

Portfolio

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(Intern)

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Introduction

I'm Roberto Jr G. Paramio, 21 years old, pursuing a Bachelor of Science in Information Technology at Panpacific University-Tayug Campus. This academic journey is complemented by my practical experience as an intern at Kutitap Collective Agency, where I'm gaining valuable insights that are shaping my professional development and defining my career goals.

Kutitap Collective Agency has given me the opportunity to work in a dynamic E-commerce environment, where I've been able to put my editing skills into practice and expand my knowledge. Working with Sir Marco and Sir Jedd, I've learned to enhance product images using Canva to improve customer engagement as well as uploading, downloading, and tracking into Google Drive to ensure the accuracy of every product.

Furthermore, I conducted a Rate Audit for Knightsbridge Hotel, SOHO Hotel, and Covenant Garden Hotel in the UK. These projects demonstrate my ability to apply attention to detail, proper organisation of information, and contributing to my professional development.

The main objectives of my internship were to apply my photo editing skills in a professional setting, learn how visual content impacts e-commerce success, and gain hands-on experience in digital marketing. My goals included mastering advanced photo editing techniques, understanding the workflow of an e-commerce business, and contributing to the company's marketing efforts by producing high-quality images that enhance customer engagement and drive sales. Through this internship, I aimed to bridge the gap between my academic knowledge and practical application, preparing myself for a future career in digital media and e-commerce.

Internship Experience

As an intern working in e-commerce as a photo editor, my primary role was to enhance and optimize product images for online listings. I was responsible for ensuring that the images were not only visually appealing but also aligned with the brand's aesthetic and standards. My work played a crucial role in attracting customers and boosting the online store's overall appeal.

My key responsibilities included editing and retouching images using tools like Canva, removing backgrounds, and optimizing images. I also collaborated with the team to create promotional materials, such as banners and carousel images, for sales product launches.

A significant project I contributed to was the overhaul of the product catalogue, where I edited images to create a consistent and professional look in the store of Mother Tony's Shopee.

Skills and Competencies

During my internship, I significantly developed and enhanced several key skills. My proficiency in image editing and graphic design was sharpened as I consistently edited product images for Mother Tony's Shop on Shopee, ensuring they met platform standards and contributed to a visually appealing online presence. Additionally, I honed my skills by designing visually attractive carousels, which improved customer engagement and sales. My familiarity with e-commerce platforms, particularly Shopee, grew as I managed tasks such as downloading product photos, verifying product details, finishing and uploading the product images on time. This experience gave me a deeper understanding of the intricacies involved in managing an online shop.

Collaboration and teamwork were also key components of my internship. I regularly communicated with supervisors like Sir Marco, Sir. Kris, and Sir Jedd, which enhanced my interpersonal skills and allowed me to contribute effectively in meetings and group activities. My organizational abilities were strengthened through the use of tools like Notion, which helped me manage multiple tasks, meet deadlines, and stay organized. Additionally, I engaged learning by watching instructional videos on Shopee and e-commerce strategies, enabling me to apply best practices in my work. Overall, this internship provided me with valuable hands-on experience and a solid foundation in e-commerce operations.

My internship in e-commerce as a photo editor, I can apply my skills by enhancing product images to make them visually appealing and professional. I used Canva for tasks such as adjusting brightness, contrast, and colour balance, ensuring that the products stood out on the platform. Additionally, I can also create promotional content, like carousel images and banners, aligning my work with the brand's overall aesthetic. This hands-on experience allowed me to refine my photo editing skills in a practical, fast-paced environment.

Achievements and Contributions

During my internship, I focused on enhancing my skills in editing eye-catching product images. I learned how to create visually appealing visuals that attract customers and effectively showcase the products. This achievement has not only improved my design abilities but also taught me the importance of high-quality imagery in online retail.

Additionally, I gained practical experience with the Shopee dashboard, learning how to download and publish product materials efficiently. This hands-on exposure deepened my understanding of e-commerce, particularly how Shopee operates and its backend processes. I also emphasized the importance of organizing every detail to ensure accuracy in product listings, which is crucial for maintaining customer trust and driving sales.

Overall, these experiences have equipped me with valuable insights into the e-commerce landscape and the skills necessary for managing effective online marketing.

IZRO Hat Baseball Cap

AFFORDABLE
TRENDY
KAVOUGE-ABELS

Fashionable Stylish
High Quality

FOLLOW MOTHER TONY AND WIN A DISCOUNT VOUCHER

FOLLOW MOTHER TONY AND WIN A DISCOUNT VOUCHER

FOLLOW MOTHER TONY AND WIN A DISCOUNT VOUCHER

Casual Oversized Unisex Sunglass

AFFORDABLE
TRENDY
KAVOUGE-ABELS

Fashionable Stylish
High Quality

FOLLOW MOTHER TONY AND WIN A DISCOUNT VOUCHER

FOLLOW MOTHER TONY AND WIN A DISCOUNT VOUCHER

FOLLOW MOTHER TONY AND WIN A DISCOUNT VOUCHER

Air Mesh Lightweight Sport Casual Shoes

AFFORDABLE
TRENDY
KAVOUGE-ABELS

Fashionable Sporty
High Quality

FOLLOW MOTHER TONY AND WIN A DISCOUNT VOUCHER

FOLLOW MOTHER TONY AND WIN A DISCOUNT VOUCHER

FOLLOW MOTHER TONY AND WIN A DISCOUNT VOUCHER

Carousel



Reports

Understanding of Mother Tony's E-commerce Business		Introduction	
<p>Roberto Jr Paramio Mark John Tabasan Belle Joy Estacio Marx Dave Layco Joey Garcia</p> <p>June 26, 2024</p> <p>Table of contents:</p> <p>Introduction 2 Introduction to Mother Tony Shopee 2 Business Model 3 Operational Analysis 4</p>		<p>Brief overview of e-commerce: E-commerce, or electronic commerce, refers to the buying and selling of goods and services over the internet. It has transformed the way businesses operate by providing a platform for online transactions, digital marketing, and global reach.</p> <p>Introduction to Shopee: Shopee is a leading e-commerce platform in Southeast Asia and Taiwan, offering a wide range of products to consumers. Founded in 2015, Shopee has become a popular choice for online shopping due to its user-friendly interface, secure payment options, and diverse product offerings.</p> <p>Understanding the importance of online marketplaces for small businesses: Online marketplaces like Shopee provide small businesses with a cost-effective way to reach a larger audience, expand their customer base, and increase sales. By leveraging the reach and resources of online platforms, small businesses can compete with larger retailers and establish their presence in the digital marketplace.</p> <p>Introduction to Mother Tony Shopee</p> <p>Overview of the store: -Mission Statement To offer competitive prices and exceptional customer service, offering trendy products accessible to our target market.</p> <p>-Vision Statement To create an aesthetically pleasing and easy-to-navigate online store that encourages word-of-mouth promotion and becomes a go-to destination for trend-conscious consumers.</p> <p>Types of products sold:</p>	
<p>Setting Up on Shopee</p> <p>Creating a Shopee account: Go to the Me tab via Shopee App > Sign Up > Enter a locally registered Phone Number > Next > Enter captcha Code > Enter Verification Code > Set Password > Sign Up to complete.</p> <p>Navigating the Shopee interface: The user-friendly interface of Shopee makes it easy for sellers and buyers to browse products, make purchases, and track orders. Sellers can manage their store, update product listings, and engage with customers through the platform's dashboard.</p> <p>Searching for "Mother Tony" and exploring its store layout: By searching for "Mother Tony" on Shopee, customers can discover the store's layout, product categories, featured products, and promotional offers. Exploring Mother Tony's store provides insights into its branding, product range, and marketing strategies.</p> <p>Business Model Analysis</p> <p>Identify and describe the business model of Mother Tony: Mother Tony is an online store on Shopee, offering a curated selection of clothing, accessories, and personal care products aimed at providing competitive prices and superior customer service.</p> <p>How does Mother Tony generate revenue?: -Startup Costs Initial investment includes a 3-month subscription for access to all products and fulfillment services through BillsBenta.</p> <p>-Revenue Projections While specific forecasts are not available, the primary financial goal for the first quarter is to achieve breakeven.</p>		<p>Operational Analysis</p> <p>Analyze the product listings: Product listings on Mother Tony's store encompass various categories such as electronics, gadgets, fashion accessories, and home essentials. Each listing includes detailed descriptions, competitive pricing, and high-quality images to attract customers and provide information about the products.</p> <p>Understand the logistics and delivery options provided by Mother Tony: Mother Tony offers reliable logistics and delivery options to ensure timely order fulfillment and customer satisfaction. The store partners with reputable shipping services to deliver products efficiently and provide tracking information to customers.</p> <p>Review the customer service policies: Mother Tony's customer service policies include flexible return and refund options, prompt communication with customers regarding orders and inquiries, and personalized support to address any issues or concerns raised by customers.</p> <p>Examine the promotional strategies: Mother Tony implements promotional strategies such as discounts, flash sales, and targeted marketing efforts to attract customers, increase sales, and create brand awareness. These strategies help drive traffic to the store and encourage repeat purchases from customers.</p>	
<p>Customer Experience</p> <p>Evaluate the user experience of browsing and purchasing from Mother Tony: The user experience of browsing and purchasing from Mother Tony is seamless, with an intuitive interface that allows customers to easily navigate the store, search for products, and make purchases. Secure payment options and a streamlined checkout process enhance the overall shopping experience.</p> <p>Assess the effectiveness of product descriptions and images: Effective product descriptions and high-quality images play a crucial role in influencing purchasing decisions and engaging customers. Clear and informative product descriptions, along with visually appealing images, help customers make informed choices and feel confident about their purchases.</p> <p>Analyze customer reviews and feedback: Analyzing customer reviews and feedback provides valuable insights into product quality, customer satisfaction, and areas for improvement. Positive reviews can build trust and credibility for Mother Tony, while constructive feedback can help identify areas for enhancement and customer service optimization.</p> <p>Financial Analysis</p> <p>Estimate the pricing strategy: Mother Tony's pricing strategy focuses on affordability while maintaining profit margins to stay competitive in the market. By offering competitive prices and value for money, Mother Tony attracts price-conscious customers and differentiates itself from competitors.</p> <p>Calculate potential revenue: Estimating potential revenue based on average pricing and projected sales.</p>		<p>Discuss cost components: Running a store on Shopee incurs costs such as transaction fees, shipping expenses, marketing investments, and operational overheads. Understanding the cost components involved in running the business helps Mother Tony optimize its expenses, improve profitability, and maintain financial sustainability.</p> <p>Conclusion</p> <p>In conclusion, the analysis of Mother Tony's e-commerce business highlights the strengths of its business model, operations, customer experience, and financial performance. This report provides stakeholders with valuable insights and recommendations for business growth and improvement.</p> <p>Appendices</p> <p>References</p> <p>Shopee Careers. <i>Shopee is the leading e-commerce platform in Southeast Asia and Taiwan</i> https://careers.shopee.ph/about</p> <p>Willing N., Medieva N., (2024). E-Commerce https://www.techopedia.com/definition/e-commerce</p> <p>https://billsbentahub.com/shopee-guide/https://billsbentahub.com/shopee-guide/</p>	

Context of the Example:

1. INT-MASTERSHEET_StyleVenture_Marketing Material Assets Management - In this Excel Sheet where we upload, download, and track the product images.
2. Product Images of Mother Tony's Shopee - These are the examples of product images that I edited using canva.
3. Carousel - These are my carousel examples I edited.
4. Reports - Sir Kris gave a task which is practical research to the team. We did this report by the team.

Reflection

My internship experience has been incredibly rewarding, offering me both practical skills and a deeper understanding of the e-commerce industry. One of the most valuable things I learned was how crucial it is to create visually appealing and consistent. Editing product images and crafting engaging descriptions showed me first hand how these elements can significantly enhance a brand's online presence and drive sales. The hands-on experience I gained with Shopee's platform allowed me to understand the e-commerce operations, from optimizing product listings to interacting with customers. This practical knowledge has been both enriching and empowering.

While the internship presented challenges, they were opportunities for growth. One of the main challenges was managing multiple tasks, and problems in product images. To overcome this, I honed my time management skills, learning to prioritize effectively and use organizational tools like Notion to stay on top of my responsibilities. I find ways on how to fix the images. I used my imagination and critical thinking skills to solve these problems. Another challenge was adapting to remote teamwork, but this turned out to be a valuable learning experience. By communicating regularly with my supervisors and participating in group meetings, I built strong relationships with my colleagues, which enhanced our collaboration and overall productivity.

This internship has had a profoundly positive impact on my career aspirations. Before, I was exploring different career paths, but now I have a clear vision of pursuing a career in e-commerce and joining any military branches. The blend of creativity and strategic thinking required in this field excites me, and I am eager to continue developing my skills in photo editing and online business management. The experience has not only equipped me with practical skills but also inspired me to pursue a career that aligns with my passions and strengths. I am confident that the foundation I've built during this internship will serve me well as I continue to grow and achieve my professional goals.

