

Creating an Electronic Portfolio

Today's job searches are very different than they once were. In the digital age and more and more employers are turning to technology to seek potential hires and to list jobs. In fact, more than 90% of recruiters use social media to assist them in finding good recruits. Your portfolio is your own personal web site marketing your strengths and accomplishments.

Media sites that are often used are LinkedIn, Twitter, and Facebook and with these sites you can create your own personal brand and connect with potential employers. Creating a professional portfolio online can enhance your marketability and you can link to it from your social media profiles.

*** Check out our tip sheet on creating your own personal brand for ideas.**



What is the purpose of your Portfolio?

- To increase your marketability
- To build your reputation
- To enhance your network

Your portfolio should be targeted to your specific career goal.

What to include

Your portfolio should include the following things:

- Resume and cover letter
- References and certifications
- Examples of work or projects
- Contact information such as your e-mail can be included along with your twitter handle, LinkedIn profile or Facebook URL

Options that can host your online profile

Career Services does not endorse any one of these over another- it is important that you do your research and choose the tool that is best for you!

- Behance
- Carbonmade
- Google Sites
- Our own Husson Eagle Career Link

All of these sites are fairly similar and have free basic accounts. The free version is generally adequate.

Elements of Design

Your portfolio should represent your skills and potential as an employee. Here are a few things we think will help you create a successful portfolio:

- Keep it simple- don't try to cram too much information into a section. Make sure your descriptions are clearly stated and concise. **Remember the more you try to put in your portfolio the more things can go wrong.**
- If you need to include a lot of information you might choose a grid or a column design.
- Pictures and examples of your work are acceptable, be selective and give careful thought to the intent of your portfolio.

Remember that too much information can make your portfolio look cluttered!

- You don't need to include all your work just examples of your work that best represent your skills.
- Make sure you are representing yourself accurately.

Your Portfolio is a constant work in progress just like your resume or a cover letter; it can and should change as your experience grows.

Conclusion: Each portfolio platform has its pros and cons. It is important to choose the one that best meets your needs. Take the time to explore the sites we have listed and others to see what works best for you.



(Video on how to make a Google Sites Portfolio)

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