



## Job Search Portfolio:

Maximizing Your Employment  
Potential!



# Portfolio

## This Tutorial Will Review:

- What a Job Search Portfolio is
- Using Artifacts
- How to organize your portfolio
- How to use a Job Search Portfolio to your advantage
- Important Tips
- Additional helpful resources

## What Is A Job Search Portfolio?

- Most people think that portfolios are only used by artists and designers to show their work to potential employers, but portfolios can be used for just about *any* field of work.
- A portfolio is a collection of artifacts which helps to demonstrate and prove that you have the skills/personal characteristics/knowledge you say you have.

## How Should I Organize My Portfolio?

1. **Title Page** – Use this page to include your name and all contact information. You may also want to write that it is a job search portfolio. To see an example, click [here](#).
2. **Statement of Originality** – This claims your work is original and requests confidentiality from employers. To see an example, click [here](#).
3. **Table of Contents** – Clearly present each section of your portfolio in your table of contents so that it is extremely easy for you and/or interviewer to find relevant information quickly. A good way to create a professional-looking Table of Contents is to buy dividers from a stationary store with a table of contents included that can be printed on. To see an example, click [here](#).

## How Should I Organize My Portfolio?

4. **Work Philosophy/Mission Statement** – This is an outline of who you are, why you are different and what your beliefs are about the future of the industry. It should be no longer than four sentences. To see an example, click [here](#).
5. **Career Goals** – State 3 to 5 career-focused, professional goals. Be very specific. To see an example, click [here](#).
6. **Resume & Business Cards** – Include a copy of your tailored resume as well as a business or networking card.
7. **Degrees, Certifications and Professional Memberships** – This is where you can include the official documents to prove that you have the degrees and/or certifications needed to do the job (remember to include copies, not the originals!).

## How Should I Organize My Portfolio?

8. **Skills, Abilities and Marketable Qualities** – This is the section where you can prove you have the skills and abilities the employer is looking for by providing artifacts that demonstrate these skills and abilities. You will learn more about artifacts next.
9. **Mini-Biographies of the People Mentioned in Portfolio** – This isn't absolutely necessary but including a page of mini-biographies of the people and/or groups you've mentioned will help the reader put your content into context.
10. **References** – Have is a list of references on a separate piece of paper (not on your resume). Take a few copies so that you can hand them out to those who interview you. To see an example, click [here](#).

## What Artifacts Should I Put In My Portfolio?

- A goal setting sheet or calendar used to keep yourself organized.
- Attendance record.
- Awards, trophies and plaques received.
- News articles about you or something you were involved in.
- Your degree, transcripts, course descriptions etc.

## What Artifacts Should I Put In My Portfolio?

- Leadership activities (role listed in club newsletter, leadership certificate etc)
- Writing sample or articles you have published
- Evidence of interest in and exposure to more than one culture, proof of foreign travel/study
- Letters of reference or appreciation from past employers
- Sports honours and affiliations

## How Do I Use My Portfolio To Get A Job?

- Just having a portfolio will make you more aware of your *strengths* and the experiences you have to prove them.
- At the bottom of your resume, state 'References and Professional Portfolio available Upon Request' so that employers will *expect* it.
- You may choose to have a hard copy portfolio or an electronic portfolio. It will depend on your field and own personal preference. You may even want to have *both* because each is useful in different circumstances.
- When you get to the interview, have your portfolio ready and *ask permission* to use it.
- It is most effectively used when you *immediately address* each individual question rather than waiting until the end to show everything.
- Clearly explain why you are showing each document and *connect* it to the interview question being asked.

## Tips

- Be honest.
- Put all items in a zippered 3-ring binder (cloth, leather, vinyl).
- Separate sections clearly using tabs.
- Use sheet protectors for every page
- Use copies of your artifacts (don't include the originals, you don't want to lose/damage them).
- Omit page numbers.
- Make it easy to read and visually pleasing.

## Tips

- Don't try to fit too much onto one page – use white space to increase readability.
- Keep they style consistent throughout.
- Use colour in your portfolio.
- Use high quality paper, printers and materials whenever possible.
- Have a few people look through it and provide feedback.
- Practice using it with friends, family and an employment counsellor.
- Keep updating regularly.

## Additional Resources

### Other E-tutorials:

- [Resumes That Get Results](#)
- [Cover Letter](#)
- [Using the Career Vault](#)
- [Job Search](#)
- [Interview Skills](#)

### Video tutorials on YouTube:

- [How to create a portfolio](#)
- [Importance of a portfolio](#)

### Websites:

- [Electronic Portfolio](#)
- [Portfolio Library](#)

## Contact Us:

The Career Development and Employment Centre plays an integral role in launching students on their path to career success and becoming Ryerson's "Leaders of Tomorrow"

- Location: Podium Building, POD 60
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