

Portfolio

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(Intern)

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INTRODUCTION

My name is Alexis Gorospe, and I'm a 22-year-old student currently pursuing a Bachelor of Science in Information Technology. I have a strong work ethic and a deep passion for learning more about the IT industry. At present, I am gaining hands-on experience as a post content creator intern at Terraland Europe. This role has allowed me to build practical skills in social media post creation across various platforms.

During my internship at Terraland Europe, I've had the opportunity to develop engaging and informative social media posts, showcasing different aspects of Mother Tony Shopee and the Terraland Europe Business Directory. This hands-on experience has sharpened my critical thinking skills in social media marketing and content creation, better preparing me for future opportunities in these fields.

My primary goals during this internship include: gaining a comprehensive understanding of how social media platforms operate, including algorithms, trends, and user engagement strategies; mastering the fundamentals of crafting compelling, high-quality content that resonates with the target audience, while emphasizing the importance of consistency, timing, and creativity; enhancing my ability to interact with the audience, respond to comments, and foster a sense of community to boost followers, likes, shares, and overall engagement rates; and acquiring knowledge in using social media analytics tools to track post and campaign performance, enabling data-driven decisions to optimize future content and strategies.

Internship Experience

My job as a post content creator is to write interesting and educational pieces for Mother Tony's Shopee and Terraland Europe's numerous platforms. This entails producing content that appeals to the audience and supports the objectives of the company. This is a more thorough explanation of your duties.

Creating interesting content that is suited for every social media platform, crafting catchy captions, and making sure all content complies with the brand's voice and style guidelines are among my main duties as a social media post content creator. I publish the information on time in order to keep social media platforms, and answer right away in order to interact with the audience.

Collaborating with my peers on this project exposed me to industry best practices and underscored the importance of data analytics in making informed business decisions. In general, this practical method has improved my understanding of post content and better prepared me for obstacles in this area in the future.

Skills and Competencies

During my internship, I learned how important it is to have a positive attitude and be willing to learn new things. Additionally, I improved my ability to write content for social media posts. I've also gotten really good at organizing and managing tasks with Notion, which helps me evaluate and finish my assignments quickly.

I can use these abilities in my day-to-day activities by making interesting posts on Shopee, Facebook. Because of my internship, I can use these abilities, for example, to effectively draw attention to myself and communicate with others.

Achievements and Contributions

I hit important benchmarks throughout my internship as a post content creator, which helped our social media platforms gain popularity and interaction. From beginning to end, I managed and carried out several social media initiatives with success, guaranteeing audience engagement and consistent brand messaging.

These contributions not only helped us reach our goals but also gave us insightful information about what appeals to our audience, which we can use to inform future initiatives.

Work Samples

Examples of work you produced during your internship (reports, presentations, Social media post content , etc.)

Date Submitted:
Post Title: Amaia: Embrace Serene Living
Date and Time of Posting:
Platform: Facebook, instagram
Post Objective: Encourage interaction and dialogue among followers by asking questions or prompting discussions related to living abroad or real estate investments.
Target Audience: Dual Citizens, Property Investors, Young Professionals, Filipinos in the UK
Content Pillar: Inspiration
Post Content / Copy / Caption:
<p>imagine waking up to breathtaking views and a peaceful life with Amaia by Ayala Land. Perfect for young professionals, dual citizens, property investors, and Filipinos living in the UK, investing in paradise has never been easier.</p> <p>Investments and Savings:</p> <ul style="list-style-type: none"> 👉 Save monthly, like a piggy bank. 🏠 Use your savings to buy an exquisite Amiana condominium. <p>Plan for Down Payment:</p> <ul style="list-style-type: none"> 👉 No need to pay upfront. 🏠 Spread a 20% down payment over three years with small, fixed monthly payments. <p>#HomeSweetHome##AyalaLand</p>
Date Submitted:
Post Title: Amaia: Your Pathway to Prestigious Living
Date and Time of Posting:
Platform: Facebook,
Post Objective:
Target Audience:
Content Pillar: Inspiration
Post Content / Copy / Caption:
<p>🏠👉 Transform Your Savings into a Dream Home 🏠👉</p> <p>Experience the transformative power of Amaia by Ayala Land turn disciplined savings into a luxurious condominium with a flexible three-year down payment plan. Enjoy breathtaking views and the tranquility of an Ayala Land property, making your dream of a sophisticated lifestyle a reality. Start your journey today towards a serene, prestigious living experience.</p> <p>#AmianaByAyalaLand#Inspiration</p>
Graphic(s) location for Publishing:
Link or location of raw file:
Producer: Graphic Artist: Others:

Date Submitted:
Post Title: Amaia: I'll just drop it month by month, you already have a house!!
Date and Time of Posting:
Platform: Facebook
Post Objective: Engage followers with a fun and interactive post that highlights how easy and enjoyable saving for property can be with Amiana by Ayala Land.
Target Audience:
Content Pillar: Entertainment
Post Content / Copy / Caption:
<p>It's not always boring to save money! Presenting Amaia, an enjoyable and thrilling method to convert your funds into a gorgeous property in Amaia by Ayala Land. 🏠</p> <p>How It Operates: 👉 Set aside money each month, just like putting money in a piggy bank. 🏠 Put your savings toward buying a stunning home at Amaia</p>
Graphic(s) location for Publishing:
Link or location of raw file:
Producer: Graphic Artist: Others:

Visual:
Date Submitted:
Post Title: Amaia: Embrace Serene Living
Date and Time of Posting:
Platform: Facebook, instagram
Post Objective: Encourage interaction and dialogue among followers by asking questions or prompting discussions related to living abroad or real estate investments.
Target Audience: Dual Citizens, Property Investors, Young Professionals, Filipinos in the UK
Content Pillar: Inspiration
Post Content / Copy / Caption:
<p>imagine waking up to breathtaking views and a peaceful life with Amaia by Ayala Land. Perfect for young professionals, dual citizens, property investors, and Filipinos living in the UK, investing in paradise has never been easier.</p> <p>Investments and Savings:</p> <ul style="list-style-type: none"> 👉 Save monthly, like a piggy bank. 🏠 Use your savings to buy an exquisite Amiana condominium. <p>Plan for Down Payment:</p> <ul style="list-style-type: none"> 👉 No need to pay upfront. 🏠 Spread a 20% down payment over three years with small, fixed monthly payments.

Terraland europe social media post content

Date	Time	Event	Platform
8/30/2024	6:00:00	Shop at Ligaya sa Mother Tony Shopee!	FACEBOOK
8/30/2024	6:00:00	Mother Tony's Must Have Products	FACEBOOK
7/9/2024	6:00:00	Shop Smart with Mother Tony Shopee	FACEBOOK
8/6/2024	6:00:00	Shop Till You Drop with Mother Tony	FACEBOOK

Date	Time	Event	Platform
7/18/2024	6:00:00	Soft Opening of Mother Tony Shopee	FACEBOOK
8/11/2024	6:00:00	Shop Smart with Mother Tony Shopee	FACEBOOK
8/11/2024	6:00:00	Shop Smart with Mother Tony Shopee	FACEBOOK
8/8/2024	6:00:00	Shop Till You Drop with Mother Tony	FACEBOOK



Date Submitted: _____

Post Title: **Mother Tony Shopee: Bonggang Shopping Experience!**

Date and Time of Posting: **July 30, 2024**

Platform: **Facebook**

Post Objective: _____

Target Audience: _____

Content Pillar: **To Inform**

Post Content / Copy / Caption:

I-explore ang mga unforgettable sa Mother Tony Shopee! Sumama sa saya ng shopping ngayon huwag papahuli sa mga fantastic na deals at magagandang offers na swak para sayo.

Shop Now: <https://ph.shp.ee/sd4hR8>

Graphic(s) location for Publishing: _____

Link or location of raw file: _____

Date Submitted: _____

Post Title: **Soft Opening of Mother Tony Shopee**

Date and Time of Posting: **July 18, 2024**

Platform: **Facebook**

Post Objective: _____

Target Audience: _____

Content Pillar: **To inform**

Post Content / Copy / Caption:

Enjoy fast shipping, fast delivery and good quality, and secure payments—ensuring your ultimate shopping experience shop now at mother tony.

#ShopAtMotherTony #GreatDealsShopee

Shop Now: <https://ph.shp.ee/sd4hR8>

Graphic(s) location for Publishing: _____

Link or location of raw file: _____

Mother tony social media post content

Research Task: Understanding of Terraland europe

Website Exploration:

- Visit Terraland Europe.

- Summarize the main services offered in your own words.

Terraland Europe offers more than just condominium sales. They provide a range of services including Renovation & Upgrades, Property Maintenance, Investment Insights, Legal Services, and Tenant Management. This comprehensive approach ensures that property owners receive full support in managing, maintaining, and enhancing their investments.

- Identify key benefits and unique selling points.

Property Management: Comprehensive management including tenant screening, lease management, and tenant relations.

Property Maintenance: Routine maintenance, repairs, cleaning services, and landscaping.

Renovation and Upgrades: Planning and managing renovations, overseeing contractor work, and ensuring quality

2. Product Research:

- Choose one service (e.g., property maintenance) and research its importance in property management.

Maintains Property worth: By keeping minor faults from growing into larger ones, routine maintenance keeps the market worth of the property intact. Well-maintained properties attract more prospective tenants and buyers, increasing their resale value and rental income.

A crucial component of property management is property maintenance, which makes sure that buildings hold their worth over time and continue to be in good condition. This service includes cleaning, landscaping, preventative maintenance, and routine repairs. All of these things help to maintain the property as a whole.

- Exchange your Facebook post and reel script with a colleague and provide constructive feedback.

- Revise your content based on the feedback received.

5. Presentation:

- Prepare a 5-minute presentation on your chosen service, highlighting its features and benefits.

- Present to the team and be ready to answer questions.

Content Creation Task

Post Title: **say goodbye to the old room**

Date and Time of Posting: **June 28, 2024**
Facebook

Platform:

Post Objective: **Inspire Homeowners, Showcase Renovation Expertise**

Target Audience: **Homeowners , Interior Design Enthusiasts**

Content pillar:

Post Content (give details)

"Say goodbye to your worn-out room and hello to a brand-new space with Terraland Europe! Our renovation services will transform your home into a chic and functional retreat. From start to finish, we ensure every detail meets your standards. Let's create a space you'll love. Contact us today!
 🌟🏡 #Renovation #NewStarts #TerralandEurope"

Reflection

During my internship as a post content creator, I learned the importance of understanding the target audience and crafting content that resonates with them. I gained hands-on experience in creating engaging posts, selecting appropriate visuals, and writing compelling captions. I also learned how to track engagement metrics and adjust content strategies based on performance. Additionally, I discovered the power of storytelling in social media, which helped me create content that not only informs but also entertains and connects with the audience.

One of the challenges I faced was maintaining creativity while meeting tight deadlines. Balancing originality with time constraints was difficult, but I overcame this by planning content in advance and keeping a repository of ideas that I could draw from when needed. Another challenge was dealing with varying feedback from different team members. To manage this, I learned to be flexible and open to constructive criticism, which helped me improve the quality of my content. I also made it a point to communicate effectively with the team to ensure that everyone was on the same page regarding content direction.

This internship has solidified my interest in pursuing a career in digital marketing and content creation. I've realized that I have a passion for storytelling and a knack for creating content that engages and influences audiences. The experience has also taught me the value of analytics in shaping content strategies, which has motivated me to learn more about data-driven marketing. Moving forward, I aim to further develop my skills in content creation and social media management, with the goal of becoming a content strategist or digital marketing specialist.