

BUILDING
YOUR BCDM
PORTFOLIO
WORKSHOP

Agenda



WHAT IS A
PORTFOLIO



A PORTFOLIO IN THE
RECRUITMENT
PROCESS



EXAMPLES



HOW TO START!



WHAT IS A PORTFOLIO?

- A digital document that contains all your Communication & Digital Media work
- A creative professional presentation
- The perfect asset to support your professional CV
- It can be a website, a blog, an IG account, or a PDF document
- It can be the platform to show all the projects you have worked on during your time at IE



RECRUITMENT PROCESS

- **Big corporations:** Extra document in your application
- **Small corporations:** Writing sample
- **Marketing positions:** it positions you above the rest of candidates without a background in Communication & Digital Media
- **Branding positions:** you show them that you really know the tips&tricks of it by branding yourself
- **Entertainment positions:** the only way you can show them how well you manage the editing programs



EXAMPLES

Some examples of good portfolios from professionals in the Media and Communications sector:

- <http://dangolding.com>: staff member's portfolio in here!
- <http://traceylien.com>: The portfolio of a successful international journalist
- <http://www.staffordcontent.com>: A local copywriter's portfolio
- <http://sarahemaleh.com>: A voice-over artist's portfolio
- <http://www.jeannehoward.com>: A critic and arts worker's portfolio
- <http://www.ryanhy.de>: A Swinburne student's portfolio



HOW TO START!

- **Choose the platform you are going to use**
- **Define the purpose of your portfolio:**
 - What do I want my portfolio for?
 - What do I want it to show about me?
- **Define the style of your portfolio:**
 - It's going to be written, images or video?
 - What type of companies am I targeting?
 - What are the colors that represent me?



HOW TO START!

- Things that your Career Advisor considers a must:

- An intro video about you

- A class project

- An extracurricular project

- A personal project

- Who was the project about? Its context

- What was your mission and role?

- The results / outcome

- Who are you?

- What describes you as an individual?

- What are your professional strengths?

- What are your main career interests?

- A quick welcome to your portfolio

Some resources...

Some programs/platforms to use:

- [FORMAT](#), Customizable Portfolio Site
- [PORTFOLIOBOX](#), Crea tu propio portfolio online
- [WIX.com](#), Free online portfolio
- [AdobePortfolio](#), programa Adobe

- More [Portfolio examples](#) form LSU students.
- More [Portfolio examples](#) from Weber State University students
- More [Portfolio examples](#) from DePaul students

- A scientific and motivational article on the importance of an [e-portfolio](#).

Work hard on your
PORTFOLIO