

Portfolio

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(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.)

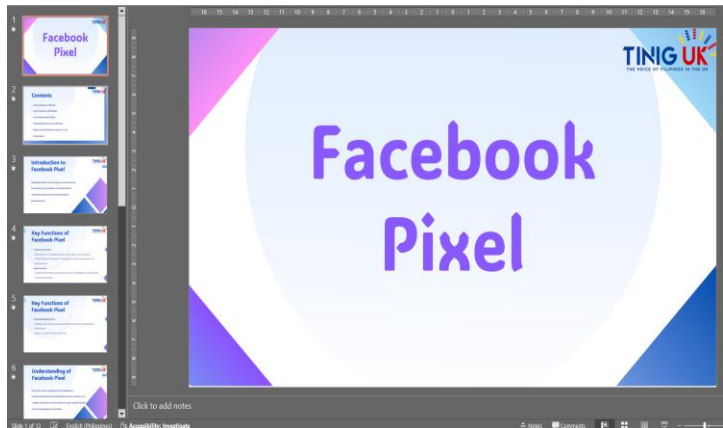
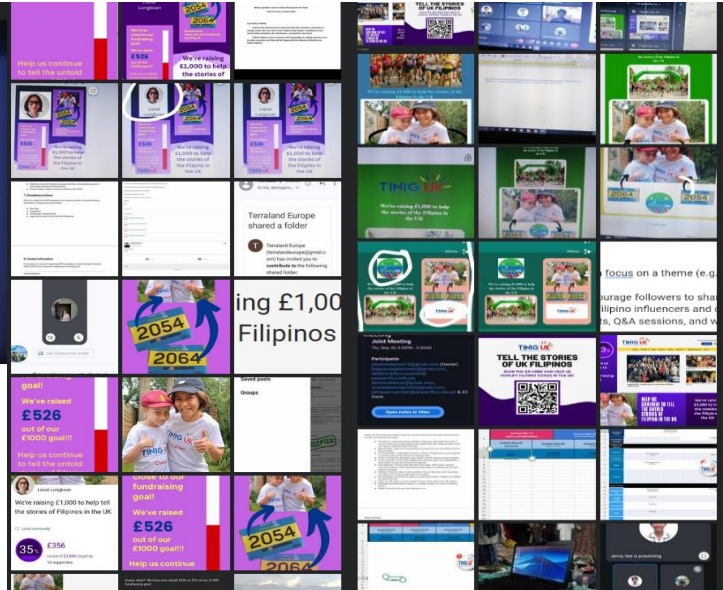


Social Media Content Brief

Date Submitted: 20 June 2024
Post Title: World Photography Day
Date and Time of Posting: 19 August 2024 Monday
Platform: Facebook & Instagram
Post Objective: Awareness; Engagement
Target Audience: Filipinos & Non-Fil living in the UK
Content Pillar: Community Spotlights
Post Content / Copy / Caption: 1...2...3..Say 'Cheese' To celebrate this wondrous occasion of photography, Filipino UK Community. Capture the BEST moments everyday and share it with us today!
Graphic(s) location for Publishing:
Link or location of raw file:
Producer: Jenny Vee Quindoyos Graphic Artist: Jacob Macabale Others:

SOCIAL MEDIA POSTING TRACKER - INT2024

DATE Posting	Title/Description	Content Pillar	Image/Video	Link	Call to Link
6 June 2024	Running for School	Community Spotlights	Running for School	Link	Link
9 June 2024	Countdown to Independence Day!	Advice and Information, Cultural Stories	Countdown to Independence Day!	Link	Link
12 June 2024	Happy Independence Day!	Advice and Information, Cultural Stories	Happy Independence Day!	Link	Link
26 June 2024	PROF. JACKSON	News and Updates	Prof. Jackson	Approved by Link	Link
18 June 2024	FATHER'S DAY	Community Spotlight	Father's Day	Link to Review	Link



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.