Business CAREERHUB

HUB INSIGHTS

A Publication of the Business Career Hub

Strive to Thrive

Career Tips For Ted Rogers Students

These reports leverage the expertise of BCH staff to share best practices for students & alumni.

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How to Build a Professional Portfolio

What is a Portfolio?

A professional portfolio, also known as a career portfolio, showcases your work to clients and readers. By putting it online, you can proudly display your expertise and accomplishments for employers to view. While a resume is a document tailored to a specific job posting, a portfolio is typically not tailored and includes visual examples, or 'proof' of skills.

Why do Employers Value Them?

- they can see your work, rather than just read about it
- they get a sense of your personal brand and style
- they can learn the logic by which you approach projects
- they can see your progression as a young professional
- they can see that you are pro-active in your job search

Examples of Portfolios

Portfolios are commonly used by students and professionals when applying for specific roles in various industries. Here are some examples of both:

Copywriting (Professional)

Social Media (Professional)

Graphic Design (Student)

General Portfolio (Student)

Click each section for Portfolio samples!

Tips for You

- Create a mobile-friendly portfolio
- Utilize high-quality images to showcase your work
- Save work sample files as PDFs or JPGs and upload videos to YouTube or Vimeo

What You Can Include

About Me Section: The ‘About Me’ section is the first portion of your portfolio that clients, visitors, and readers see. It is important to showcase your personality while summarizing your professional experiences. Include your contacts information here.

Resume: your resume showcases your education, experience, activities, accomplishments and skills, as they relate to your employment goals.

Project Descriptions: A brief description of projects that you have worked on, including project goals, challenges, and outcomes.

Best Work: Choose projects which best illustrate your talents and that you are proud sharing with others.

Client Testimonials: This may include positive customer/client feedback about what it is like to work with you. Client feedback provides legitimacy to your practice.

Visuals: Depending on the role, it may make sense to include high-quality images to showcase your creative vision and skill level.

Awards and Recognitions: These may include scholarships and/or professional awards you have earned.

Contact Information: Ensure you can be reached by including your phone number, email address, and social media handles.

How Best to Build a Portfolio

When building a portfolio, especially without industry experience, consider including the following sections: About Me - Resume - Contact Information - Deliverables (student clubs/extracurricular activities, academic work and projects, work samples, and testimonials.)

When creating work samples it would best to base them on ‘real-world’ situations. A great way to show employers your potential is by creating a ‘fake’ work sample. For example, if you are a Digital Marketer, you can create a mock-up of an Instagram post for a company. Make sure you clearly tell them that this is a made-up sample of work you *could* do.

Platforms to Create Your Portfolio

Platform	Free	About this Product
Adobe Express	✓	Adobe Express is a platform that has design, photo, and video capabilities. It has embedded Generative AI into the platform and provides a plethora of templates to choose from.
Wix	✓	Wix emphasizes intuitive design features along with built-in marketing tools with the ultimate goal to support you in creating a stand-out portfolio.
Google Sites	✓	Google Sites has limited functionality compared to the other platforms, however, it can be integrated into other Google Workspace products.
WordPress	✓	WordPress prides itself on lightening speed hosting services, a mobile optimized design, absolute control over the details of your website, and simple website set-up.
Substack	✓	Substack is designed to support writers through the provision of expert advice and insider tips on things like fostering community on the platform, and building a media business.
Squarespace	✗	Squarespace provides users the opportunity to choose a 'one of a kind' layout that best displays your work. It also allows you to expand your network and sell products.

Want to Learn More for Free?

Canva

Canva Learn

Canva Learn provides resources, tutorials, and events to enhance user knowledge of Canva.

WordPress

WordPress provides tutorials, courses, and a community forum to support clients in building their website.

WIX

Wix Learn

Wix Learn is a platform with courses, certificates, and additional resources, that help users build their portfolio.

Visit the Business Career Hub

Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers Newsletter' for a list of upcoming events.

Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. Click here to register for current bootcamps.

Coaching & Mock Interview

For career coaching, interview prep and more, schedule a 1:1 appointment with a Career Consultant or a Co-op Coordinator.

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Staff Contributor
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Hannah, a Career Consultant with a focus on Marketing Management and Law/Business, brings four years of experience from the IT and Recruitment industries. As a former Academic Trainer, specializing in professional skills and project management, she is committed to equipping Ted Rogers students with the necessary tools to achieve their career goals.

Student Contributor
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Sue is a Human Resource Management student in the Ted Rogers Co-op program. Upon graduation, Sue aspires to work in the areas of learning and development, HR analytics, or talent acquisition.

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