

Lesson 2.7 e-Portfolio presentation

BY LINA WANG

Learning Activities

- 1) Review of Lesson 2.6 Self/ personal branding
- 2) Homework check:
 - Cover letter writing
 - e-Portfolio building
- 3) e-Portfolio presentation
- 4) Homework



Review of Lesson 2.5

Review of Lesson 2.5 – Self/ personal branding

- ▶ What is personal branding?

Everyone is the CEO of Me Inc!

- ▶ What are the four steps of the branding process?
- ▶ What are the tangible and intangible channels of communication of personal branding?

Be YOU!

Improve YOU!

Confidently market YOU!

Homework check

Do you have any questions on your cover letter writing (in Chinese and English)?

Do you have any questions on creating your own e-Portfolio?

Google site (you need an Gmail account)

- ▶ An e-Portfolio—also known as electronic/online portfolio—is a collection of artifacts, projects, documents, and other items that endorse an individual for specific knowledge, skills, and abilities.



Online portfolios allow you to:

- demonstrate your ability to effectively utilize and embrace innovative ideas and technology
- highlight relevant major coursework, projects, and experience that demonstrate your skill development for a specific job
- represent yourself and your skills in a lively, interactive, attractive format with examples of real work
- showcase your understanding of how you can apply what you have learned

Why Use a Career e-Portfolio?

- ▶ Your career e-Portfolio, much like your resume, is a demonstration of your skills, abilities, and achievements as they relate to the type of position you are seeking. Additionally, you can now include **text, files, images, multimedia, blog entries, links, audio, and video**.
- ▶ Creating a digital portfolio for a specific job listing can demonstrate your professional capabilities and make you more attractive to employers. It is also a quick way for employers to access your relevant projects and accomplishments.
- ▶ All of the information provided in your e-portfolio should be **employer focused**. This means asking, “What can I do for the employer? How can my skills and experience add value to the employer? What skills, attributes, learning, etc. can I demonstrate that can be used in the employer’s environment?”
- ▶ <https://ischool.sjsu.edu/career-e-portfolios-landing-job>

5 Tips to Effectively Use an e-Portfolio in the Job Search Process

- ▶ **1. Share your e-Portfolio everywhere.** Include your e-Portfolio link in your e-mail signature, on your business cards, in your professional social media posts, and in your contact information, in the heading of your resume, and in the closing paragraph of your cover letter.
- ▶ **2. Show; don't tell.**
- ▶ **3. Never underestimate the power of a hobby or passion.** Being part of a club, volunteering, playing a sport, or traveling can endorse an individual for qualities and skills such as discipline, collaboration, persistence, resilience, curiosity, and intercultural awareness.
- ▶ **4. Have variety in your e-Portfolio.** Don't just focus on one area in your e-Portfolio.
- ▶ **5. Update your e-Portfolio regularly.**

▶ <https://trainingmag.com/5-tips-to-effectively-use-an-eportfolio-in-the-job-search-process/>

More e-Portfolio examples

- ▶ <https://www.ulethbridge.ca/education/resources/eportfolios/sample-portfolio>

Top Portfolio Website Builders of 2024

Design your online portfolio

These website builders are the best in the business for helping you create a stunning online portfolio. Get started creating yours today.

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Our Top 3 Portfolio Site Builders



Excellent
★★★★★ 9.1

Easily create an SEO-ready site

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We Recommend



Exceptional
★★★★★ 9.8

Best all-around flexible builder

[Learn More →](#)



Excellent
★★★★★ 9.0

Templates designed for success

[Learn More →](#)





CREATIVE PORTFOLIO

Showcasing My Artistry

Embark on a visual journey through my diverse portfolio, where each project tells a unique story of creativity and innovation. Discover the passion and dedication behind each creation.

[View More](#)

▶ [Wix.com](#)

Project Title

This is where the project description goes. Give an overview or go in depth - what it's all about, what inspired you, how you created it, or anything else you'd like visitors to know. To add Project descriptions, go to Manage Projects.

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e-Portfolio presentation

Points to remember:

- ▶ Clearly present your e-Portfolio like in a professional scenario.
- ▶ Q & A session after the presentation
- ▶ **Post-presentation task:**
- ▶ 1) Discussion: overall feedback and suggestions
- ▶ 2) Listening carefully and take notes and retell one of your peer's qualities or/and achievements



**WE ARE
HIRING**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy erat ererreatrer to the volutpat.

POSITIONS OPEN

- FRONT DESK OFFICER
- AREA MANAGER
- SALES OFFICER
- ADMIN EXECUTIVE
- Sales Associate
- Sr. Graphic Designer
- Customer Service
- Data Anyalist
- Validation Analyst
- iOS Developer
- Java Developer

Please send your CV to hr@domain.com

Practice

1. To brainstorm:

- ▶ What is your competitive edge now? In the college?
- ▶ What is your competitive edge in five years? In 15 years?

How to gain a competitive advantage

- ▶ Clear self-knowledge; Maintain your skills.
- ▶ Add value to the company/ college/ department, etc.
- ▶ Develop new skills – lifelong learning
- ▶ Improve interpersonal skills (**soft skills**)
- ▶ Communicate effectively.
- ▶ **Exceed expectations.**

Hard skills

- Bilingual or multilingual
- Database management
- Adobe software suite
- Network security
- SEO/SEM marketing
- Statistical analysis
- Data mining
- App development
- UX design
- Campaign management
- Storage systems and management
- Programming languages
(Python, Javascript, Swift)

Soft skills

- Integrity
- Dependability
- Effective communication
- Open-mindedness
- Teamwork
- Creativity
- Problem-solving
- Critical thinking
- Adaptability
- Organization
- Willingness to learn
- Empathy

Soft skills are personal habits and traits that shape how you work, on your own and with others



Tips for gaining a competitive advantage

- ▶ **Invest in yourself**
- ▶ **Join a professional association**
- ▶ **Lean into challenges**
- ▶ **Hone your leadership skills**
- ▶ Look for any opportunity to take leadership responsibilities at work. As a leader, you'll be able to practice a variety of skills, including communication, negotiation, management and collaboration. Leadership roles also improve your visibility and professional reputation.
- ▶ **Seek feedback, feedback, feedback**

▶ <https://www.astoncarter.com/en/insights/articles/5-ways-to-gain-a-competitive-advantage-in-your-field>

▶ <https://www.indeed.com/career-advice/career-development/gain-competitive-advantage-in-your-career>

Practice

2. To read & think

Homework

1. Write two cover letters – one in Chinese and one in English for a summer intern/ part-time position with the template given

Hand it in by 8:00pm Sunday, June 16.

2. To build your e-Portfolio stronger with more contents – artifacts, pictures, transcripts, videos, etc.