

Online Portfolio Resources



UNIVERSITY OF
GEORGIA
Career Center

What to Include in Your Online Portfolio:

Purpose

What is the purpose of your website? Who will read it? What skills and information do you want to highlight? Your website should reflect your purpose.

Contact Info

Employers should be able to contact you from looking at your website. Include your name, email, and phone number in the header or footer of every page.

Professional Headline

This can be your job title or a more general description of the role you play or want to play, such as "Advertising Professional" or "Marketing Student at the University of Georgia."

A Brief Bio

Here you can provide an About Me page, including any additional information that may not be on your resume or cover letter, such as interests, hobbies, or awards and accomplishments.

Professional Summary

Similar to an elevator pitch, explain to visitors in just a few sentences, what you do and how you can help them. This will encourage visitors to keep reading.

Samples of Your Work

This can include professional photos you've taken, graphic designs, illustrations, writing samples, articles, and/or artwork. Uploading the samples in multiple formats will avoid problems in downloading.

Results

Share quantifiable results from past jobs rather than simply list your responsibilities. Ex: If you increased Twitter followers of an account by 50%, that's much more powerful than saying that you worked in social media. Also, if you can attach rough dollar amounts to any results, even better.

Blog

Include a blog as part of the site, especially if you are a talented writer. Try to be creative.

Videos/Multimedia

Include short videos where you present information or ideas related to your field, short tutorials, or creative explanations of your work. Embed the videos on your website's pages.

Testimonials

Share positive things professionals (former co-workers or bosses, etc.) or clients have said about you.



Enhance Your Creative Skills by Attending a Portfolio School:

- Chicago Portfolio School
- Creative Circus in Atlanta, GA
- Miami Ad School
- Parsons School of Design in New York
- Portfolio Center
- Savannah College of Art & Design
- School of Visual Arts in New York
- The Art Center in Pasadena, CA
- Virginia Commonwealth University Brandcenter

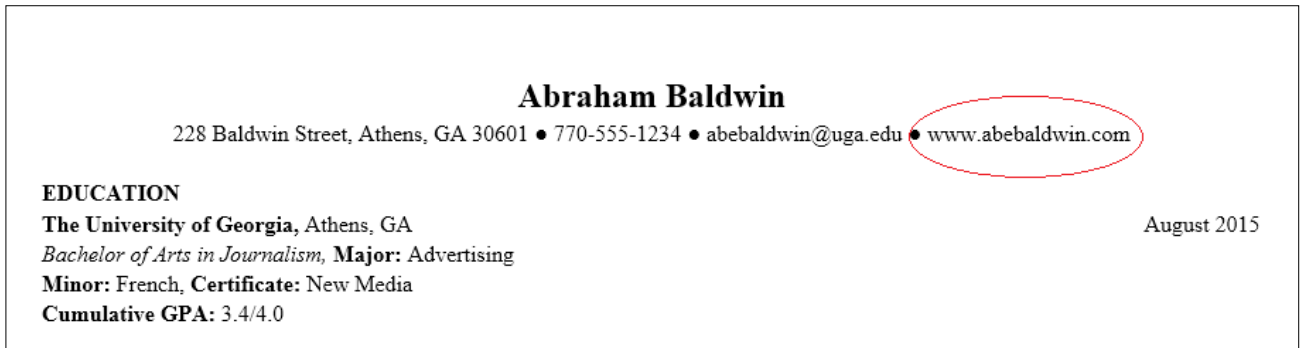
Taken from Forbes magazine article "Why Every Job Seeker Should Have a Personal Website, And What It Should Include," written by Jacquelyn Smith.

Online Portfolio Services

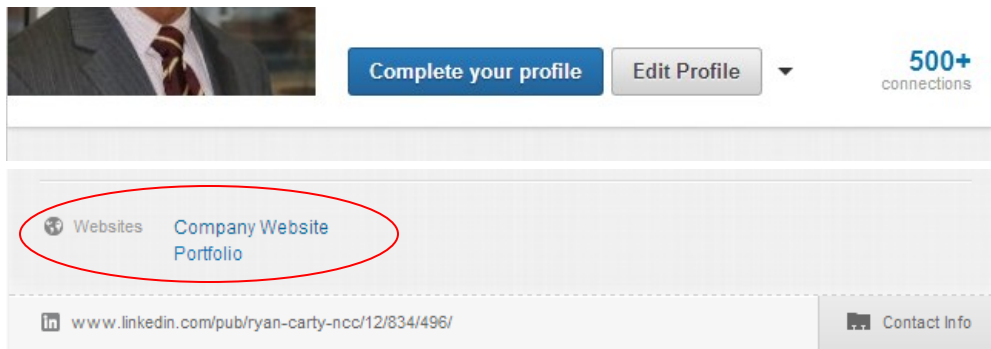
- **About.me:** <https://about.me/>
- **Behance:** www.behance.net/
- **Blogger:** www.blogger.com
- **Cargo Collective:** www.cargocollective.com/
- **Foliotek:** www.foliotek.com/
- **Issuu:** www.issuu.com/
- **LinkedIn:** www.linkedin.com/
- **Pinterest:** www.pinterest.com/
- **Pressfolios:** www.pressfolios.com/
- **Prezi:** <http://prezi.com>
- **Re.Vu:** <http://re.vu/>
- **Squarespace:** <http://squarespace.com/stories>
- **Vimeo:** <https://vimeo.com/>
- **Weebly:** <http://www.weebly.com/>
- **Wix:** <http://www.wix.com/>
- **WordPress:** <http://wordpress.com/>

Where to Include a Link to Your Online Portfolio:

1. At the top of your resume, provide a link to your online portfolio:



2. At the top of your LinkedIn profile page, in the “Contact Info” section, provide a link to your online portfolio:



3. On your business card, provide a link to your online portfolio:



4. In your email signature, provide a link to your online portfolio:

Scott Heinz
4456 Bulldog Street
Athens, GA 30605
(706) 555-1234
sheinz@uga.edu
www.linkedin.com/in/sheinz

5. In your closing paragraph of your cover letter, provide a link to your online portfolio:

Should you require additional information or would like to speak with me further about my qualifications, please contact me by phone at (400) 555-4611, by email at sarap@email.com, or through my website <https://about.me/sarap>. I look forward to hearing from you soon!

Sincerely,
Sarah Dawg