

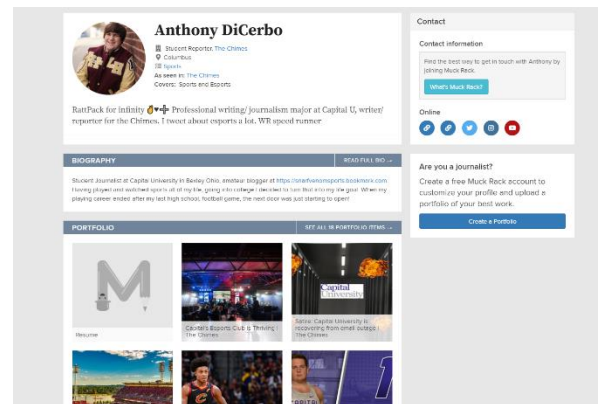
The Portfolio

A portfolio is a binder or website that contains samples of your work:



You can develop your portfolio using a three-ring or similar binder. The binder should be large enough so that the pages turn easily. (You may wish to get one that has an acetate pocket on the cover.) Purchase acetate page protectors that have 3 holes punched on a separate edge outside the pocket, so you don't have to punch holes in your samples. If you have bulky items, you may wish to put in some pages with large pockets, or consider creating a web portfolio.

Web based portfolios are a standard practice. With portions of the hiring process becoming digitalized, having an online based portfolio is a key step for certain positions.

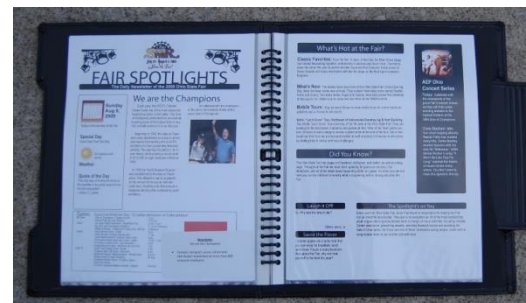


What you might include in your portfolio:

- Your resume, just in case another copy isn't handy
- Organized samples of your work: articles, news releases, other written materials/resources
- Photographs of relevant projects
- Letters of thanks, commendation or recommendation

How to arrange your material:

- Your resume should always be easy to find.
- Since you can tailor your portfolio to fit each position/interview, keep in mind the requirements for each job when deciding which material to include. Each piece should have something particular to say about how you meet the needs of a particular position.
- Keep your work representative. You probably don't need to include everything you've ever done.
- If you worked on a special event, group all materials related to that event (for example, invitations, posters, table tents, menus, thank you letters, photos, etc).



Web portfolios:

- Web based portfolios operate in a similar fashion to a hard copy without the hassle
- They offer large amounts of customization
- Can be as large or as small as you like them to be
- Helps to establish a personal brand
- Increases your overall online presence and visibility

There are many platforms to choose from, but two of the best are Muck Rack for writers and those in public relations, and Behance for those looking to showcase art or photography.



How to present your portfolio:

- Arrange pages/sections in the order in which you want to talk about them, or selectively present them.
- Hold the portfolio so that it faces the interviewer, but make sure that you can see it well. Turn the pages as you change from item to item in a slow, natural manner; make sure they have finished looking at the item before turning the page. Remember: this is a sales presentation.
- It is appropriate to include items in which you were involved, but not necessarily the sole producer. It is during the presentation that you can explain your role.

Your portfolio grows as you do:

- If you're just starting out, you might have a rather slim volume illustrating college work.
- As you add to your portfolio, remove work that no longer illustrates your skill level.

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