

Portfolio

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(Intern)

Terraland Europe
(Company)

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Introduction

I am Delbert Carlos D. Cunanan, 22 years old, with a strong skill set in visualizing concepts and creating unique style trends, and always aiming to push the boundaries of creativity. I work mostly with Adobe Photoshop, Illustrator, Canva, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, and CapCut. I will never stop learning to become a better version of myself.

During my time as an online intern at Terraland Europe, where I currently hold the position of Digital Marketing Manager, I have gained invaluable experience in managing social media platforms, creating effective ads, and designing engaging social media posts and graphics. This role has allowed me to refine my digital strategy, content creation, and team leadership skills, making a significant impact on the company's marketing initiatives. Being in this position has been immensely beneficial, as it has provided me with the opportunity to grow both professionally and creatively.

My primary objective is to contribute to the success of Terraland Europe while gaining deeper knowledge and experience in my role as a Digital Marketing Manager. This internship is not just about applying what I've learned but also about growing in my career and making meaningful contributions to the company.

Internship Experience

As a Digital Marketing Manager during my internship at Terraland Europe, I played a vital role in shaping the company's online presence and marketing strategies. My role involved overseeing various aspects of digital marketing, with a strong focus on developing and implementing strategies that align with the company's goals. This position allowed me to immerse myself in the fast-paced world of digital marketing, where I contributed to the growth and visibility of the brand through creative and strategic initiatives.

My key responsibilities included managing social media platforms, creating effective ads, and designing engaging social media posts. I was also responsible for developing eye-catching graphics that resonate with the target audience. These tasks required me to be detail-oriented and innovative, ensuring that the content not only met the company's standards but also appealed to the audience's preferences and needs.

During my internship, I worked on major projects such as creating a bulk of social media posts for Kutitap Collective Agency and developing a large volume of graphics for social media postings for Terraland Europe. These projects allowed me to apply my skills in a practical setting, delivering consistent and high-quality content that contributed to the success of both organizations.

Skills and Competencies

During my internship at Terraland Europe, I developed and enhanced a variety of skills crucial to digital marketing and design. I honed my abilities in social media management, digital strategy, content creation, and graphic design. My experience in creating effective ads and engaging social media posts sharpened my understanding of audience engagement and brand consistency. I also improved my skills in tools like Adobe Photoshop, Illustrator, and Canva, which were essential in producing high-quality visual content. Additionally, I gained experience with WordPress, which broadened my web design capabilities, and I further developed my expertise in Facebook Ads, enhancing my ability to create targeted and effective advertising campaigns.

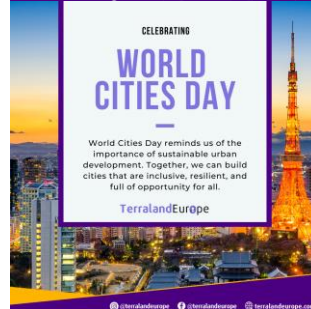
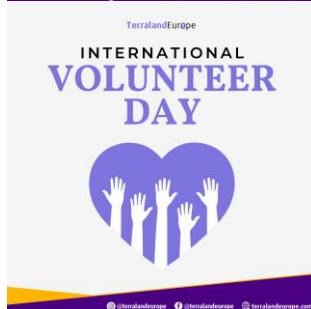
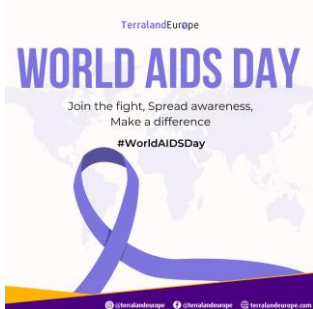
For example, I applied my social media management skills by overseeing multiple platforms, ensuring that the content was not only visually appealing but also aligned with the brand's voice and goals. My graphic design skills were put to the test when creating a bulk of graphics for social media postings for both Kutitap Collective Agency and Terraland Europe, where I produced designs that effectively communicated the message and captured the attention of the target audience. Additionally, my ability to develop a cohesive digital strategy was demonstrated through the successful execution of campaigns that increased brand visibility and engagement.

Achievements and Contributions

One of my key achievements during my internship at Terraland Europe was gaining valuable experience as a Digital Marketing Manager. This role allowed me to make significant contributions to the company's marketing efforts. A standout accomplishment was the Facebook Ads campaign I created for Tinig UK, where the brand awareness campaign achieved 59,837 impressions, far surpassing the initial goal of 30,000 impressions. This success demonstrated my ability to effectively target and engage audiences. Additionally, I created impactful print marketing designs for Terraland Europe, which played a crucial role in enhancing the company's brand visibility and marketing outreach.

Work Samples

Here are the examples of the works I have done during my internship.



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We're hosting a Live Quiz that will make you laugh, KUMUnizens!

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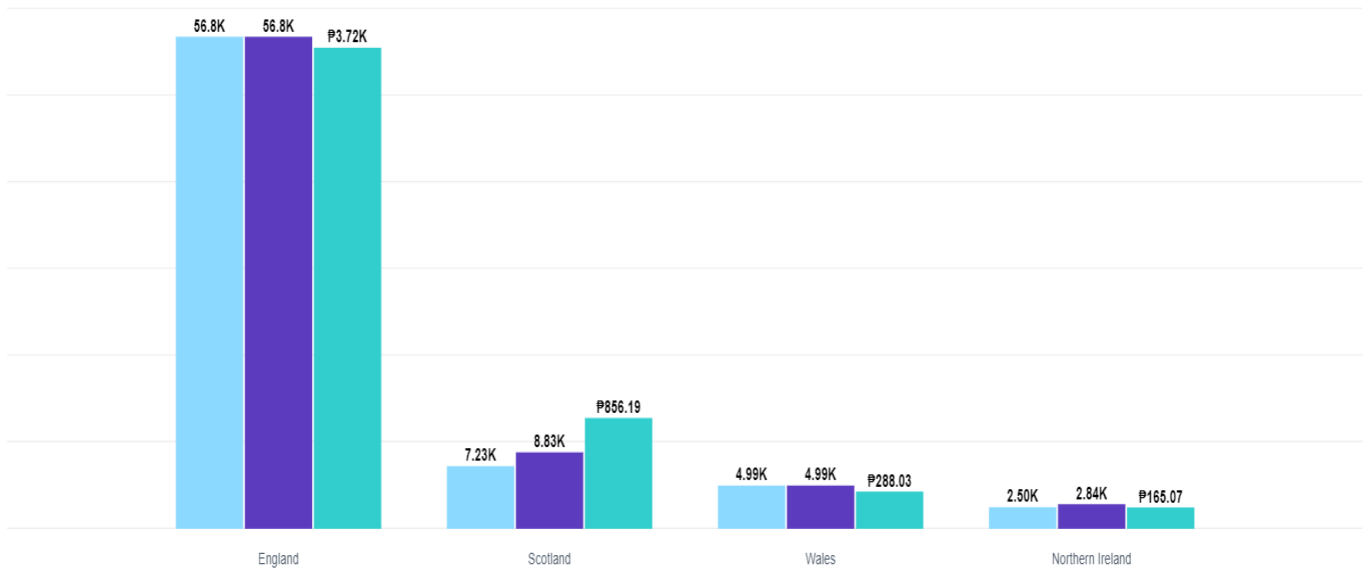
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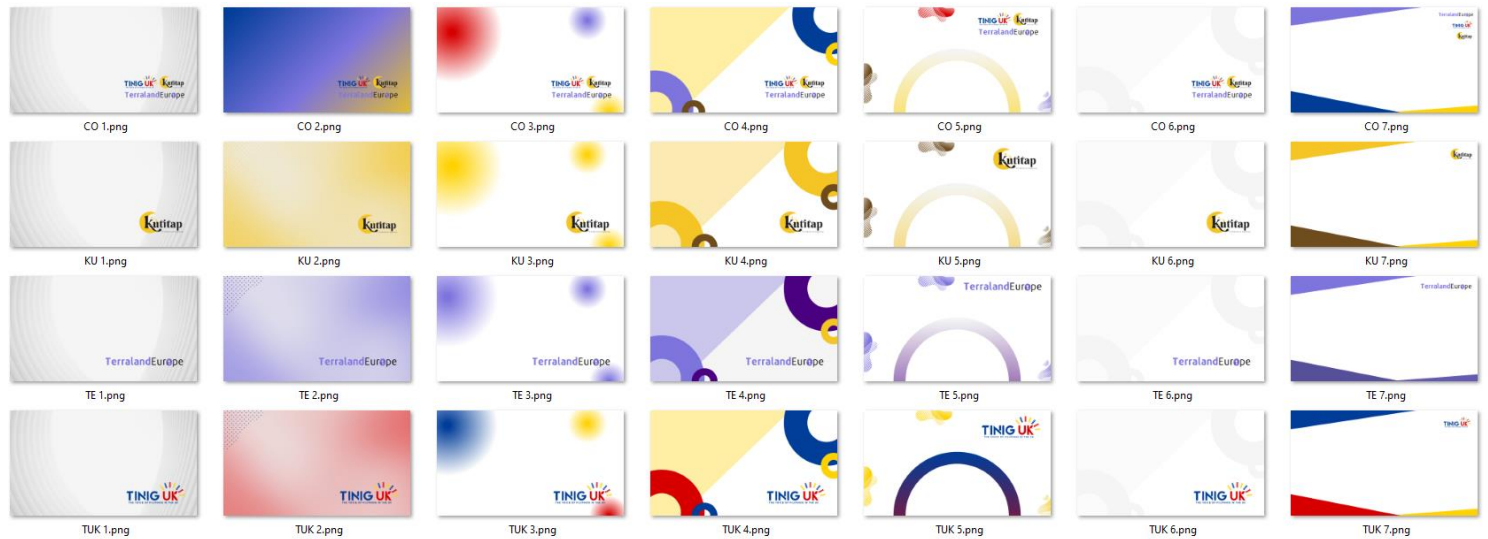
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This month: Aug 1, 2024 - Aug 14, 2024

Reach Impressions Amount spent





Context of the sample:

1. **Print Marketing Design for Terraland Europe** - I designed a professional flyer and brochure for Terraland Europe, effectively communicating the brand's message and offerings to potential clients.
2. **Certificates for Terraland Europe, Kutitap Ltd., and Tinig UK** - I was responsible for creating customized certificates for my colleagues as part of the joint internship program, adding a personal touch and maintaining the branding consistency for each organization.
3. **Graphics for Terraland Europe** - I developed engaging social media graphics for Terraland Europe, ensuring a cohesive visual identity across various platforms to boost brand awareness and engagement.
4. **Graphics for Kutitap Ltd.** - I created visually appealing social media posts for Kutitap Ltd., enhancing their online presence and driving higher engagement from their target audience.
5. **Facebook Ads for Tinig UK** - I designed and implemented a successful Facebook Ads campaign for Tinig UK, which significantly increased brand awareness and achieved a remarkable 59,837 impressions, exceeding the initial goal of 30,000 impressions.
6. **Web Design for Tinig UK's Business Directory** - I contributed to the design of graphics for Tinig UK's Business Directory, ensuring a user-friendly and visually appealing interface that supports easy navigation and enhances user experience.
7. **Online Meeting Backgrounds** - I created multiple customized online meeting backgrounds for Terraland Europe, Tinig UK, and Kutitap Ltd., providing a professional and branded appearance for virtual meetings and enhancing the organizations' online presence.

Reflection

Throughout my internship at Terraland Europe, I gained invaluable insights into digital marketing, design, and project management. The experience allowed me to deepen my understanding of how to create and implement effective social media strategies, manage content, and work collaboratively with a team. I learned the importance of balancing creativity with practicality, especially when creating visual content that aligns with a brand's identity. My skills in tools like Meta Business Suite, Hubspot, Adobe Photoshop, Canva, and also WordPress were significantly enhanced, allowing me to produce high-quality designs and manage digital platforms effectively.

One of the key challenges I faced was managing multiple projects simultaneously while ensuring each met the high standards expected by the company. For instance, during the creation of social media posts for both Terraland Europe and Kutitap Ltd., I had to juggle deadlines, revisions, and client feedback. To overcome these challenges, I developed strong time management skills and adopted a more strategic approach to planning and executing tasks. This experience taught me the importance of adaptability and effective communication within a team.

The internship has profoundly influenced my career goals. It solidified my passion for digital marketing and design, and I realized that I thrive in environments where creativity and strategy intersect. The hands-on experience I gained, particularly in creating Facebook Ads campaigns and designing for various platforms, has inspired me to pursue a career in digital marketing with a focus on creative content development. The opportunity to work on projects like the brand awareness campaign for Tinig UK, which exceeded its goal by a significant margin, has given me the confidence to aim for leadership roles in the future.