

# HOW **2** guide: **Creating a Digital Portfolio**

A digital portfolio, also known as an e-portfolio or web portfolio, is a personal website that enables you to showcase your professional qualifications, achievements, and work samples, while at the same time demonstrating your technological and marketing savvy. Here is a sample site created by FGCU Career Development Services:

<http://patsmythe.yolasite.com/>

Having a digital portfolio is especially helpful for those students interested in careers in advertising, marketing, public relations, art, education, journalism, or any field where you want prospective employers to see your work.

## STEPS FOR CREATING A DIGITAL PORTFOLIO:

### 1 – Select a web-hosting service

While there are many companies that offer web-hosting services, you may consider using a free one, such as the ones found at [www.yola.com](http://www.yola.com) or [WordPress.org](http://WordPress.org).

### 2 – Assemble all your materials and content for your site

In addition to your resume, compile work samples. For example:

*Education majors* – copies of lesson plans or pictures of completed student projects

*Public Relations Majors* – copies of writing samples, especially press releases

*Marketing Majors* – class projects or work samples from an internship

*English/Journalism Majors* – writing samples

*Event Management* – pictures of events

### 3 – Start building your site based on your content

- When selecting a background for the site, use a style that balances professionalism with creativity, and if possible, reflects the industry.
- The overall content of the site should be consistent with the content of your resume.
- For your homepage, you may want to craft a “Professional Profile” that summarizes your qualifications, such as:
  - “Recent Marketing graduate with experience in event planning, promotions, and sales.*
  - Strong computer and graphic design skills. Background includes supervisory positions in retail and hospitality industry. Seeking entry-level marketing position.”*
- Include a copy of your resume in text form, as well as one in a PDF so it can be printed easily.
- For security reasons, it is best not to include your address anywhere on the site, including on your resume. Your email and phone number is sufficient.
- Do not list your references on your resume or anywhere else on your site. They may not want their contact information all over Internet.
- If you include pictures on your site, be selective. Just a few are sufficient.
- Include the web address of your portfolio on your resume, LinkedIn profile, and personal “business” cards
- **Blogging:** Some sites allow you to create a section for a blog. Depending on your career goal, this may be a good way to demonstrate your knowledge and your writing skills. For example, if you are pursuing a career in marketing, blog about marketing trends you are noticing. Do not blog about your dog or your breakfast from that morning – this should be career-related content only!
- Prospective employers are going to see your blog, so make sure it is well-written, professional, and interesting. Do not blog to air complaints or grievances. If you are going to blog, do it regularly (at least once per week.)
- An example of a blog posting is available at the sample portfolio site listed above.

**IMPORTANT** – the content of this site is for your professional career advancement. Do not include personal information, such as hobbies or pictures from your family vacation. THIS ISN'T FACEBOOK!