

PROJECT → PORTFOLIO

START UP AND SCALE UP YOUR BUSINESS
WITH CONTENT THAT CONVERTS.

BY
Reinalyn Joy Cumpio

TOP 1% VA & PRO DIGITAL MARKETER

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WELCOME!

Hello! I'm excited to share my plan for your digital marketing, content strategy, and development needs. I blend creativity, fresh ideas, and smart strategies to provide great digital solutions that will help your business grow online.

7+ Years of Experiences

5+ Successful Projects

10+ Happy Clients

3500+ Working Hours

ACHIEVEMENTS

I streamline workflows, boost productivity, and drive growth through targeted, creative digital marketing strategies — all while treating your business with an entrepreneurial mindset that values efficiency and impact.

50%



Average improvement in
important metric across
clients

Top 1%



Top Rated Plus in
Upwork

100%



Job Success

TO HELP BUSINESSES SUCCEED



by providing them
with innovative and
effective solutions.

TO MAKE A POSITIVE IMPACT ON THE

WORLD OF BUSINESS.

Mission

My goal is to help businesses grow and succeed by using smart and creative digital marketing solutions.

Vision

My vision is to be a top-notch digital marketer, known for my creativity, skills, and dedication to helping our clients succeed.

GOALS



25%



Increase in Social Media Presence within 1 Month

10%



Increase in Sales within 1 month

50%



Improvement in Time Efficiency within 1 month

We measure effectiveness by the numbers.

After one month of implementing our content strategy, we'll assess impact through social media analytics, sales, and organizational reports.

PORTFOLIO



DIGITAL MARKETING & MEDIA KIT



BIGGEST SALE
20% OFF SITEWIDE + FREE SHIPPING + FREE GIFT



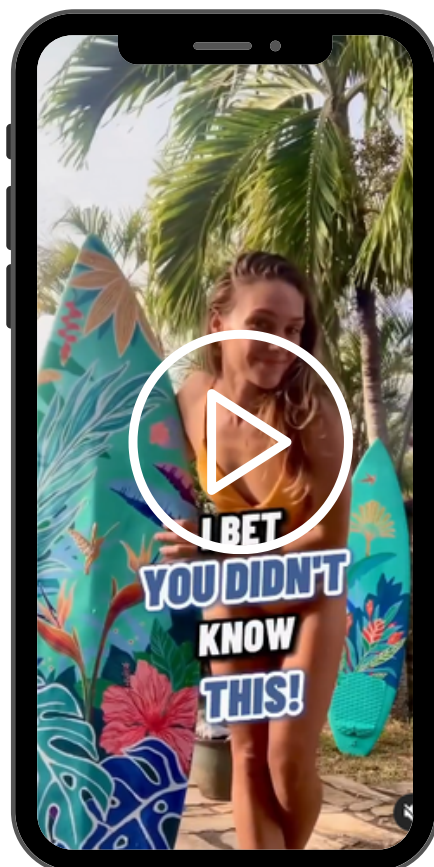
BLACK FRIDAY
20% OFF SITE-WIDE

ADD TO CART

PORTFOLIO



SHORT FORM VIDEO CONTENT

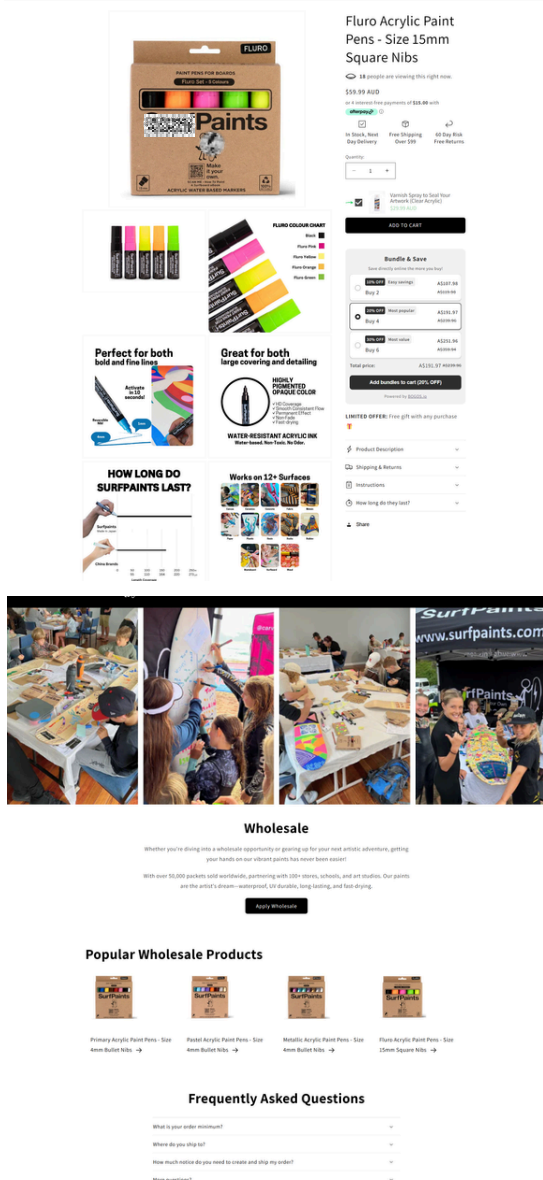


CLICK THE PLAY BUTTON TO WATCH.

PORTFOLIO



WEBPAGE DESIGNS



WEBSITE SEO WRITING

Blogs



Unleash Your Creativity: Generate Paints from Surfbo...

SEPTEMBER 27, 2024

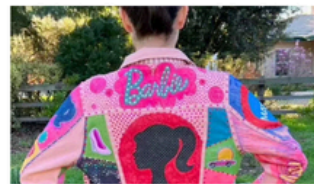
Unleash Your Creativity: Surfpaints from Surfboards to Every Surface You Can Imagine It's no surprise that Surfpaints have been stealing the show in the world of surfboard art lately, but...



[Add custom patterns to your favorite coffee mug...](#)

SEPTEMBER 27, 2020

Transform Your Home with Surfpaints: Simple Steps to Paint Glass, Mugs & Ceramics! Ready to add a splash of creativity to everyday items like mugs, glassware, or ceramics? With Surfpaints,...



Painting denim jackets, sneakers, and fabrics &...

SEPTEMBER 13, 2024

Meet Rick, a seasoned artist whose creative journey spans from surf-themed tees to hand-painted denim and sneakers. From sketching as a child to designing iconic murals at the Bellagio, Rick's artistic...



5 Easy and Fun Techniques for Using ~~5000~~ Paints ...

SEPTEMBER 13, 2024

Surfpaints acrylic paint pens are an artist's dream—vibrant colors, smooth flow, and versatile tips that let your creativity soar. Whether you're diving into a canvas project or making magic on...



How to Paint Wood Projects Like a Pro Using Sur.

SEPTEMBER 13, 2014

When it comes to wood projects like boards, guitars, skateboards, or even small wooden decor, Surfpaints are a game-changer! They're mess-free, vibrant, and perfect for artists of all levels. If...



5 Must-Try Techniques for Painting Walls, Cemen...

SEPTEMBER 13, 2011

If you've ever dreamed of turning a blank wall into a masterpiece, Surfpaints acrylic paint pens are your secret weapon. Whether you're new to mural projects or a seasoned artist...

CLICK TO READ MORE

1	2	3	...	16	...
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PORTFOLIO



E-MAIL MARKETING, FLOWS & AUTOMATIONS



Meet Taylor, a young and passionate artist who has seamlessly blended her love for surfing and Aboriginal Australian art. From winning a prestigious scholarship to creating breathtaking surfboard designs with ~~Surf~~ Paints, Taylor shares her journey, techniques, and the importance of staying true to one's artistic vision. Discover how this 13-year-old prodigy uses her unique style to tell captivating stories of the ocean and its ecosystem, encouraging artists of all levels to create from the heart.



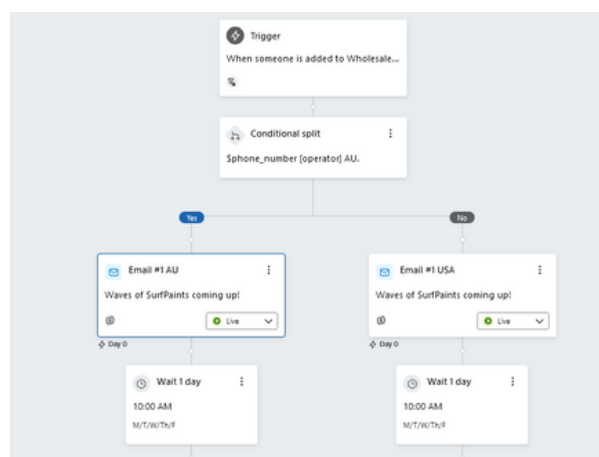
23.34%	0.52%	A\$1,719.47
4,254 recipients	94 recipients	3 recipients

**OPEN
RATE**

**CLICK
RATE**

CONVERSION

EMAIL SIGN UP FORMS



EMAIL FLOWS SET-UP

PORTFOLIO



E-MAIL CONTENT



Meet Taylor, a young and passionate artist who has seamlessly blended her love for surfing and Aboriginal Australian art. From winning a prestigious scholarship to creating breathtaking surfboard designs with **Paints**, Taylor shares her journey, techniques, and the importance of staying true to one's artistic vision. Discover how this 13-year-old prodigy uses her unique style to tell captivating stories of the ocean and its ecosystem, encouraging artists of all levels to create from the heart.



1. Can you provide us with a brief background on your journey as an artist and tell us what you're currently working on in the world of art?

I began my art journey in 2023 when I received a Highly Commended award for my NAIDOC artwork from the Queensland government. From there, I went on to win the Young, Black, and Proud scholarship, a grant supporting young people's artistic, sporting, or academic dreams. This scholarship boosted my small passion into action. Because of the scholarship, I was able to release my first collaboration with a beach throw company in 2023.



I'm only 13, so it was a pretty big deal for me. Currently, I have completed a commission piece for the Department of Education, and I am in the process of a collaboration with a local swimwear brand and designing packaging for a skincare company.

PORTFOLIO



E-MAIL CONTENT

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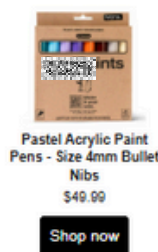
2. We'd love to know how you came across **SurfPaints**. What aspects of **SurfPaints** do you find most appealing or inspiring for your art?

I first came across **SurfPaints** when I started surfing a few years ago. I searched many shops but could never find them until I came across a small surf shop that finally stocked them. Right away, I pictured a design in my mind and knew I had to buy them. Unlike any other brand I had seen before, **SurfPaints** were the perfect way to combine my two passions—surfing and Aboriginal Australian art. **SurfPaints** inspired me to take my art to a new level and gave me the opportunity and confidence to create something that reflected me.



3. Every artist faces unique challenges in their projects. Could you share specific challenges you've encountered in your art projects and how **SurfPaints** have been a helpful resource in overcoming these challenges?

In Aboriginal art, there are no standard colors, and every artist has a diverse and unique style. For me, I love neutrals and pastels that depict stories of the ocean and its fragile ecosystem. My colors don't suit everyone, and it is sometimes hard to find the right medium. SurfPaints, with its wide range of colored pens, was a helpful resource to overcome this challenge and helped me to pursue my creative journey further.



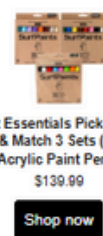
Pastel Acrylic Paint Pens - Size 4mm Bullet Nibs
\$49.99

[Shop now](#)



All-in-One DIY Surface Prep & Paint Starter Kit - Choose 1 Acrylic Set
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Art Essentials Pick - Mix & Match 3 Sets (24 Acrylic Paint Pens)
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E-MAIL CONTENT

4. Your painting projects are all unique and have captured our attention. Could you share with us your most favourite project and how you came up with the idea?

My favorite project using ~~SurfPaints~~ was when I created a story of the ocean and its connections to the land on my surfboard. After purchasing ~~SurfPaints~~, I quickly designed a piece that promoted my ideas and told a sentimental storyline. Aboriginal art is a traditional technique that is not only renowned for its appealing features but also its unique ability to tell a story within itself. I came up with my project by drafting certain elements, like a running water connection, palm trees, and clusters of sea flowers. In my vision, these all represent the ocean and all its beauty.

[Click here to learn how to paint your surface.](#)



All-in-One DIY Surface
Prep & Paint Starter Kit -
Choose 2 Acrylic Sets
\$129.99

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All-in-One Bamboo
Surfboard Art Kit: DIY
Surface Prep, Paint &
Customise - Includes
Primary & Pastel Acrylic
Sets
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All-in-One DIY Surface
Prep & Paint Starter Kit -
All Acrylic Sets Included
(Our Best Package Deal)
\$249.99

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5. As an experienced artist, do you have any valuable tips or techniques that you could share with others interested in creating painting projects with ~~SurfPaints~~?

A useful technique I recommend when using SurfPaints is to always draft your design before you begin painting and not to rush the process. Art doesn't adhere to a time limit and may take a few sessions before it's perfect—just like it did for me.



Bonus Question:

As an artist, what message or piece of advice would you like to impart to other artists at all levels, from beginners to seasoned professionals, who are passionate about expressing themselves through this medium?

As an artist passionate about sharing and relating to various forms of art, I would advise creators of all levels to continue making art that reflects you and your passions, without altering it based on others' opinions. Create art that you genuinely love, not art that you feel obligated to love. For me, ~~SurfPaints~~ have been the best way to express my passions and illuminate my art journey.

-Taylor Scollay

PORTFOLIO



E-MAIL CONTENT



Get a **FREE** metallic green pen and bullet nibs when you order, for a limited time only. **Plus, FREE SHIPPING** on all orders over \$99 within Australia and the USA.

SHOP NOW



Primary Acrylic Paint Pens - Size 4mm Bullet Nibs
\$49.99



Individual Acrylic Water Based Paint Pens - Choose Your Size & Colour
\$9.99



Black & White Acrylic Paint Pens - Size 4mm Bullet Nibs
\$49.99

If you would like to be part of our Email Interview Series, please email us at support@surfpaints.com

Personalise your favourite craft with Surfpaints.

The Safe, Easy, and Durable Solution for all surfaces!
- Danny From Surfpaints

CHECK OUT COLLECTIONS



Individual Acrylic Water Based Paint Pens - Choose Your Size & Colour
\$8.99

Shop now



Primary Acrylic Paint Pens - Size 4mm Bullet Nibs
\$49.99

Shop now



Pastel Acrylic Paint Pens - Size 4mm Bullet Nibs
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Shop now



Metallic Acrylic Paint Pens - Size 4mm Bullet Nibs
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Shop now



Fluoro Acrylic Paint Pens - Size 4mm Bullet Nibs
\$49.99

Shop now



Black & White Acrylic Paint Pens - Size 4mm Bullet Nibs
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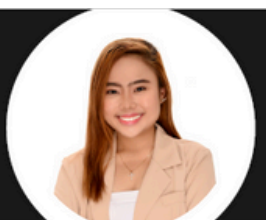
Shop now

PORTFOLIO



CONTENT WRITING

GOD OF THE MIDDLE



LIFE'S A FEAST
REINALYN JOY CUMPIO

Are you in the middle of something you're going through? In the midst of side-by-side problems? In the midst of pain and sickness? In the midst of drowning in financial debts? A midlife crisis? Stuck in a toxic relationship? Waiting in a long queue or waiting for someone, or an answered prayer?

As the mid-year approaches, I feel lost in the midst of where I want to go and what God wants me to do. I know how it feels to wait. Waiting for that perfect timing feels boring to me. It's hard to wait for something uncertain—waiting for my turn, waiting for my breakthrough, waiting for an answered prayer—while seeing others celebrate their big achievements and small wins, while I am in the midst of nowhere. It makes me wonder why God, who is the God of the beginning and the end, is so hard to see amid chaos.

Until one day, while on a bathroom break, a realization struck me. God is more interested in what you're doing and becoming rather than what you're finishing.

God looks at how persistent I am in doing tasks I hate, how consistent I am in showing up even when it's hard to wake up early in the morning, and how committed I am to doing things He has made me responsible for in my work, family, and ministry. I was too focused on hitting my target that I forgot God was molding me and preparing me for the blessings I am waiting to receive.

The process is messy and painful, but He's molding me so I have the capacity to hold the big blessings He has for me. Otherwise, they might slip through my hands and be wasted.

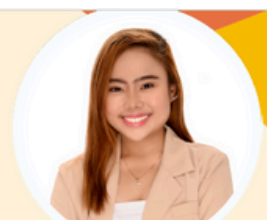
Dear friend, if you're in the midst of something and you feel far from God, remember that God sees your hard work. He sees those sweats and tears on your pillow and hears those cries at night. Sometimes, we don't understand how He works. But I pray that we may be open to His presence always, as He might speak to us in unexpected ways, just like during a bathroom break.

God is not just the God at the beginning and the end; He is also the God in the middle who is always with us. You can reach out to Him. You can call to Him. He sees you. He cares for you. He is faithful and will reward all your hard work. One day you will look back and say, "Thank you, God. We made it together."

SHARE YOUR FEAST STORY! Tell us how the Feast has blessed you. Write your story in ~300 words and send it to reinalynjoycumpio@gmail.com.



WHEN GOD DOESN'T PICK UP



LIFE'S A FEAST
REINALYN JOY CUMPIO

Have you prayed to God, but it seems He is not giving you what you wanted? Or perhaps He gives you something different, or even rejects your prayers? Worse still, God might not seem to be answering at all, remaining silent?

I used to believe that I am favored by the Lord and that there was no prayer He couldn't answer. I believed prayer works and would work for me if I put in the effort.

Two years ago, I prayed for a miracle to restore a past relationship, hoping for a fresh start. I made every effort to mend the broken relationship. I begged and compromised, but I still ended up disappointed and heartbroken. In one day, all my hopes for the future crumbled away. I felt lost and broken, having lost not just love but also the future I envisioned.

Eventually, I realized that no amount of hard work could change the person or the situation. So instead, I focused on making internal changes. After a year, I achieved what I wanted, but I still felt empty. So I prayed to God again for a miracle. I tried once more to rekindle that relationship, but there was no response. God remained silent.

One day, as I opened my five-year-old notebook where I had written my 100 dreams, I was surprised to see that many of my prayers had been answered over time, even after those heartbreaks. He led me to a path where He was building the dreams I had truly been praying for. He also led me to people who are kind, loving, and safe, allowing me to build healthy relationships. People's rejections are God's redirections.

After two years, God made it clear why those prayers were left unanswered. I now understand why He wasn't giving me the man I asked for because He's preparing the man for me. God remains faithful to His promises.

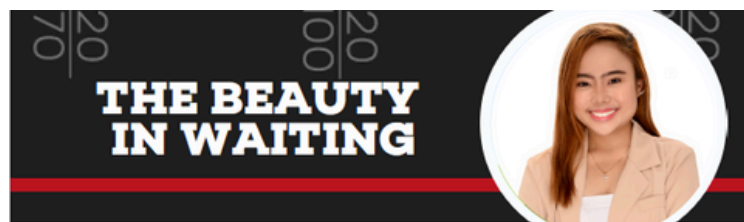
Above all, I realized that I don't need to beg and chase after love because the love I need is already within me. It has been given to me, even without asking. Despite my shameful and sinful past, God blesses and fulfills the desires of my heart. This kind of love is more than enough, making me marvel and feel in awe at how God's original plans always prevail, even when He seems silent and unresponsive.

Dear brethren, if you feel like you're calling out to God a hundred times but it seems like He's not answering, don't lose hope. God is not missing your call. He's listening. His plans are always better than we can comprehend. He will not only give you what you want, but He will also give you what is best, not through your hard work, but graciously according to His time and purpose.

PORTFOLIO



CONTENT WRITING



LIFE'S A FEAST REINALYN JOY CUMPIO

Do you remember the first time you applied for school, a scholarship, or a job?

Back when I was in college, I was applying for an internship, and I hated hearing, "Tatawagan na lang namin kayo (We will just call you back)." To me, it always sounded more like, "Tatawanan na lang namin kayo (We'll just laugh at you)." It felt like they were saying, "Don't bother waiting. This isn't for you." The uncertainty was unbearable.

I often find myself asking God, "Why does waiting have to be so hard?" I'm a goal-driven person, and when things don't happen quickly, I start losing patience and motivation—especially when it's something I want so badly. The wait can feel like a burden.

Then one Sunday, something changed. I saw a dear friend who had been away, resting during her pregnancy. I hadn't seen her for months and missed her so much. The joy of seeing her again was overwhelming, and as I excitedly touched her growing belly, I felt God whisper to me, "Trust My timing." I brushed it off at first, thinking, I'm single, what does that have to do with me? But the message was deeper. It was God asking me, *Why are you doubting My timing for your life?*

The past few weeks and months have tested my patience. Waiting is tough. It's so tempting to try to control everything yourself, especially when it feels easier to trust what you can see and manage. But then, I realized: If God can create life inside a womb, why can't I trust Him to shape my entire life? We want to hold everything in our hands, thinking it will make life easier. But in reality, we become overwhelmed, exhausted, and discouraged.

We need to surrender. We need to trust that even in the chaos, trials, and struggles, God is with us. We are never walking this path alone. The same God who rescued you from past heartaches, failures, insecurities, and disappointments is still at work. He is faithful to His promises of healing, strength, victory, and abundance. Nothing is impossible for Him—not even the most unbelievable.

So, trust the process. Be patient with His timing, because the best is yet to come. That's the beauty of waiting: Your life is a masterpiece in progress, and God makes everything beautiful in His time (Ecclesiastes 3:11).



LIFE'S A FEAST REINALYN JOY CUMPIO

Are you finding it hard to answer God's calling for your life? You're not alone! Even those who have served God for years, like me, face challenges along the way. But let me share something I've learned: sharing your time, talents, and treasures isn't as hard as it seems. What's truly tough is obeying God's will with faith—surrendering your wants, following His path, and trusting Him completely.

Sometimes, we think that serving God will make life easier, that everything will instantly fall into place. Life's struggles don't disappear when we serve Him. Prayers aren't always answered right away. But the truth is, it often becomes more challenging. Why? Because we're no longer following our own desires—we're walking God's path instead.

This reminds me of three inspiring women in the Bible: Martha was busy serving Jesus, and He appreciated her hard work. But Mary chose to sit at Jesus' feet, listening to Him and spending time with Him. Both women loved Jesus, but Jesus said Mary had chosen the better part. The lesson? God values our work, but what He desires most is our presence—our willingness to spend time with Him and grow in faith. Mama Mary is a powerful example of trusting God. Despite the uncertainties and impossibilities she faced, she obeyed God's will with faith. Her response to the angel's message was simple but profound: "I am the servant of the Lord. May it be done to me according to Your word." Because of her trust, God worked a miracle through her that changed the world forever.

Serving God doesn't mean forcing our plans or relying on our strength. It requires courage to surrender—to let go of what we want and trust that God's plan is better.

True happiness comes when we allow God to lead, trusting that His path is for our good. When we walk with Him, not just work for Him, we find peace and joy that no struggle can take away.

If you're struggling to answer God's call, let me pray with you: "Lord, I surrender my worries, my fears, and my plans to You. Help me to trust Your ways, knowing that You always have the best for me. Teach me to walk with You, to listen to Your voice, and to find joy in Your presence. Amen."

Remember, serving God isn't about being perfect or having all the answers. It's about staying close to Him, trusting Him, and letting Him work through you. With God, even the toughest journeys become a blessing.

TESTIMONIALS

TRUE STORY FROM REAL CLIENTS




1550% 

increase in website
sessions

1030% 

increase in total
sales

76% 

increase in orders

CLIENT TESTIMONIAL



Reina is an exceptionally hardworking Virtual Assistant that can do multiple roles inside the business and has great understanding of getting to know the business brand and pain points to satisfy customers. I highly recommend."

-Danny S.

TESTIMONIALS

TRUE STORY FROM REAL CLIENTS



Reinalyn is an amazing freelancer and I will be sure to hire her again for our next project. I just showed her what i needed done regarding directory work and she was able to do it no problem. Thanks again

Reinalyn!

-Tyler F.

Top 1%



Top Rated Plus in
Upwork

100%



Job Success

SERVICES



DIGITAL MARKETING



Social Media Marketing



Search Engine Optimization
(SEO)



Content Marketing



Email Marketing



Graphics & Video Editing



VIRTUAL ASSISTANT SUPPORT



Executive Support



E-Commerce Management



Lead Generation

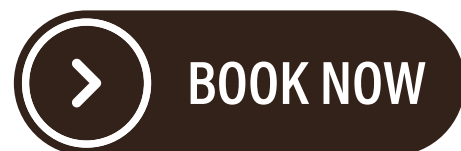


Email Management



Web Maintenance & Support

READY TO GET STARTED?



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 9am-5pm GMT+8

 Monday-Friday

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ABOUT ME



Reinalyn Joy Cumpio

Hi! Congratulations on taking the first step to start and scale your business.

I'm thrilled that you found my profile and that we've connected. I'm here to share my passion for creating engaging online experiences. I've successfully served clients across various industries, including e-commerce and professional services, helping them achieve their digital goals.

With 7 years of experience as an online business owner — covering cosmetics trading, insurance services, and real estate sales — I've developed a deep passion for crafting content that tells stories and influences audiences. I've unlocked the secrets of digital marketing and have a solid understanding of psychology, allowing me to analyze consumer behavior and understand why certain things become social trends.

This enables me to create **content that converts.**

I'd love to help you get started! Are you ready?

LIFE BEHIND THE SCREEN



**Financial Literacy
Advocate**

Entrepreneur



LIFE BEHIND THE SCREEN



**Volunteer
Contributing Writer**

**Prision Mission
Volunteer**



LIFE BEHIND THE SCREEN



**Women's Group
Leader**

**Young Pro & Youth
Leader**



LIFE BEHIND THE SCREEN



Fitness Enthusiast

World Explorer



THANK YOU!

Thank you for taking the time to review my proposal. Feel free to reach out if you have any questions or concerns. I'm more than happy to help your business succeed.