

resource library

two: building your online portfolio/brand



**CAREER
DEVELOPMENT**

building your online portfolio

- 01 eportfolios@macaulay
- 02 building a great student profile or linkedin
- 03 linkedin profile development checklist
- 04 tips for computer science/graphic design portfolios

eportfolios@macaulay

what is an 'eportfolio?'

Learning takes many shapes and forms. There are many ways to remember, think about and display what you're learning. During the 17th century and beyond, an educated person would often assemble a "cabinet of curiosities," a small, personal museum to bring together the moments and process of learning in a place for recalling, reflecting, and sharing.

That's what an eportfolio can be for you. It's a digital "place," an online cabinet of curiosities, a museum of you. You get to build it, put your artifacts into it, design it, redesign it, think about, show it to other people, get their comments, and tell them what you think. Your eportfolio, during the time you're a Macaulay student and beyond, is a vital piece of your digital identity.

Eportfolios can work as a blog, a website, and/or a portfolio. It uses WordPress so you can design and mold it into whatever you want it to be. Best part about it...it's free to use! Click the link below to learn more about eportfolios and how you can start your own.



[link to eportfolios@macaulay](#)

building a great student profile on linkedin

showcase your experience and interests

1. Craft an informative profile headline

Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand, such as “Student, National University” or “Recent honors grad seeking marketing position.” Check out the profiles of students and recent alums you admire for ideas and inspiration.

2. Pick an appropriate photo

LinkedIn is not Facebook. If you choose to post a photograph—and we recommend that you do—select a professional, high-quality headshot of you alone. That means no party photos, cartoon avatars, or cute pics of your puppy.

3. Show off your education

Include information about all institutions you’ve attended. Include your major and minor if you have one, as well as highlights of your activities. It’s also appropriate to include study abroad programs and summer institutes. Don’t be shy—your LinkedIn profile is an appropriate place to show off your strong GPA and any honors or awards you’ve won

4. Develop a professional summary

Your summary statement should resemble the first few paragraphs of your best-written cover letter—concise and confident about your goals and qualifications. Include relevant internships, volunteer work, and extracurricular activities. Present your summary statement in short blocks of text or bullet points for easy reading.

5. Fill “Specialties” with keywords

“Specialties” is the place to include key words and phrases that a recruiter or hiring manager might type into a search engine to find a person like you. The best place to find relevant keywords is in the job listings that appeal to you and the profiles of people who currently hold the kinds of positions you want.

6. Update your status weekly

A great way to stay on other people’s radar screens and enhance your professional image is to update your status at least once a week. Tell people about events you’re attending, major projects you’ve completed, professional books you’re reading, or any other news that you would tell someone at a networking reception or on a quick catch-up phone call.

7. Show your connectedness

Joining Groups and displaying the group badges on your profile are perfect ways to fill out the professionalism of your profile and show your desire to connect to people with whom you have something in common. Most students start by joining their university’s LinkedIn group as well as the larger industry groups related to the career they want to pursue.

8. Collect diverse recommendations

The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held. Think about soliciting recommendations from professors, internship coordinators, and colleagues, employers, and professional mentors.

9. Claim your unique LinkedIn URL

To increase the professional results that appear when people type your name into a search engine, set your LinkedIn profile to “public” and claim a unique URL for your profile.

10. Share your work

A final way to enhance your LinkedIn profile is to add examples of your writing, design work, or other accomplishments by displaying URLs or adding LinkedIn Applications. By including URLs, you can direct people to your website, blog, or Twitter feed. Through Applications, you can share a PowerPoint or store a downloadable version of your resume.

—This text is courtesy of LinkedIn.



LinkedIn Profile Checklist

PHOTO: It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

HEADLINE: Tell people what you're excited about now and the cool things you want to do in the future.

SUMMARY: Describe what motivates you, what you're skilled at, and what's next.

EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

David Xiao
Econ Major and Aspiring Financial Analyst
San Francisco Bay Area | Financial Services

Previous Berkeley Ventures
Education University of California, Berkeley

[Improve your profile](#) [Edit Profile](#) 153 connections

www.linkedin.com/m/davidxiao/ [Contact Info](#)

Background

Summary

I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing?

As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.

Experience

Venture Capital Internship BERKELEY VENTURES
Berkeley Ventures
May 2013 – September 2013 (5 months) | Berkeley, CA

Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.

INTRODUCTION TO VENTURE CAPITAL
David Xiao

A presentation I gave to my classmates, based on what I learned at Berkeley Ventures

Organizations

Berkeley A Capella
Lead Singer
March 2012 – Present

Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.

Continued >>

EDUCATION: Starting with college, list all the educational experiences you've had - including summer programs.

VOLUNTEER EXPERIENCE & CAUSES: Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

SKILLS & EXPERTISE: Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

HONORS & AWARDS: If you earned a prize in or out of school, don't be shy. Let the world know about it!

COURSES: List the classes that show off the skills and interests you're most excited about.

PROJECTS: Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

RECOMMENDATIONS: Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

Education

University of California, Berkeley
Economics, B.A.
2010 – 2014 (expected)



Volunteer Experience & Causes

Big Buddy

Skyline High School

September 2012 – May 2013 (9 months) | Education

Mentored an Oakland high school student through the college application process, helping him get into his dream school.

Skills & Expertise

Most endorsed for...

12 Economics

11 Start-ups

10 Due Diligence

10 Venture Capital

10 Management



Honors & Awards

The Achievement Award Program

UC Berkeley

Four-year scholarship awarded to community-minded students with a proven track record of academic success.

Courses

University of California, Berkeley

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (182)
- Public Economics (230A)

Projects

Venture Capital Financing in India

May 2013

For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

5 team members



David Xiao

Econ Major and Aspiring Financial Anal...



Paul Smith

Student at UC Berkeley

Recommendations

Received (2) ▾

Venture Capital Internship

Berkeley Ventures



Tim Lee

Partner

“David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim managed

tips for computer science/ graphic design portfolios

for both computer science and graphic design majors

For both computer science and graphic design majors, creating a shareable portfolio that can be linked to your resume, is just as important as the resume itself. Creating a shareable portfolio that can be linked to your resume is just as important as the resume itself. A portfolio showcases your completed projects or tasks in progress, and could be as simple as a personal blog with links to your sample work.

Alternatively, you can host your portfolio on a site. Great sites for hosting computer science portfolios include [Github](#), [Bitbucket](#), and [Stack Overflow](#). Don't forget to post quick links to your projects on other professional profiles such as LinkedIn.

for graphic designers

For graphic designers, Design Instruct has a fantastic list of 15 free online portfolio hosting sites found here: <http://designinstruct.com/roundups/free-online-portfolio/>

For more tips on building an online graphic design portfolio, check out this helpful article: <http://www.howdesign.com/design-career/resume-portfolio/graphic-design-portfolios-new-online-resume-design/>