

## SELF-MARKETING TOOL

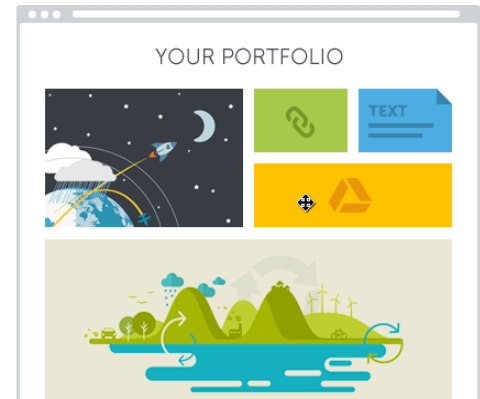
An organized and visual collection of evidence demonstrating and substantiating your skills, knowledge and accomplishments.

Showcase your talents

1. Build your confidence
2. Organize and record your achievements

Use a portfolio for:

- ✓ job application
- ✓ an interview
- ✓ academic progress or self-reflection
- ✓ scholarship or funding application
- ✓ admissions to further education
- ✓ performance review



A portfolio is a lifelong project and motivator for your own career development. A Digital Portfolio can be stored on a Website, USB or Mobile Device

## WHAT TO INCLUDE:

Multimedia: photos, videos, presentations, links and documents.

### *Profile*

- |                                                |                                                                       |
|------------------------------------------------|-----------------------------------------------------------------------|
| <input type="checkbox"/> Welcome               | <input type="checkbox"/> Work Philosophy/Mission Statement (optional) |
| <input type="checkbox"/> Social Media Handles* | <input type="checkbox"/> Résumé                                       |
| <input type="checkbox"/> Your Career Goals     |                                                                       |

### *Education and Training*

- |                                                              |                                      |
|--------------------------------------------------------------|--------------------------------------|
| <input type="checkbox"/> Certificates, Diplomas and Degrees  | <input type="checkbox"/> Transcripts |
| <input type="checkbox"/> Memberships/Certifications/Licenses |                                      |

- Group Projects and Reports
- Samples of Work
- Study Abroad/International Experience

### *Skills and Work Samples*

- List of Works in Progress
- Materials Promoting Your Work

- Recognition of Volunteer Service
- Letters of Recommendation

### *Acknowledgements and Awards*

- Honours and Awards
- Performance and Client Evaluations

### *\*Add Social Media handles from:*

LinkedIn, YouTube, Facebook, Pinterest, Twitter, Tumblr, Instagram, G+, Blogger, and others



## RELEVANT AND FRESH

Employers are always most interested in what you have done recently, so always include new work in your portfolio.

## TARGET

Chose items depending on their specific relevance to the job for which you are applying.

## ENGAGE INTERVIEWERS AND SUPERVISORS

Use portfolio in interview by referring to samples of your work to assist you to answer questions. This can take the pressure off you while the interviewer focuses on the portfolio. Your portfolio adds a visual element to your answers which can give the interviewer a better understanding of your work and potential.



## INCLUDE ON RÉSUMÉ

A digital portfolio is a personalized way you can market your skills. You can refer to your digital portfolio on your résumé, enabling prospective employers to review your work and qualifications at their convenience before and after meeting with you.

## WHY ONLINE

An online portfolio is always on - 24 hours a day – and can be accessed by anyone, anywhere. It is always showcasing who you are, what you enjoy and what you are capable of to anyone interested. working

## MOBILE DEVICE OR USB

To ensure your portfolio does not rely on the internet, you can save it to your mobile device for easy viewing or on a USB key for easy sharing.

## DIGITAL PORTFOLIO WEBSITES:

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<b>LinkedIn</b>	<a href="http://www.linkedin.com">www.linkedin.com</a>
<b>Weebly</b>	<a href="http://www.weebly.com/ca">www.weebly.com/ca</a>
<b>Wix</b>	<a href="http://www.wix.com">www.wix.com</a>
<b>Coroflot</b>	<a href="http://www.coroflot.com">www.coroflot.com</a>
<b>Behance</b>	<a href="http://www.behance.net">www.behance.net</a>
<b>Carbonmade</b>	<a href="http://carbonmade.com">http://carbonmade.com</a>
<b>Cargo</b>	<a href="http://cargocollective.com">http://cargocollective.com</a>
<b>WordPress</b>	<a href="http://www.wordpress.com">www.wordpress.com</a>

*Once you have your portfolio together, bring it to Career Services and we would be delighted to review it and give you some constructive feedback!*



**St. James**, 200 King Street (Room 155B), 416-415-5000 ext. 3818 [sjcareercentre@georgebrown.ca](mailto:sjcareercentre@georgebrown.ca)  
**Casa Loma**, 160 Kendal Avenue (Room C317), 416-415-5000 ext. 4100 [clcareercentre@georgebrown.ca](mailto:clcareercentre@georgebrown.ca)  
**Waterfront**, 51 Dockside Drive (Student Success Hub), 416-415-5000 ext. 5301 [wfcareercentre@georgebrown.ca](mailto:wfcareercentre@georgebrown.ca)

**GBCareers** - view job postings and events: [gbcareers.georgebrown.ca](http://gbcareers.georgebrown.ca)

\*Updated Feb 2020