTING IDEA PROPOSAL

**TINIG UK**

Social Media Posting IDEA Proposal

Date Submitted: 16 June 2024	Comment
Post Title: All Saints Day	
Date and Time of Posting: 01 November 2024	
Platform: Facebook	
Post Objective: Awareness	
Target Audience: Filipino Families Living in UK	
Content Pillar: Advice and Information	
Post Content / Copy / Caption: 🕯️ Honoring All Saints Day A Time of Remembrance 🕯️  As we mark All Saints Day, our thoughts turn to home, where families gather in cemeteries and churches to remember those who have passed. Even though we're miles away the spirit of Undas connects us across seas and continents.  To our fellow Filipinos in the UK, let's light a candle today for our loved ones. Their memories are our guiding stars, ever-present in our hearts. 🕯️  Mabuhay ang ating mga mahal sa buhay na hindi na natn kasama. Their legacy lives on within us. 🕯️  #AllSaintsDay #FilipinosInUK #Undas2024	
Producer: Janine Pimentel Graphic Artist: Shanaia Sinobago Others:	
Graphic(s) location for Publishing:	

All Saints Day

SOCIAL MEDIA POSTING IDEA PROPOSAL

**TINIG UK**

Social Media Posting IDEA Proposal

Date Submitted: 16 June 2024	Comment
Post Title: United Nations Day	
Date and Time of Posting: 24 October 2024	
Platform: Facebook	
Post Objective: Awareness, Engagement	
Target Audience: Filipino 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	
Graphic(s) location for Publishing:	

United Nations Day

SOCIAL MEDIA POSTING IDEA PROPOSAL

**TINIG UK**

Social Media Posting IDEA Proposal

Date Submitted: 16 June 2024	Comment
Post Title: World Teachers Day	
Date and Time of Posting: 05 October 2024	
Platform: Facebook	
Post Objective: Awareness, Engagement	
Target Audience: Filipino Families Living in UK	
Content Pillar: Cultural	
Post Content / Copy / Caption: <b>Happy World Teachers' Day!</b> 🌟👩🏫 Today, we celebrate the incredible educators who shape our futures with their dedication and knowledge. (remove except today)  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. (Completely remove)  Let's take a moment to thank all teachers for their tireless efforts and for bridging cultures and communities through education. 🌟 (Specific culture of a Filipino teacher living and working in the UK)  #WorldTeachersDay #EducationHeroes #UKPhilippinesEducation@Bridge	
Producer: Janine Pimentel Graphic Artist: Shanaia Sinobago Others: Mark Denver De Guzman, Jenny Vee Quindoyos	
Graphic(s) location for Publishing:	

World Teachers Day

SOCIAL MEDIA POSTING IDEA PROPOSAL

**TINIG UK**

Social Media Posting IDEA Proposal

Date Submitted: 16 June 2024	Comment
Post Title: Ninoy Aquino Day PH	
Date and Time of Posting: 21 Aug 2024	
Platform: Facebook	
Post Objective: Awareness	
Target Audience: Filipino Families Living in UK	
Content Pillar: Advice and Information	
Post Content / Copy / Caption: On this Ninoy Aquino Day, we honor his memory and the sacrifices he made for our country. His courage reminds us of the importance of standing up for what is right, even in the face of adversity.  As Filipinos living in the UK, let us take a moment to commemorate Ninoy Aquino's legacy. May his courage inspire 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 homeland and continue to support each other, fostering unity and solidarity among Filipinos here in the UK and beyond.  Together, let's remember Ninoy Aquino and his enduring legacy. Mabuhay ang Pilosop!  #NinoyAquinoDay #FilipinoPride #Democracy #Courage #Sacrifice #UKFilipinos #MabuhayAngPilipinas	
Producer: Janine Pimentel Graphic Artist: Shanaia Sinobago Others:	
Graphic(s) location for Publishing:	

Ninoy Aquino Day PH

SOCIAL MEDIA POSTING IDEA PROPOSAL

**TINIG UK**

Social Media Posting IDEA Proposal

Date Submitted:	Comment
Post Title: World Heart Day	
Date and Time of Posting: 29 September 2024 8:00am	
Platform: Facebook	
Post Objective: Awareness	
Target Audience: Filipino Living in the UK and Non-Fil Living in the UK	
Content Pillar: Advice and Information	
Post Content / Copy / Caption: ❤️ Happy World Heart Day! ❤️ 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 Filipinos here in the UK and around the world?  As a community, we understand the importance of maintaining a healthy heart. However, we also need to maintain an active lifestyle and balance our diet with nutrient-dense foods.  Let's take this day to prioritize our heart health by sharing tips, and exercises that promote a healthy lifestyle. 🌟  #WorldHeartDay #HeartHealth #FilipinoCommunity #UKFilipinos #HealthyLiving	
Producer: Janine Pimentel Graphic Artist: Others:	
Graphic(s) location for Publishing:	

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.