

# Portfolio

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## Introduction

Hello! I'm Mar Vincent Pastor, 22 years old. I've cultivated a strong foundation in various digital tools and platforms, including Microsoft Office, Photoshop, Canva, and WordPress. My creative spirit and enthusiasm for continuous learning drive me to explore new ideas and refine my skills. I'm passionate about leveraging my expertise to create impactful and visually engaging content.

During my internship at Terraland Europe as a Web Developer, I expanded my skills in building and managing websites using WordPress. I gained hands-on experience with various integrations, including the Facebook API and Google Site Kit, which encompasses Google Console and Google Analytics. Additionally, I worked on ensuring our web practices were aligned with GDPR regulations and managed cookie compliance effectively. Personally, it has enhanced my problem-solving abilities and attention to detail, while professionally, it has broadened my expertise in web technologies and compliance. This experience has been instrumental in my career growth, providing me with practical knowledge and a stronger foundation in both technical and regulatory aspects of web development.

My primary objective is to drive the success of Terraland Europe through innovative web development solutions while immersing myself in the nuances of this dynamic field. This internship is an exciting opportunity for me to not only apply my existing skills but also to evolve professionally by tackling real-world challenges. By contributing fresh ideas and leveraging cutting-edge technologies, I aim to make impactful contributions to the company's growth and enhance my own expertise in the process.

## **Internship Experience**

As a Web Developer Intern at Terraland Europe, I played a crucial role in shaping and maintaining the company's online presence. My responsibilities encompassed the development and management of the company's website, ensuring that its design was in harmony with the company's brand identity. I focused on delivering an exceptional user experience by optimizing the site for responsiveness and intuitive navigation, which enhanced usability across various devices and improved overall engagement.

My key responsibilities included managing the creation and continuous maintenance of the company's website, with a focus on delivering an exceptional user experience through optimized responsiveness and intuitive navigation. I was responsible for monitoring and analyzing website performance to pinpoint areas for improvement, implementing adjustments to enhance speed, usability, and overall engagement. Additionally, I addressed and resolved technical issues, performed troubleshooting, and made necessary refinements to ensure the website's functionality and effectiveness.

These projects significantly enhanced my web development skills and allowed me to apply them in practical settings, contributing to the company's success by delivering high-quality website management and optimization.

## **Skills and Competencies**

During my internship at Terraland Europe, I had the opportunity to develop and refine a comprehensive set of skills centered around web development using WordPress. I gained significant experience in building and managing websites, with a strong emphasis on creating responsive and user-friendly interfaces that enhance user engagement. My responsibilities included coding and customizing WordPress themes, implementing and configuring plugins, and optimizing site functionality to ensure peak performance.

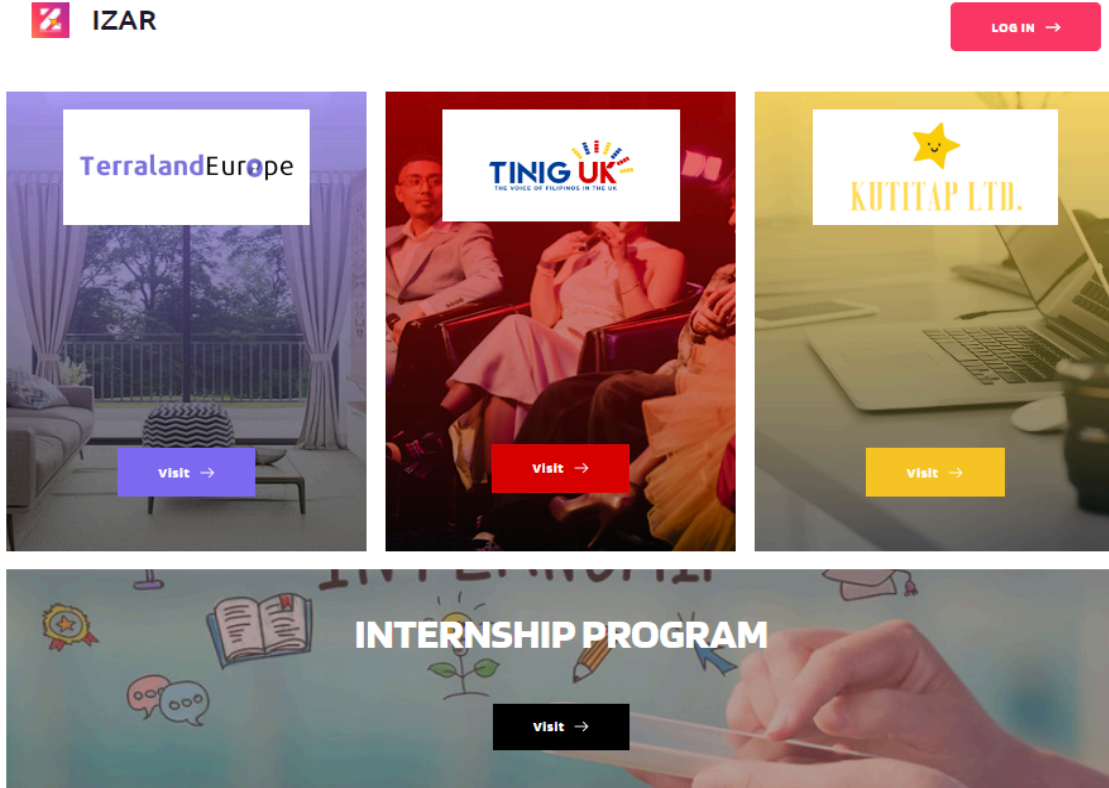
I played a crucial role in designing intuitive navigation systems and improving the overall user experience, which involved troubleshooting and resolving various technical issues to maintain a seamless and efficient website operation. Additionally, I utilized WordPress's content management features to meticulously update and organize site content, ensuring that it was both current and relevant. This role allowed me to deepen my technical proficiency with WordPress and acquire valuable insights into effective website management, ultimately contributing to the company's enhanced online presence and digital success.

## **Achievements and Contributions**

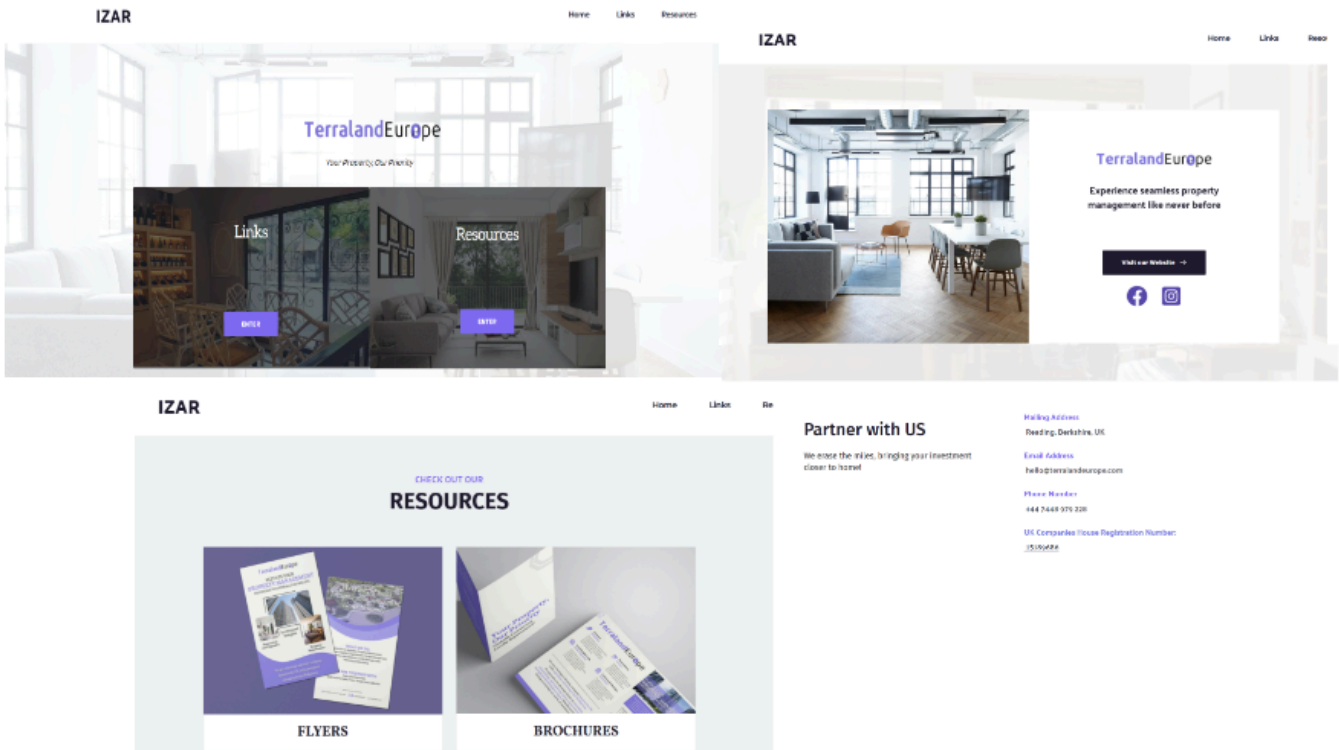
One of my key achievements during my internship at Terraland Europe was, I made significant contributions to the organization through my work in web development and management. I played a key role in building and refining the company's website using WordPress, where I successfully created responsive and user-friendly interfaces that enhanced the overall user experience. My efforts in coding, theme customization, and plugin implementation resulted in a more optimized and high-performing website. I also focused on designing intuitive navigation and troubleshooting technical issues, which helped maintain a seamless online presence. By utilizing WordPress's content management features, I effectively updated and organized site content, ensuring it was both current and engaging. My contributions not only deepened my technical skills but also positively impacted the company's digital presence, supporting its overall success and growth.

## Work Samples

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



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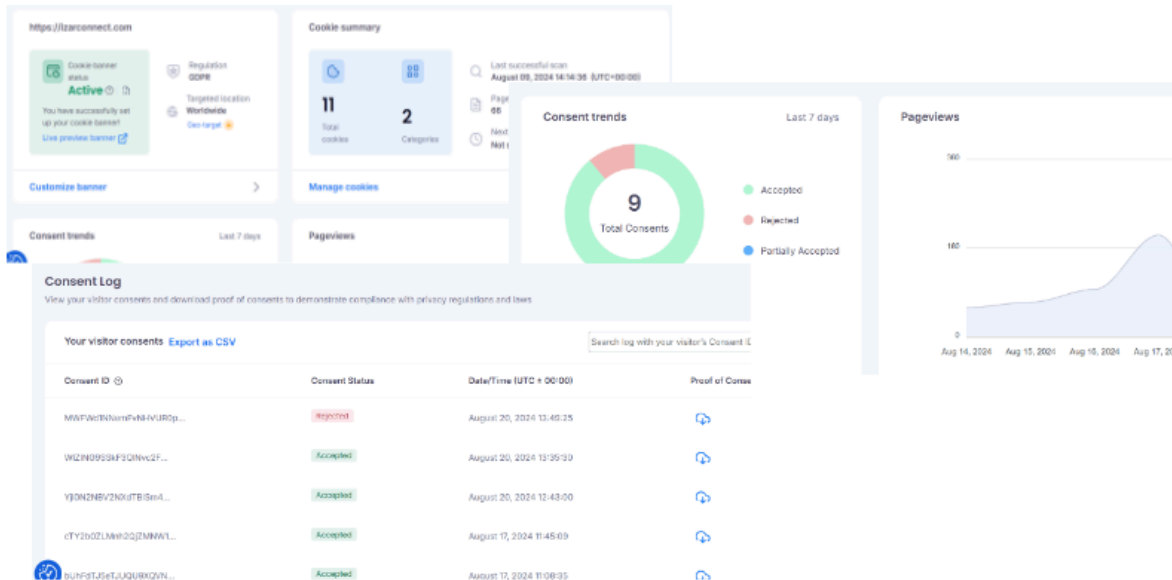
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## Integration with GDPR Regulation



### Context of Sample Works:

- Izar Connect Landing Page;** Developed a dynamic landing page for Izar Connect, showcasing our ability to manage and present multiple company websites efficiently. This page serves as a hub for various businesses, reflecting our approach of "three kitchens in one restaurant," where diverse needs are seamlessly integrated into a cohesive platform.
- Terraland Europe Landing Page;** Designed an engaging landing page for Terraland Europe, setting the stage for an intuitive user experience. This page effectively represents the company's brand and services, serving as the entry point to their broader website.
- Tinig UK Landing Page;** Created a compelling landing page for Tinig UK, tailored to capture the essence of their brand and mission. This landing page is designed to attract and inform visitors, laying a solid foundation for their online presence.
- Kutitap LTD Landing Page;** Designed and developed an impactful landing page for Kutitap LTD, crafted to enhance the company's online presence and effectively

communicate their value proposition. The landing page features a user-friendly interface and engaging content, strategically optimized to capture leads and drive conversions.

5. **Website for Joint Internship Program;** Developed a comprehensive website for the Joint Internship Program, facilitating smooth interaction between students and potential employers. The site is structured to provide easy access to internship opportunities and program details.
6. **Integration with Facebook Meta Pixel;** Implemented Facebook Meta Pixel integration to enhance tracking and analytics capabilities for various client websites. This integration allows for more precise measurement of ad performance and user engagement.
7. **Integration with GDPR Regulations;** Ensured compliance with GDPR regulations across multiple websites, incorporating necessary features such as consent management and data protection measures to safeguard user privacy and uphold legal standards.

## Reflection

Reflecting on my internship at Terraland Europe, I recognize it as a period of significant professional and personal growth. Throughout my time with the company, I was deeply involved in web development using WordPress, where I played a crucial role in building and refining the company website. My efforts in creating responsive and user-friendly interfaces greatly enhanced the overall user experience. I worked extensively on building, theme customization, and plugin implementation, all of which contributed to a more optimized and high-performing website.

In addition to my core responsibilities, I gained valuable experience in integrating various digital tools and technologies. I successfully integrated Facebook API using Facebook Business Suite, which enhanced our social media marketing efforts by allowing seamless management of ad campaigns and audience engagement. I also implemented Google Site Kit, incorporating tools such as Google Analytics and Google Search Console, which provided valuable insights into website performance and user behavior, allowing for data-driven decisions to improve site functionality and content strategy.

Furthermore, I managed the integration of cookies in compliance with GDPR regulations, ensuring that user data was handled with the utmost care and in alignment with legal requirements. This involved implementing cookie consent mechanisms and configuring settings to respect user privacy preferences.

Overall, this internship was instrumental in broadening my technical skills and deepening my understanding of both web development and digital marketing. The practical experience I gained not only enhanced my proficiency in managing and optimizing websites but also contributed to the company's digital success and growth. The knowledge and skills acquired during this internship have solidified my passion for web development and digital marketing, providing a strong foundation for my future career endeavors.