

11 Portfolio

LIVING RESUME

What is a portfolio? A portfolio can best be described as a "Living Resume." It is a comprehensive visual overview of your education, activities, accomplishments, and professional experience displayed in a distinctive, portable presentation folder. It is a tool that, if used correctly, will help you to better express yourself during a job interview and relate your qualifications to a potential employer. Having a portfolio in an interview reduces interview anxiety by offering the candidate an acceptable, professional crutch.

PORTFOLIO USERS

Who needs a portfolio? Every professional person should have a portfolio. Anyone who is seeking professional employment in the arts, advertising, business, the sciences, human services, the humanities, the media, or education can benefit from using a portfolio as an enhancement to the job interview. Also, portfolios are beneficial to those who may be seeking a promotion or advancement within their own company or who wish to create their own position.

SHOW & TELL

A portfolio is a valuable tool (or prop) to use and interact with during an interview. It is a tangible collection of artifacts and samples that will help your interview come alive. You should physically practice using your portfolio so that you are comfortable incorporating it into your presentation. Candidates should refer to it during the interview, flipping to specific pages and pointing out specific examples. Using a portfolio as part of your presentation will make you unforgettable. It will make you stand out. It will differentiate you from your competition. It will give you a tremendous edge.

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What goes into a portfolio? The items in your portfolio should parallel items on your resume. An item in your portfolio should support every entry on your resume. These items become physical evidence of the claims you make on your resume regarding your credentials and accomplishments. Begin by gathering together any printed materials associated with your education, activities, and professional experience. Consider any item that presents you in a positive light. Be careful that your portfolio does not take on the look or feel of a scrapbook. You may consider including any of the following items.

- ♦Resume
- ♦Letters of Reference
- ♦Degrees / Diplomas
- ♦Certifications / Licenses
- ♦Statement of Philosophy
- ♦Transcripts
- ♦Awards / Honors
- ♦Membership Certificates
- ♦Samples of Work / Research Papers / Projects
- ♦Detailed Lists of Presentations / Publications
- ♦Photographs
- ♦Evaluations
- ♦Writing Samples / Art Samples
- ♦Flyers / Promotional Pieces / Handouts

MATERIALS

The materials needed to produce an attractive portfolio will include a leatherette presentation folder, binder box, or zippered case (which should be large enough to accommodate 8x10 inch or 8½ x11 inch pages), clear plastic page protectors, and mounting or backing material (usually cardstock in a distinctive solid color). Any accompanying lettering or labeling throughout the portfolio should be printed or typeset.