Portfolio

Jenny Vee C. Quindoyos (Intern)

> Tinig UK (Company)

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INTRODUCTION

I'm Jenny Vee Quindoyos, a 21-year-old Information Technology student at Panpacific University Tayug Campus. I'm currently interning at Tinig UK, a non-profit organization that amplifies Filipino voices in the UK.

In my role as a Social Media Manager and Web Analyst, I create content for Facebook and Instagram, lead brainstorming sessions, and guide fellow interns. I work closely with graphic artists to ensure our social media posts are visually appealing. I've also delved into web analytics, learning to use tools like Facebook ads and Google Consent Mode, and managing data for future collaborations.

Despite the late hours, the internship has been incredibly rewarding. I've gained valuable skills, received constructive feedback from our supervisor, Sir Kris, and built strong professional relationships. My main goals have been to enhance my content creation abilities, improve my leadership skills, and deepen my understanding of web analytics, all while supporting Tinig UK's mission.

Internship Experience

I took on the roles of Social Media Manager and Web Analyst. I managed our social media platforms, particularly Facebook and Instagram, and helped shape our content strategy. This included creating and scheduling posts, participating in brainstorming sessions, and working closely with graphic artists to ensure our content was engaging and on-brand.

I also focused on web analytics, learning to implement tools like Facebook Pixel and Google Consent Mode to track user interactions. I was responsible for cleaning and organizing CRM data to keep our records accurate and up-to-date.

In addition to these tasks, I led meetings to discuss and assign content-related tasks and guided fellow interns in their work. Despite the late working hours, I found the experience rewarding, especially in contributing to events like Pride Month and Father's Day, and working on fundraising content. Overall, this internship helped me grow professionally and personally, providing valuable insights into both social media management and web analytics.

Skills and Competencies

During my internship, I had the opportunity to develop and enhance several important skills. Collaboration was a key focus, as I regularly engaged in team meetings, brainstorming sessions, and joint projects. I contributed to Tinig UK's social media strategy and helped create visual content for fundraising events. I also worked on improving my leadership skills by taking the lead during crucial moments, such as organizing meetings and managing the Priority Posting Content Calendar. This involved guiding fellow interns and working closely with the graphics team to meet deadlines.

I learned to adapt quickly to unexpected challenges, such as the need to rapidly produce content for Pride Month and Father's Day. My research and analytical abilities were strengthened through individual research on tools like Facebook Pixel and Google Consent Mode, as well as by creating presentations and revising CRM data for accuracy. Communication was another area where I grew, as I aimed to effectively share ideas and provide constructive feedback during content creation. Additionally, I improved my technical skills with tools like HubSpot, Excel, and Notion for managing CRM, data cleaning, and task organization. I also developed my content creation and visual design skills, finding solutions to design challenges and seeking external help when necessary.

Overall, this internship provided valuable learning experiences and contributed significantly to my professional and personal growth.

Achievements and Contributions

Specific accomplishments during the internship

I was fortunate to contribute to several key projects that supported our team's goals. One of my contributions was helping to shape Tinig UK's social media strategy. By working closely with my team, we were able to create and schedule content that resonated with our audience, leading to a more active online presence.

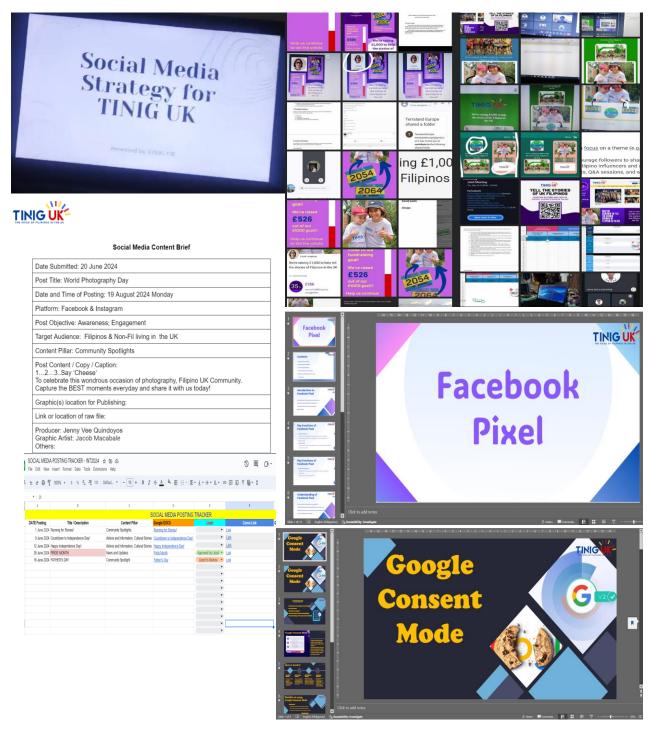
I also had the opportunity to assist with Tinig UK's Fundraising Event by creating visual content that reflected the event's theme. It was rewarding to see how this work helped in spreading awareness and garnering support for our initiatives.

Additionally, I took on the task of researching and implementing Facebook Pixel and Google Consent Mode on our platforms, which enhanced our ability to track user interactions and gain insights for future campaigns. I also focused on revising and cleaning our CRM data, which was a necessary step in ensuring that our records were accurate and up-to-date.

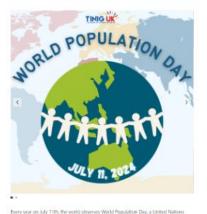
Creating content for events like Pride Month, Father's Day, and Independence Day was another area where I could contribute. I enjoyed working on these projects, knowing they helped maintain a consistent and engaging social media presence. When faced with challenges in design, I collaborated with the graphics team and sought out solutions to ensure our content met the desired standards. Overall, these experiences allowed me to grow professionally while contributing to the organization's objectives in meaningful ways.

Work Samples

Examples of work you produced during your internship (reports, presentations, graphics, social media campaigns, etc.)



World Population Day: Celebrating the Contributions of Overseas Filipino Workers Jun 26, 3024



Every year of largy if this particular base has made regulation large a climic heating initiative aimed a training avaientees of plobal population tocase. This year, we spottight the incredible contributions of Oversae Filipino Workers (DFWs), who form a vital part of the workforce is many countries. Here, we explore the top ten countries hooing the read GFWs and the common risks they undertake, highlighting the significant impact they have on both their host countries and the Philippinos.

1. Saudi Arabia: The Heart of the Middle East

Percentage of OFWs: 24%

Common Roles

- Healthcare Workers: Nurses and caregivers form a large part of the healthcare
- system in Saudi Arabia.
 Construction Workers: Many Filipinos work in construction, helping to build the
- contraction months, many representation of contraction, hepping to contrarapidly developing infrastructure.
- Domestic Helpers Filipino domestic helpers are highly valued for their reliability
 and skills.

2. United Arab Emirates: A Diverse Workforce

Percentage of OFWs: 16%

21

Top 10 Countries in Europe with Overseas Filipino Workers (OFWs)



On World Population Day, it's crucial to recognize the significant contributions of Deverses Flipping Workers (DPWg) from Europe. These docticated individuals leave their homeland to seek opportunities abread, making substantial impacts not only on their trainlike black home but also on the economises of their host counters. Here's a closer look at this top 10 countries in Europe where OPWs are making a difference:

1. United Kingdom

The United Kingdom hosts a sizable Filipino community, particularly in healthcare, hospitality, and clomestic work sectors. Filipino nurses, caregivers, and protectionals contribute immensely to the UK's workforce, known for their dedication and skill.

2. Italy

Italy has a long standing relationship with Filipino workers, especially in caregiving rolitor the infairly. Filipinos are valued for their compassion and expertise in providing carsupporting Italy's aging population and filing crucial gaps in the labor market.

3. Germany

In Germany, Filipino engineers, IT protestionals, and healthcare workers are highly sought after. Their technical proticiency and work ethic contribute significantly to Germany's industries, particularly in sectors requiring specialized skills.

4. Norway

Norway benefits from Filipino seatures who play vital roles in the mantime industry. Known for their compatence and reliability, Filipino sailors help maintain Norway's status as a leading maritime nation, ensuring smooth operations in global shipping.

5. Spain

Spanish households rely on Filipino domestic workers who provide essential services in caregiving and household management. Filipinos in Spain are known for their acaptability and warmth, enriching local communities with their cultural diversity.

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	Priority Posting	In progress	29/06/2024 → 03/07/2024	High	71.4%	
	Iuly - December Posting	In progress	02/07/2024 10:30 AM -+ 1:30 PM	Medium		
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Jenny Vee Quindoyos <quindoyos.jenny.vee@gmail.com> to Terraland

Contacts Exported

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Provide context and explain each sample

Social Media Campaigns: I was involved in creating and coordinating social media posts for these significant events. The goal was to engage our audience with relevant content that reflected the spirit of each occasion. I worked on developing posts that were in line with our organization's values and scheduling them to ensure consistent communication with our followers.

Visual Content for Tinig UK's Fundraising Event: I contributed to the design of graphics used for promoting our fundraising event. This involved creating visuals that aligned with the event's theme, which were then shared on our social media platforms. The intention was to create engaging and visually appealing content that could help raise awareness and encourage participation.

Presentation on Facebook Pixel and Google Consent Mode: I put together a presentation to explain the implementation and benefits of using Facebook Pixel and Google Consent Mode on our digital platforms. This presentation was intended to provide our team with a better understanding of how these tools could enhance our ability to track user interactions and optimize our marketing strategies.

Articles and Posts for World Population Day and Overseas Filipino Workers: I wrote articles and developed posts for these specific observances, aiming to raise awareness on these topics. The content was created to inform our audience and align with our organization's mission to educate and engage the community on important social issues.

CRM Data Management: I spent time working on the accuracy and organization of our CRM data. This involved cleaning and updating records in tools like Excel and HubSpot. The objective was to ensure that our data was reliable, which is crucial for effective communication and outreach.

Reflection

I can say it was a journey filled with learning, challenges, and growth. I had the opportunity to dip my toes into various aspects of digital marketing, from crafting social media campaigns to managing CRM data. It was a hands-on experience that taught me a lot about collaboration, creativity, and the importance of staying adaptable.

One of the biggest challenges I faced was dealing with tight deadlines, especially when creating content for multiple events like Pride Month and Father's Day. There were moments when the workload felt overwhelming, but these challenges pushed me to become more organized and to communicate better with my team. By taking the initiative to lead meetings and break down tasks, we were able to meet our deadlines without compromising on quality. This experience showed me the importance of staying calm under pressure and the value of teamwork.

Another learning curve was working with digital tools like Facebook Pixel and Google Consent Mode. Initially, I found it a bit tricky to understand how these tools could be integrated into our marketing strategy. However, after conducting research and putting together a presentation for the team, I gained confidence in using these tools. It was satisfying to see how this knowledge could be applied to improve our campaign tracking and overall marketing efforts.

Throughout the internship, I also honed my skills in content creation, visual design, and data management. Whether it was writing an article for World Population Day or creating visuals for a fundraising event, I learned to balance creativity with attention to detail. These skills are something I'm excited to carry forward into future projects, whether in a professional setting or potentially as a part-time freelancer in virtual assistance or copywriting.

Overall, this internship was a rewarding experience that not only helped me grow professionally but also taught me valuable life skills. I'm grateful for the opportunity and excited to see how I can apply what I've learned to real-life work situations. Whether it's collaborating with a team, meeting tight deadlines, or tackling new challenges, I feel better equipped and ready for whatever comes next.