BENNINGTON

Digital Portfolio Guide

When creating your digital portfolio, it's important to keep it focused, visually engaging, and easy to navigate, no matter your discipline. That way you can impress employers quickly and with real impact.

Consider your audience

Ultimately, your portfolio should answer the question, "Why should I hire you?" for employers. Think about what skills, career aspirations, and goals align with your preferred industry and structure your portfolio accordingly.

Choose a building resource

There are many free or inexpensive resources for creating your digital portfolio. Be sure to select a platform that provides a format most appropriate for your preferred industry. It's always useful to research the portfolios of other professionals you look up to in your field to get a sense of how other people present their work. The following is a selection of useful sites for every industry:

- Journalism/Media, English/Writing, and Public Relations
  - [Pressfolios](#)
  - [Clippings.me](#)
- Arts/Design and creative career interests
  - [Crevado](#)
  - [Behance](#)
  - [Carbonmade](#)
  - [PortfolioBox](#)
  - [Cargo Collective](#)
- Any/all fields
  - [Wix](#)
  - [Squarespace](#)
  - [Seelio](#)

Get a domain name

You want to make it easy for potential employers to find you and remember your site. The best way to do this is to purchase a domain with your name in it. It's more powerful to have "yourname.com" as the URL instead of your name after a slash or period. Purchasing a custom domain can cost as little as $10 per year if you use a site like GoDaddy.com or DomainsMadeSimple.com. By having a concise web address, you can also easily link to your digital portfolio from your resume or cover letter.

Generate your content

Your digital portfolio will usually consist of the following pages/sections; however, their organization may depend on the platform you choose to use.

- Homepage
  - This page should be clean and simple and include the basics: name, school (if relevant), and area of study/field of interest.
  - Think of this as your pitch to employers. Include a short, catchy paragraph on how your passions, skills, major, and/or experience make you a valuable asset to employers.
  - It may be helpful to mention (depending on your portfolio's design) how to navigate the page. (For example, "You can find my resume and recent work at the bottom of the page.)
- About Me
  - This is an opportunity for you to give a more personal and detailed version of your homepage section and can include a photo, where you're from, the school you attend, what you study, a summary of relevant work/internship experience and a brief description of your responsibilities, relevant involvements on/off campus, contact info and any other information you feel is important for employers to know about you.
- Selected Works

- ○ Include your best and most relevant work, always putting your best work first.
- ○ On average, portfolios usually include 10-20 works
- ○ Your work should be organized by theme rather than chronologically (e.g. Photography themes could be Portraits, Scenery, Food, Night, etc. Or if you're creating a portfolio as a scientist, your themes might be Research, Publications, etc.)
- ○ You can add subheadings in addition to the title of the work, which can provide additional context for the excerpt, photo, or other media included. Don't be afraid to add personal anecdotes of work that is specific or special to you. A digital portfolio can not only get you a job, but can also gain you contract work based on your expertise. For example, you might write something like: "This series was taken at Niagara Falls. I was commissioned to capture the history by a local gallery and ended up talking to the man you see above. He said his family had been there long before any tourist attractions. His great, great, uncle went down the Niagara in a barrel and lived to tell the tale!"
- ○ Your works may include:
  - ○ Projects
  - ○ Written articles/papers
  - ○ Videos
  - ○ Websites
  - ○ Presentations
  - ○ Any other work you would like a potential employer to see
- ● Resumes
  - ○ Include a PDF version of your resume or create an online version
  - ○ Adjust your resume to fit the particular portfolio theme your are developing. An online resume can have a bit more character than one you would send via email or mail.
- ● Other
  - ○ You can include other pages that might be relevant to the industry to which you're applying, including: quotes from professors or other recommendations, figures, articles or other write-ups you are featured in, testimonials of clients or people you have worked for, photos of you in action (writing, painting, doing an experiment, presenting a project), and/or photos of your work in galleries or being shown or displayed elsewhere. Always be sure that the content you're using is appropriate for a professional context. This is true for all social media outlets that you link to as well. If you have any questions about whether content is appropriate or not, share your site with an FWT Staff member or a faculty member in your discipline.

We're here to help!
Stop by Barn 112 or book an appointment on Genbook to meet with an FWT & CDO Staff member. You can also email your digital portfolio to fwt@bennington.edu for feedback. If you are applying to a specific job, include the job description in your email.