

Portfolio

John Paul S. Sacular
(Intern)

Tinig UK
(Company)

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cesarsacular@gmail.com

https://bit.ly/linkedin_JohnPaulSacular

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INTRODUCTION

Hi, I am John Paul Sacular, a dedicated and successful individual who came to get a Bachelor of Science in Business Administration with a major in Marketing Management at Panpacific University. I am 24 years old, and I continue to pursue my goals that strengthen my successful career for administrative work that uses the ability to realize my ability or skills.

As an online intern at Tinig UK I held the position of Social Media Manager where I discovered important experience such as organizing important details, using important posting content, getting information oc traversal of then social media strategy, which is honed using the Platforms. My academic narrow and crowded path of internship to be applied to my own inherent strengths in the right path of my services and ability to work according to its purpose, and I am still focused on continuous learning and personal growth, I want to see opportunities to grow or get closer to my knowledge in the future.

I also want to join the ranks of professionals and explore opportunities where I can apply my skills, contribute to the success of the organization, and grow in the competitive field of problem-solving at work and continue to grow and be a prosperous relationship with good work and also need to adapt to different management systems and its methods, let's follow the flow of water and we will control its direction so that we can succeed even more.

INTERNSHIP EXPERIENCE

To be part of the organization as an employee so that I can acquire skills and put them into practice and I want to help the company. These skills are crucial for navigating the complexities of running a business and achieving long-term success. They help businessmen to manage their operations. effectively, make strategic decisions, and lead their organizations towards growth and profitability.

Computer literate and that I discovered to use it. Clear and effective communication, both internal with team members and time management to efficiently manage one's time and prioritizing tasks to meet deadlines and goals. Adaptability being flexible and able to adjust to new challenges and continuing learning a commitment to learning new skills staying updated with industry trends and personal. I will plan and learn posts using social media management tools to maintain a consistent posting schedule, reviewing social media channels to further improve what needs to be adjusted or added, and instantly say anything that resonates with audiences.

I manage major projects such as the promotion of the Tinig UK Business Directory and collaborative tasks and projects where team members or groups work together to complete a task or solve a problem such as social media posting.

SKILLS AND COMPETENCIES

At the start of my internship, I was able to create content for social media posts and I also tried to edit images in Canva which is user friendly to enhance the overall image that should be placed. And I learned something about work and organization using Notion, which helped me communicate my work to our Founder or Instructor and I improved using it and completing my assignments through it.

I can put these skills into practice in my life and deliver engaging Facebook posts. For example, I can start with the message that helps to attract the audiences as a result and the graphics design helps in Canva because he gives light or color to maintain or notice each post or social media posting.

ACHIEVEMENTS AND CONTRIBUTIONS

The designed and implemented a training program for Tinig UK CIC interns, resulting in time and productivity and describing these accomplishments, quantifying the results whenever possible and our ability as an intern to keep up with tasks and projects also helps social media posting that identifies new target demographics social media posting effectiveness. I'm proud because it was my first time doing this.

WORK SAMPLES




Social Media Posting Content Brief

Date Submitted:
 Post Title: International Dog Day
 Date and Time of Posting: 26 August 2024
 Platform: Facebook
 Post Objective: Awareness
 Target Audience: Filipinos Living in the UK
 Content Pillar: News and Updates
 Post Content Copy and Caption:
 "On this day, we honor every dog that brings joy and love to our lives, no matter where we are. In celebration of International Dog Day, a special greeting to our fellow Filipinos in the UK who continue to show of their love for their four-legged friends. From looking to providing support to shelters, every act reflects our solidarity and concern for dogs.
 "Every day is part of our family, even whenever we are in the world." This International Dog Day, let's celebrate the unbreakable joy and friendship that our dogs bring. Share your stories and photos of your beloved dogs.
 #InternationalDogDay #DogLovers #PuppyLove #FurryFriends #CutePets #DogsOfTheDay
 Graphic(s) location for Publishing:
 Link or location of raw file:
 Producer: John Paul Sacular
 Graphic Artist: Shanaia Sinobago
 Others:
 Visuals:
 REFERENCE ONLY



Social Media Posting Content Brief

Date Submitted:
 Post Title: Treat Yo Self Day
 Date and Time of Posting: 13 October 2024
 Platform: Facebook
 Post Objective: Awareness
 Target Audience: Filipinos Living in the UK
 Content Pillar: News and Updates
 Post Content Copy and Caption:
 Celebrate the day by recognizing and sharing stories of people making a difference in promoting wellness across cultures from the bustling streets of London to the sunny beaches of the Philippines, self-care knows no bounds. This Treat Yo Self Day bring peace and tranquility to the community and treat ourselves to goodness and joy.
 Today, we honor those who teach us to put our well-being first whether you're treating yourself in the UK or the Philippines, make your self-care journey felt and inspire a global movement of self-love!
 #TreatYoSelfDay2024 #TreatYoSelfFool #LuxuryLife #SelfCaresTheBestCare #MeTime
 Graphic(s) location for Publishing:
 Link or location of raw file:
 Producer: John Paul Sacular
 Graphic Artist: Shanaia Sinobago
 Others:
 Visuals:



Social Media Posting Content Brief

Date Submitted: June 18, 2024
 Post Title: Bonifacio Day PH
 Date and Time of Posting: 30 November 2024
 Platform: Facebook
 Post Objective: Awareness and Advocacy
 Target Audience: Filipino Living in the UK and Non-Filipino Living in the UK
 Content Pillar: News and Updates and Cultural Stories
 Post Content Copy and Caption:
 Andres Bonifacio can be proud of the courage and love of the people among the main burdens of the aggression and the organization that launched the rebellion against Spain his name was known for the courage and determination to fight for freedom in the Philippines.
 Inspiration to Filipinos to be brave and strong in the challenges of our lives and make us feel that true courage is in action for the development of our nation.
 In holding the mind and riding the horse, he fought for the people with all respect the danger and tragedy are immeasurable for the motherland becoming prosperous.
 #AndresBonifacio #RememberingBonifacio #BayanihanFilipinas2024 #FilipinoPride
 Graphic(s) location for Publishing:
 Link or location of raw file:
 Producer: John Paul
 Graphic Artist: Shanaia Sinobago
 Others:

Tell a Joke Day, International Dog Day, National Heroes Day, Treat Yo Self Day, Bonifacio DayPH



Social Media Content Brief

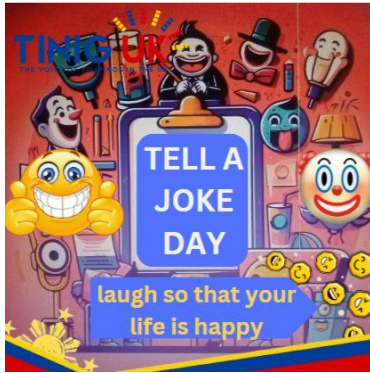
Date Submitted:
Post Title: Tell A Joke Day
Date and Time of Posting: 16 August 2024
Platform: Facebook
Post Objective: Awareness
Target Audience: Non-Filipinos Interested in Filipino Culture
Content Pillar: Entertainment
Post Content / Copy / Caption:

Laughter is an exercise for the soul! Share your favorite joke and spread the fun this Tell A Joke Day! A good laugh is contagious, so make the world a happier place, one joke at a time!
 Remember laughter is the best medicine, unless you're laughing for no reason, then you might need medicine.
 For your favorite and let's spread some laughter!
 #TellAJokeDay #FunnyHoliday #LaughterDay #LaughterIsTheBestMedicine #JokesOfTheDay
 Graphic(s) location for Publishing:
 Link or location of raw file:
 Producer: John Paul Sacular
 Graphic Artist: Shanaia Sinobago
 Others:
 Visuals:



Social Media Posting Content Brief

Date Submitted: June 17, 2024
 Post Title: National Heroes Day PH
 Date and Time of Posting: 26 August 2024
 Platform: Facebook
 Post Objective: Awareness and Advocacy
 Target Audience: Filipinos Living in UK
 Content Pillar: News and Updates and Cultural Stories
 Post Content Copy and Caption:
 As we commemorate National Heroes Day, we admire the courage and sacrifice of the great Filipino heroes who fought for the freedom of our people, wherever we are in the world. We stand proud and united, from the Philippines to the UK, honoring those who paved the way for our future.
 Today, we honor the past and inspire the future. Let's remember the heroes who shaped our history and continue to influence Filipinos around the world. Share your tributes and stories of heroism.
 Filipinos in the UK by celebrating the shared history and values of the Filipino community, the importance of remembering and drawing inspiration from the heroes of the Philippines.
 #NationalHeroesDay #FilipinoPride #BayanihanSpirit #GlobalPinoyHeroes
 Graphic(s) location for Publishing:
 Link or location of raw file:
 Producer: John Paul Sacular
 Graphic Artist: Shanaia Sinobago
 Others:
 Visuals:



REFLECTION

Start by introducing the context of your internship role related to social media manager or graphic designer. Mention the company or organization you were interning for and my specific responsibilities regarding social media posting events, to learn experience how learned to analyze target audience and engagement metrics and mention any tools any idea to microsoft word templates. Reflect on how to improved my posting content creation skills, to develop a better understanding of what types of content resonate with different audiences to experiment good idea with different process of content and platform familiarity with various social media posting idea, facebook evolved during my internship. Time Management reflects to balance my social media responsibilities with other tasks and deadlines. Creativity and Innovation any instances to me had to think creatively to solve a problem or come up with new content ideas. I'm happy and I also met my fellow interns and that even when I started, I was struggling with how to do social media posting, how to put a visual and content pillar and creative posting writing letters to convey the message of what graphic designs have done, and it's wonderful to create visuals and graphic design to create an image for postings events and somehow I was able to do it and I'm thankful to my colleagues who are really skilled and quickly do the work and I know that I also continued I will also show my ability to help them and tasks that must follow the template or content of social media posting. I am grateful for this internship because I learned a lot that I can really use in my job one day and in my daily life. Thank you very much for this internship because it gave me the opportunity to get to know each other and develop my life and work on my skills, gain new knowledge, and mingle with new colleagues and friends.