

Portfolio

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(Intern)

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Introduction

I'm Cezandra lee-chu A. Javier, 21 years old, currently pursuing a Bachelor of Science in Information Technology with a major in Database Administration at Panpacific University, Tayug Campus.

As an online intern at Terraland Europe, I currently hold the position of Content Creator Strategist. This role has allowed me to develop and implement effective content strategies, ensuring alignment with our brand goals. My responsibilities include planning and curating content, analyzing performance metrics, and optimizing strategies for maximum engagement. Through this position, I have my skills in creative content development, social media management.

For me the objective of this internship is to cultivate a solid foundation and develop a growth mindset, empowering me to navigate challenges and achieve success in my future career and to actively seek opportunities for participation while maintaining flexibility in response to changing priorities, all while upholding professionalism at all times.

Internship Experience

As a Content Creator Strategies at Terraland Europe It involves planning, creating, and managing content to achieve specific goals. In my role as a content strategist, I conduct market research to understand my audience's needs and preferences. I use these insights to develop a comprehensive content strategy that effectively engages. And generate engaging and relevant content tailored to my target audience.

This includes writing blog posts, creating social media posts, designing visuals, and producing multimedia content. I make sure that all the content aligns with the brand's voice and messaging, I oversee the content calendar, coordinating the publication schedule to maintain consistency and relevance. to optimize future content for better results. work closely with other teams, such as graphics to ensure a cohesive approach to our content strategy track and analyze the performance and prepare reports. Through this internship, I gain hands-on experience in content strategy, develop my creative skills, and contribute to impactful content that resonates with audiences

As a Content Creator Strategist, my key responsibilities include ensuring the proper use and handling of sensitive content-related information, such as managing campaign details and project timelines. Additionally, I communicate key updates or concerns from Admin to our director, keep content calendars, post content and project progress records updated.

One of my major assignments involved creating post content for Terraland Europe. Since I wasn't very familiar with the company, I was required to undergo mandatory training to better understand it. This training was crucial as it helped me not only create effective post content but also become well-acquainted with the company's values, mission, and goals. Through this process, I learned the importance of thorough planning, in-depth research, and the value of truly knowing the company you're working with. These skills are essential for crafting content that resonates with the target audience and aligns with the company's objectives.

Skills and Competencies

During my internship, I enhanced several skills, including content creation and strategy, SEO knowledge, and analytics for content performance. I also honed my social media management abilities and collaboration skills, learning to prioritize tasks effectively to meet deadlines. My communication skills improved significantly, as did my adaptability to evolving market trends. Additionally, I cultivated creativity in generating content ideas, ensuring that they were both innovative and aligned with brand objectives. This experience has equipped me with a well-rounded skill set, essential for success in content strategy.

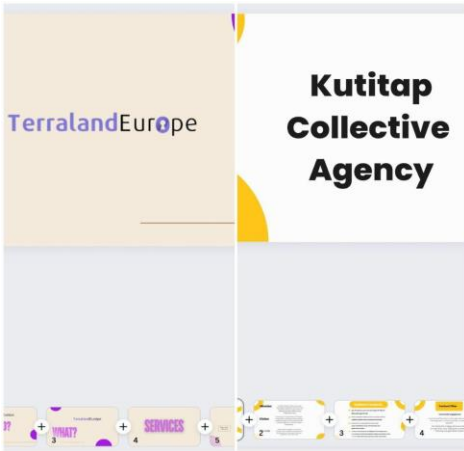
How can I apply the skills I developed and enhanced during my internship? I can effectively apply the skills I developed during my internship to various aspects of my future roles. I'll use my content creation and strategy skills to craft targeted campaigns and analyze performance data to refine strategies. My social media management experience will help build strong online presences, while my task prioritization and collaboration skills will ensure efficient project execution. Strong communication will aid in teamwork and client interactions, and my adaptability to market trends will keep my content relevant. Finally, my creativity will continue to drive innovative and impactful ideas.

Overall, the skills I've gained equip me to contribute meaningfully to any organization, enabling me to create effective content strategies, manage projects efficiently, and adapt to ever-changing market demands.

Achievements and Contributions

During my internship as a content strategist, I planned and created content that boosted brand visibility and engagement. and analytics skills to optimize content and collaborate on creative ideas aligned with market trends. I also refined social media strategies and prioritized tasks effectively, contributing to successful campaigns and a solid skill set for future content strategy roles.

Work Samples



Social Media Posting IDEA Proposal

Date Submitted: 13 June 2024
 Post Title: **LINIS ALL-IN-ONE**
 Date and Time of Posting: 21 August 2024 8:00 AM
 Platform: Facebook
 Post Objective: Enhance Brand Viability
 Target Audience: Filipinos and Non Filipinos Living in UK
 Content Pillar: Sales/Promotional

Social Media Posting Content Brief

Date Submitted: 26 June 2024
 Post Title: **MAKE A STRONG FRIENDSHIP WITH AMAIA LAND**
 Date and Time of Posting:
 Platform: Facebook
 Post Objective:
 Target Audience: Group of friends
 Content Pillar: Inspirational

Ever thought about taking your friendship to the next level and investing in a property business together?
 Let's explore the idea of owning an Amalaland property and turning it into a rental, or staycation hotspot. With CollaWest, provide na kayong mag-collaborate at mag-invest nang asahi!
 It's not just about financial growth, it's about creating memories and building your future together! ❤️

CONTENT CALENDAR

WEEK 1

- Monday (13) - Multiple Choice Quiz: Palawan Island (Educational)
- Post Link (13) - Multiple Choice Quiz: Palawan Island (Educational)

WEEK 2

- Monday (14) - Multiple Choice Quiz: Palawan Island (Educational)
- Post Link (14) - Multiple Choice Quiz: Palawan Island (Educational)

WEEK 3

- Monday (15) - Multiple Choice Quiz: Palawan Island (Educational)
- Post Link (15) - Multiple Choice Quiz: Palawan Island (Educational)

WEEK 4

- Monday (16) - Multiple Choice Quiz: Palawan Island (Educational)
- Post Link (16) - Multiple Choice Quiz: Palawan Island (Educational)

DATE	TITLE / POST	POST	CONTENT PILLAR
August 13	Multiple Choice Quiz: Palawan Island (Educational)	Multiple Choice Quiz: Palawan Island (Educational)	Educational
August 14	Multiple Choice Quiz: Palawan Island (Educational)	Multiple Choice Quiz: Palawan Island (Educational)	Educational
August 15	Multiple Choice Quiz: Palawan Island (Educational)	Multiple Choice Quiz: Palawan Island (Educational)	Educational
August 16	Multiple Choice Quiz: Palawan Island (Educational)	Multiple Choice Quiz: Palawan Island (Educational)	Educational

This block contains a grid of social media posts and a content calendar interface. The posts include titles like 'AMALALAND IS WITH YOU', 'A Partnership for a Bright...', 'Social Media Posting Dis...', 'International Volunteer D...', 'Amalaland is with you', 'Amalaland Laguna docx', 'World Teachers Day', 'World Photography Day', 'World Hello Day', 'Treat you Self', 'Make a strong friendship...', 'Amalaland's Solution docx', 'Priority post', 'Celebrate Tula a Joke Day!', 'Affordable Home Prima...', and 'Joint Property in Amal...'. Below the posts is a content calendar interface for August 2024, showing a grid of dates with icons for each day. The interface includes a sidebar with navigation options like 'Professional dashboard', 'Insights', 'Ad Center', 'Create ads', 'Boost Instagram post', 'Settings', 'More tools', 'Leads Center', and 'Meta Business Suite'. At the bottom right, there is a promotional banner for Kutitap Ltd with the text 'Tara na at mag-pag-chikhaon kasama ang friends in Kumu!' and an image of a group of people.

Context of the Sample:

1. Reporting- create a report presentation for each company to familiarize myself with them and research their mission and goals to gain a deeper understanding.
2. Content Calendar- After familiarizing myself with each company, I will begin planning and creating a content calendar tailored for each one.
3. Posting-After that, I'll develop a posting proposal with creative ideas and strategies to effectively engage the target audience and align with the company's brand and goals.
4. Social media Posting- List of my social media posting
5. Tracker- I'll create a tracker for posting to monitor the performance and consistency of the content. This will help ensure that we stay on schedule and can make data-driven adjustments as needed
6. I also used Meta Business Suite to schedule postings efficiently. This tool helps streamline the process and ensures that our content goes live at the optimal times for audience engagement

Reflection

During my time as a student intern at Terraland Europe, I learned valuable lessons in time management, especially the importance of taking breaks and balancing work and rest. I developed skills in multitasking and handling pressure while creating content. I also realized the significance of setting boundaries and focusing on my well-being to maintain productivity. Most importantly, I gained a deeper understanding of my work and the dedication required to succeed in this field

During my internship, I faced several challenges. First, sleepless nights affected my ability to concentrate, especially at midnight. I also felt pressured while working because creating content is not easy. Additionally, when I wasn't feeling well, I struggled to focus and think clearly. However, I overcame these challenges by ensuring I got enough rest, taking 20-minute naps, and having 10-minute breaks every hour. I also distanced myself from people who caused me stress. Through this, I learned to multitask and better understand my work

This internship experience has significantly influenced my career goals. It made me realize the importance of resilience and adaptability in the workplace. I've developed a strong interest in content creation, and the challenges I faced have motivated me to pursue a career where I can continue to refine these skills. Additionally, the experience has highlighted the value of maintaining a healthy work-life balance, which is now a priority in my career aspirations