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# Creating A Digital Portfolio

## SELF-MARKETING TOOL

A digital portfolio is a powerful self-marketing tool for showcasing your skills, knowledge, experiences, and accomplishments to potential employers, clients, or academic institutions. It is also a lifelong project and motivator for your own career development.

### SELF-MARKETING TOOL

Showcase your talents

- Build your confidence
- Organize and record your achievements

Use a portfolio for:

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

### WHAT TO INCLUDE:

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

#### PROFILE

- Welcome
- Introduction and Bio; what you did before the career, why you chose this specific field
- Social Media Handles\*
- Your Career Goals
- Work Philosophy/Mission Statement (optional)

#### EDUCATION AND TRAINING

- Certificates, Diplomas and Degrees
- Con-Ed Courses
- Memberships/Certifications/Licenses
- Transcript (optional)

#### SKILLS AND WORK SAMPLES

- Group Projects, Personal Projects, and Reports
- Samples of Work
- Study Abroad/International Experience
- List of Works in Progress
- Materials Promoting Your Work

#### ACKNOWLEDGEMENTS AND AWARDS

- Recognition of Volunteer Service
- Letters of Recommendation
- Honours and Awards
- Performance and Client Evaluations

*\*Add Social Media handles from:*

*LinkedIn, YouTube, Facebook, Pinterest, X, Tumblr, TikTok, Ten thousand coffees, Instagram, Blogger, and others*

*Choose sustainability and conserve resources by opting for digital copies instead of printing. If you require a printer-friendly version, visit our website by scanning the QR code or visiting: [www.georgebrown.ca/careerservices/printedtipsheets](http://www.georgebrown.ca/careerservices/printedtipsheets)*

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## 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 RESUME

A digital portfolio is a personalized way you can market your skills. You can refer to your digital portfolio on your resume, 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. Use web analytics tools to track visitor engagement on your digital portfolio. (optional)

## 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.



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## DIGITAL PORTFOLIO WEBSITES:

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

Once you have your portfolio together, you may get constructive feedback from your program coordinator, professors, or industry professionals possessing both subject matter expertise and current industry insights.

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