

# EXHIBIT YOUR EXPERIENCE WITH A PROFESSIONAL PORTFOLIO



A standard CV and a cover letter are standard when it comes to applying for jobs. A professional career portfolio can be a creative alternative used in the job search process. A career portfolio has gained popularity in the fields of advertising, public relations, design, architecture, marketing, and is making its way to other areas as well.

A career portfolio allows you to display your experiences and skills innovatively instead of showcasing your education and work experiences in typical listings. It can enhance your presentation skills and gain the interests of recruiters as it includes samples, projects, designs, photographs, videos, etc.

The recruiter gets an accurate image of your experiences and how you can bring about a positive change in the company. Through a creative career portfolio, he/she can see the aspects of your personality, aptitude, experiences clearly which might have gone unnoticed through your resume.

A career portfolio carries considerable significance as it provides a prospective employer to probe into your talent and abilities.

## UNDERSTANDING THE SIGNIFICANCE

### Benefits of Creating a Career Portfolio:

- You can create a creative and clear picture of your professional experiences, skills, education, and accomplishments through your career portfolio.
- A career portfolio can also be extensively used for marketing purposes to show the recruiter your capabilities and performance.

### A Substantial Role of a Professional Career Portfolio in a Job Search:

A career portfolio helps to achieve the following for you:

- Market your accomplishments.
- Documents your skillset.
- Exhibits your experience in multiple fields.
- Describes how you are different from the other candidates for a specific job role.
- Illustrates your expertise in the relevant field.
- Displays your achievements.

## Steps to Create a Professional Career Portfolio

### Step#1: Identify your Capabilities

A professional career portfolio should exhibit your skills, achievements, and past experiences. To make a perfect portfolio, you need to know what career you intend to choose. Understand why you are selecting the respective field and how you would contribute to the job position. You should have clear answers to the following questions:

- What are my abilities?
- What makes me perfect for the relevant job position?
- Which field do I want to choose as my career?
- Why am I creating a career portfolio?
- How can I illustrate my skills, experiences, and achievements for the recruiter?

## **Step#2: Filtration of the Important Materials**

It is crucial to mention material that is relevant to a particular job position. No one likes lengthy portfolios; in fact, it discourages the recruiter as he/she gets hundreds of applications every day. Make your portfolio short and to the point. 15 to 20 pages would be a good length for a portfolio. The right practice is to filter out any irrelevant information and mention only those experiences and skills that are suitable for the job role.

## **Step#3: Presentation**

You need to present your career portfolio creatively and clearly. Try to add tables, captions, and text in an organized and reader-friendly way. Avoid cluttering of words as it will discourage the employer. The presentation also includes the binding and casing of your portfolio which should be creative. Clear captions should be mentioned to gain the reader's attention, stating the importance of items.

Keep your portfolio short and creative with all the essential details. You may add a summary to your portfolio for your recruiter to have a better idea. It should include a purpose statement and describe your achievements. Your portfolio should portray a clear picture of how you are suitable for the mentioned job.

## **Step#4: Maximum Revisions**

It is your job to check for any typos, grammar, and formatting mistakes. Make sure to revise each section of your career portfolio with the guidance from your career counselor. Any error would leave a negative impact on the employer, so your portfolio must be reader-friendly and clearly expressed.

## **Step#5: Distribution of your Career Portfolio**

If the employer has not requested your portfolio, it is okay to take it with you and share it with him/her at the end of the interview. You can also offer it to them during the interview, depending on the flow of the meeting. However, it is up to the recruiter if he/she wants to look at the portfolio at all.

Another thing that you can do is to make abridged versions of your career portfolio for the recruiters. Make sure the copies are well organized and of decent quality. All the points mentioned in the portfolio should be relevant to the job position.

Other options for distributing your career portfolio are through email, CDs, multi-media presentations, or audio/video discs. Electronic portfolios are extensively used these days as they are easy to share and view.

## **Additional Tips:**

- Display those items that are relevant to the job position.
- Mention the best experiences.
- Formatting should be carefully done.
- Designs should have an impact and gain the recruiter's attention.
- Label the portfolio.
- Make sure your portfolio is reader-friendly.
- Make sure it shows your expertise and does not have any typos.



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