

# Portfolio Building



## Session Outlines

- Introduction about freelancing sessions and coaching program

- What is the difference between portfolio and Resume?

- Portfolio Meaning, Formats and Components

- Freelancing Portfolio Do's and Don't

## Session Outlines

- Practice top AI Tools to create an attractive portfolio
- Successful Portfolio Checklist

# Activity

**Ice-breaker**



# What is the difference between **portfolio** and **Resume**?



# Case-study

## Omar Hussien

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Cairo, Egypt

### OPERATIONS MANAGER

A results-oriented Operations Manager with experience in media management and leadership roles. Led and managed media operations in North America and across APAC. Expertise in leading teams to improve performance, customer loyalty, and forging partnerships with internal and external partners. Specializes in helping companies launch new media services and products, from concept to roll-out. Extensive experience in the development and implementation of subscription video-on-demand over-the-top streaming products.

### KEY COMPETENCIES

P&L Management	Financial reporting	Team leadership
Strategic planning	Negotiations	Communication
Client relationships	Business development	Operations management

### PROFESSIONAL EXPERIENCE

#### Arowwai Industries Operations Manager

Oct 2020 - Present

Lead nation-wide operations, achieving growth of 120% in two years. Spearheaded the development and implementation of subscription video-on-demand over-the-top streaming products. Improved employee retention by adopting a new internal communications methodology and restructured employee benefits.

##### Accomplishments:

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#### Hanover and Tyke Business Development Manager

Nov 2018 - Sept 2020

Lead operations, achieving growth of 180% in two years. Hired a new application consultant to help improve team capabilities.

##### Accomplishments:

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#### Timmerman Industries

##### Operations Manager

Feb 2017 - Nov 2018

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##### Accomplishments:

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#### Hanover and Tyke

##### Business Development Manager

April 2013 - Feb 2017

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##### Accomplishments:

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### EDUCATION

#### Ginyard International Co.

Graduate Diploma in Business Administration

#### Ginyard International Co.

Bachelor of Business (Honours)

#### Wardiere Inc.

Graduate Certificate in Human Resource Management

# Case-study

**upwork** Find talent ▾ Find work ▾ Why Upwork ▾ Enterprise

Search

Talent ▾

Log in

Sign up

Development & IT AI Services Design & Creative Sales & Marketing Admin & Customer Support More ▾



**Steven H.** 

Share 

 New Rochelle, United States

 100% Job Success

 Top Rated Plus

[View profile](#)

Illustration

All work 

Ready to work with Steven H.?

[Sign up](#)

Already have an account? [Log in](#)

**Versatile graphic designer & illustrator.**

\$125.00/hr

A versatile, meticulous, and imaginative graphic designer, I have a strong background in traditional and digital illustration, as well as years of experience working with large-scale clients at both the agency and freelance levels.

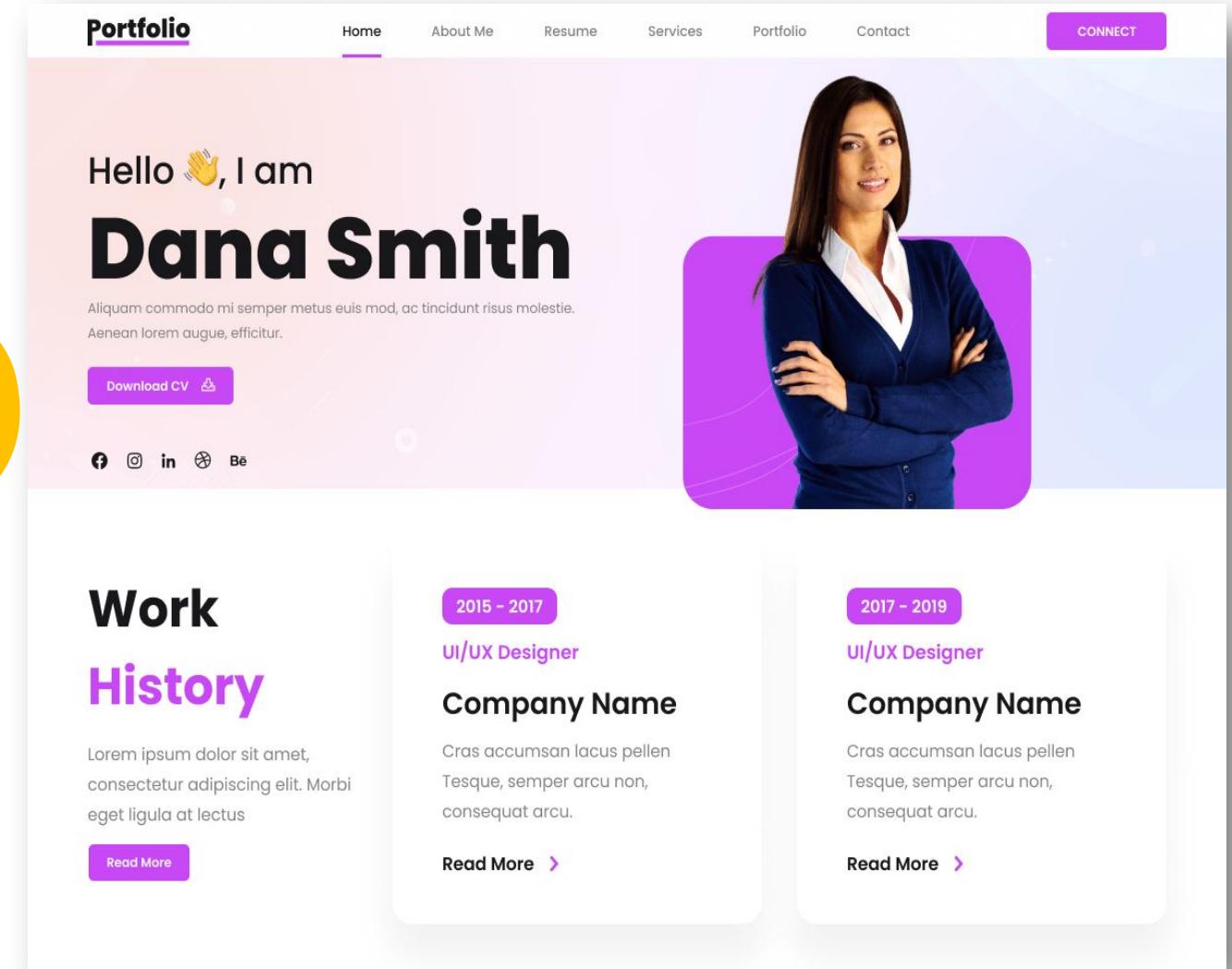
I was able to lay the foundation for my craft as an in-house designer, learning the importance of thinking on my feet, sticking to deadlines, and approaching projects as part of a team. I gained expertise in the nuances of print production and realized the true significance that design holds in sales and marketing efforts. Rebuilding my career in the freelance realm has enhanced my appreciation for and knowledge of social media integration and an online presence. I have gained the organizational aptitude necessary for managing multiple projects at once and honed communication skills that facilitate effective implementation of my clients' design needs.

## The Difference Between A Resume, and A Portfolio

	<b>Resume</b>	<b>Portfolio</b>
<b>Definition</b>	A résumé is a document created and used by a person to present their background, skills, and accomplishments. Most employers request this common style of documenting skills and credentials.	A portfolio, also known as a professional or career portfolio, showcases a person's skills and abilities in creative roles like design, writing, teaching, project management, and technology, often including qualifications and work experience.
<b>Structure</b>	One page in length (two is acceptable only if you have many years of relevant experience). Showcases education and experience. Summarize your skill sets with strong action verbs in a concise manner. Resumes should be tailored to each job/industry.	A portfolio, typically in digital format, showcases your work throughout your career, including photos, designs, articles, project templates, or lesson plans. It can be hosted on a personal website, content management system, or PDF.

# Simulation on Portfolio Building

Presener's Name



The image shows a portfolio website template. At the top, there is a navigation bar with links: Portfolio (which is underlined), Home, About Me, Resume, Services, Portfolio, Contact, and a purple CONNECT button. Below the navigation is a large hero section featuring a woman named Dana Smith with her arms crossed, smiling. The text "Hello 🙌, I am" is followed by her name "Dana Smith" in large bold letters. A short bio follows: "Aliquam commodo mi semper metus euis mod, ac tincidunt risus molestie. Aenean lorem augue, efficitur." Below this is a "Download CV" button and social media icons for Facebook, Instagram, LinkedIn, and Behance. The main content area has a section titled "Work History" with a purple "Read More" button. It lists two work experiences: "2015 - 2017 UI/UX Designer at Company Name" and "2017 - 2019 UI/UX Designer at Company Name". Each entry includes a short description and a "Read More" button.

**Portfolio** Home About Me Resume Services Portfolio Contact CONNECT

Hello 🙌, I am

# Dana Smith

Aliquam commodo mi semper metus euis mod, ac tincidunt risus molestie. Aenean lorem augue, efficitur.

Download CV

f i n Bē

## Work History

2015 - 2017  
UI/UX Designer  
Company Name

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consequat arcu.

Read More

2017 - 2019  
UI/UX Designer  
Company Name

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consequat arcu.

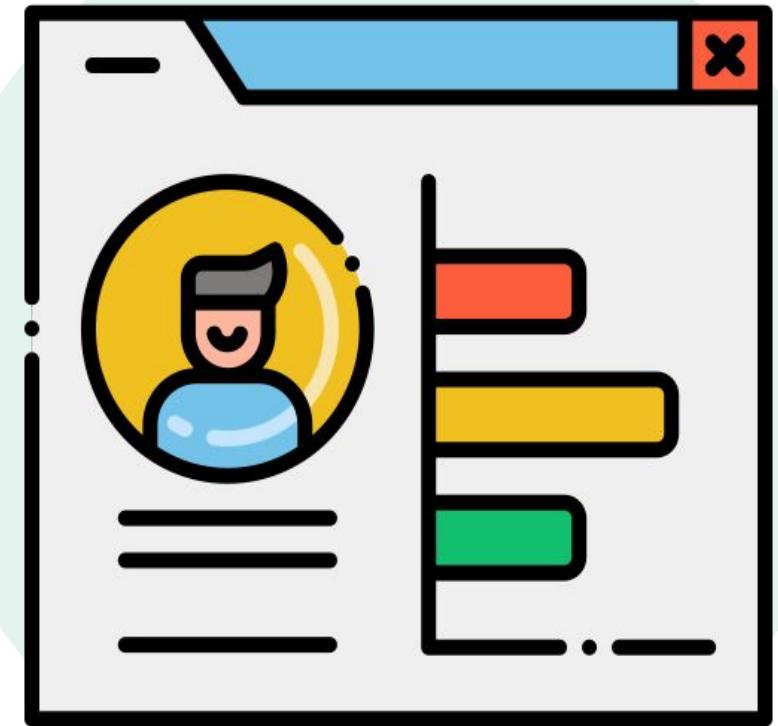
Read More



# ?What is a portfolio

# Portfolio is

- A collection of **your best work** that can be used as a tool to display your skills, expertise, and experience in your niche



**Freelancers can present their portfolios in various formats, each with unique advantages:**

1. Personal Website
2. PDF Document
3. Portfolio Platforms



# Portfolio Components

01

## Cover

- Use a strong visual that represents your niche and brand.
- Include your name and title prominently.



02

## About

**Introduce yourself and tell your story!**

- Briefly highlight your skills and experience, but focus on the value you bring to clients.
- Add a touch of personality to make a connection.



# EXAMPLE

I'm Stacy McKenna! I'm a professional wedding photographer based in Austin, Texas. My passion for photography started when I received my first camera at 10 years old, and I haven't looked back since. 20 years later, I'm proud to say that I've captured beautiful moments at over 300 weddings at churches, beaches, ballrooms, banquet halls — you name it! Check out my portfolio here to see for yourself.

The reason so many couples say, "I do," to my services? I work with your budget to create a customized package so you don't have to compromise when it comes to your big day. I also offer premium photo editing services and work with a qualified team so we capture every special moment in all of its glory. Contact me today to learn more!

03

## Education

- List your relevant educational background if it strengthens your credibility.
- Focus on degrees, certifications, or training programs valuable to your niche



The education section features a large title "EDUCATION" in white serif font at the top. Below it, two entries are shown in white text on a dark background. Each entry includes a circular profile picture on the right. The first entry is for "University of Larana Inc" from 2015 - 2017, with a placeholder text block. The second entry is for "University of Salford" from 2017 - 2019, also with a placeholder text block.

Education Details	Description
University of Larana Inc 2015 - 2017	<p>Lore ipsum dolor sit amet, consectetur adipiscing elit,sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.</p>
University of Salford 2017 - 2019	<p>Lore ipsum dolor sit amet, consectetur adipiscing elit,sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.</p>

04

## Skills

Introduce yourself and tell your story!

- Briefly highlight your skills and experience, but focus on the value you bring to clients.
- Add a touch of personality to make a connection.

### SKILL

- Drawing
- Illustration
- Copywriter
- Graphic Design
- Marketing
- Management



05

## Work Experience

Consider including relevant past jobs:

- If you have previous employment experience that relates to your freelance skills, you can include it here.



06

## Offered Services

**Be clear and concise about what you can do for clients**

- Use keywords clients might search for.
- Consider tailoring this section based on your target audience.

Our Services presentation template

*Lorem ipsum is simply dummy text of the printing and typesetting industry.*



*Lorem ipsum is simply dummy text of the printing and typesetting industry.*

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*Lorem ipsum is simply dummy text of the printing and typesetting industry.*

07

## Projects (Previous Work)

**This is the heart of your portfolio!**

- Showcase your best work that directly targets your niche.
- Include a mix of formats relevant to your field (written content, graphic design samples, code snippets, etc.).
- Consider using case studies to tell the story behind the project's impact.
- Ensure high-quality visuals, clear descriptions, and links to the work if applicable.

# PROJECT

GRAPHIC DESIGNER

*Lorem ipsum dolor sit amet, consectetur adipiscing elit,sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.*



# PROJECT 02



ILLUSTRATION

*Lorem ipsum dolor sit amet, consectetur adipiscing elit,sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.*

08

## Achievement

- Do you have any awards, recognitions, or publications in your field?
- Briefly showcase them for social proof.



The template features a dark background with a light brown vertical bar on the left. At the top right, the word "ACHIEVEMENT" is written in large, white, serif capital letters. Below it, there are two sections, each consisting of a circular icon with a ribbon, a name, and a short text blurb. A horizontal line separates the two sections. In the center, there is a small, semi-transparent circular image showing hands working on a craft project.

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09

# Testimonials

Positive feedback from satisfied clients builds trust

- Include quotes or short videos from past clients about their experience working with you



## Call to Action and Contact Information

**Make it easy for clients to reach you**

- Include a clear and easy way for potential clients to contact you, like an email address or a contact form.



11

# Thank You

# THANK YOU

*Lorem ipsum dolor sit amet, consectetur adipiscing elit,sed do eiusmod tempor  
incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.*

# **Freelancing Portfolio Do's and Don't**

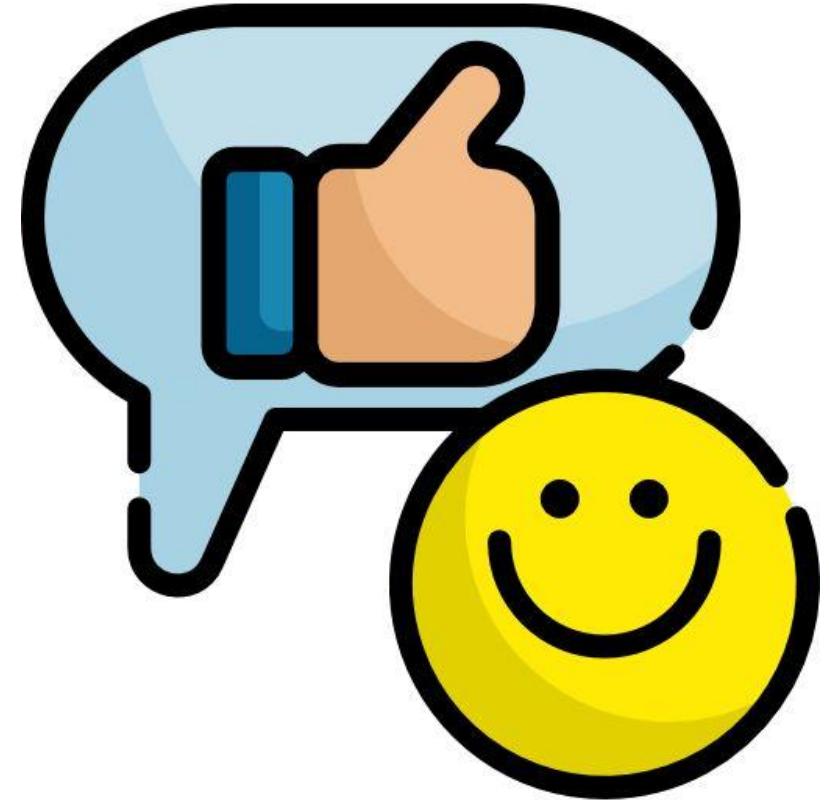
## Do:

 Focus on your niche

 Showcase your best work

 Tell a story

 Maintain a clean and professional design



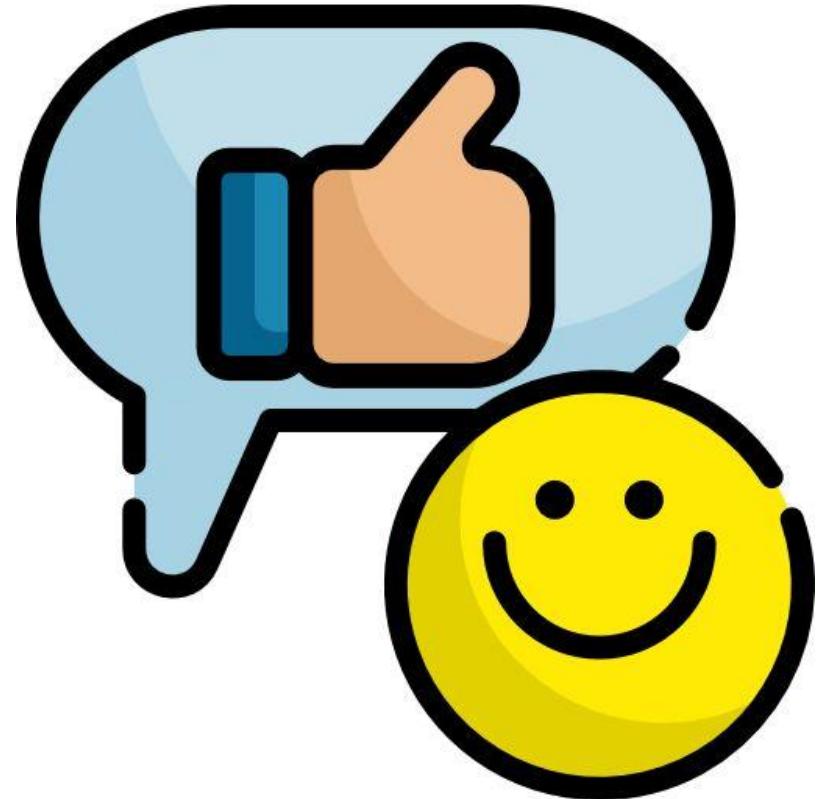
## Do:

 **Make it mobile-friendly**

 **Include a clear call to action**

 **Proofread everything**

 **Keep it updated**



# Don't:

-  **Include irrelevant information**
-  **Lack a call to action**
-  **Overwhelm viewers with too much content**
-  **Make it difficult to navigate**



# Don't:



**Forget mobile optimization**



**Use poor quality work**



**Use unprofessional language**



**Practice top AI Tools to create an attractive portfolio**



**Portfolio Design**





**ChatGPT**



**Poe**

**Gemini**

**Portfolio Content**



## **Activity : Choose Your Portfolio Design**

## **Activity : Create your Portfolio Content**

# Successful Portfolio **Checklist**

- Targets Your Niche
- Highlights Strongest Work
- Tells a Story
- Clear Value Proposition
- Easy Contact Information

# Successful Portfolio **Checklist**

- Strong Call to Action
- Professional and Clean Design
- High-Quality Visuals
- Proofread Everything

**Create your USP Statement in English  
and Arabic**

**Create your Professional Portfolio**



# Thank You !

