Creating a Digital Portfolio

What is a marketing portfolio?
A marketing portfolio is a website or web page that showcases your best work for potential employers or clients. Should give a brief introduction to your professional background and include at least 3 case studies/work samples showing your marketing skills. It should showcase your marketing skills, achievements, and projects you've worked on. Keep in mind that the portfolio itself also demonstrates your use of digital media, copy, and design.

Components of a Digital Marketing Portfolio
- Home page – have 1-2 sentence statement that concisely explains your professional activities and goals. Provide clear links to your portfolio page and work samples.
- "About" section – provides a snapshot of who you are and the value you bring, including an overview of your professional background and credentials. Consider including a high-quality photo of yourself or a formal head shot.
    - Include relevant certifications, training, or achievements
    - Professional bio
    - Resume
    - Links to LinkedIn page and other relevant social media profiles (if including)
- Work samples and case studies
    - Examples of campaigns you've successfully managed
    - Content you've created
    - Metrics that demonstrate success in achieving the desired goals
- Contact information – include an email address where you will respond quickly or a form field created through your website builder that will forward emails to you. Phone number and city are optional; do not list home address.
- Resume
- (Optional) Blog, testimonials, or services page
- (Optional) Link to social media accounts – only link to accounts that are public and have content appropriate for a professional context

Getting Started
1. Choose a hosting platform. Options include WordPress, Wix, Squarespace, Google Sites.
2. Outline your site map, including your page titles. Most portfolio sites have a simple site structure with just 3-5 pages.
3. Write your content.
    a. For your intro section, be concise, choose active verbs, and avoid adverbs and hyperbole.
        - A professional bio might include: job title or workplace; university degree and other qualification; hometown or city of residence; personal or professional goals; mission statement and values; skills and expertise; interests and hobbies.
        - Begin your bio with your first and last name. State your company or brand name. Explain your professional role. Include professional achievements. Discuss your passions and values. (Optional) Mention your personal interests (e.g., family, hometown, hobbies, side projects).

b. For your portfolio section, choose at least 3 project showcases that represent your best work and a diversity of skills.
- Include a brief overview of the project goals, target audience, and strategies used to achieve the desired results.
- Showcase examples of the digital marketing content you created, including graphics, videos, and written copy.
- Highlight any notable metrics, such as engagement rates, conversions, or ROI that demonstrate the success of your projects.

4. Get feedback – be sure to review site from mobile device as well as desktop.
5. Publish and publicize. Share on LinkedIn and other social media; add link to your profiles and email signature. Set up Google Analytics or use your CMS's [content management system's] analytics to track how users are interacting with your website.

Portfolio Examples
- https://blog.copyfol.io/marketing-portfolio-examples
- Demo site using UMass AdLab as a job candidate: https://emiller665.wixsite.com/portfolio-sample

Sources:
- https://careerfoundry.com/en/blog/digital-marketing/marketing-portfolio-examples/
- https://careerfoundry.com/en/blog/digital-marketing/create-marketing-portfolio/
- https://www.wix.com/blog/how-to-create-a-marketing-portfolio
- https://www.wix.com/blog/how-to-write-a-bio

Resources for creating a marketing resume:
- https://careerfoundry.com/en/blog/digital-marketing/marketing-resume-guide/
- https://www.ama.org/marketing-news/8-ways-marketers-can-improve-their-resumes/
- From Isenberg Chase Career Center: https://iconnect.isenberg.umass.edu/channels/resume/