

Portfolio Building



- 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?



Omar Hussien

+123-456-7890 · omar_hussien@gmail.com · <https://www.behance.net/omarhussien>
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
Strategic planning
Client relationships

Financial reporting
Negotiations
Business development

Team leadership
Communication
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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Hanover and Tyke Business Development Manager

April 2013 - Feb 2017

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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

upwork

Find talent ▾

Find work ▾

Why Upwork ▾

Enterprise

Q 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.

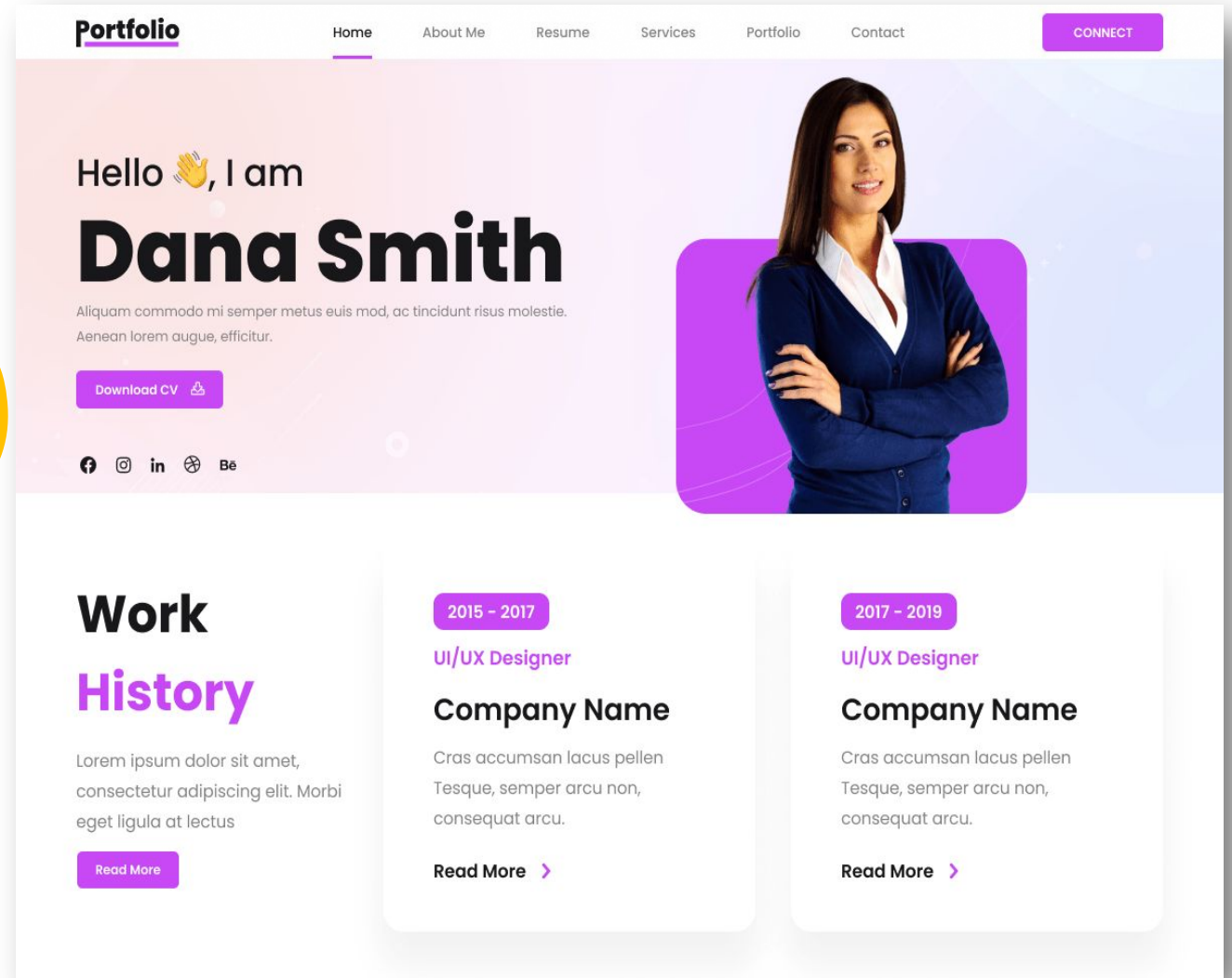
I was able to lay the foundation for my craft as an in-house designer, learning the importance of thinking on my feet, sticking to deadlines, and approaching projects as part of a team. I gained expertise in the nuances of print production and realized the true significance that design holds in sales 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

	Resume	Portfolio
Definition	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.
Structure	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

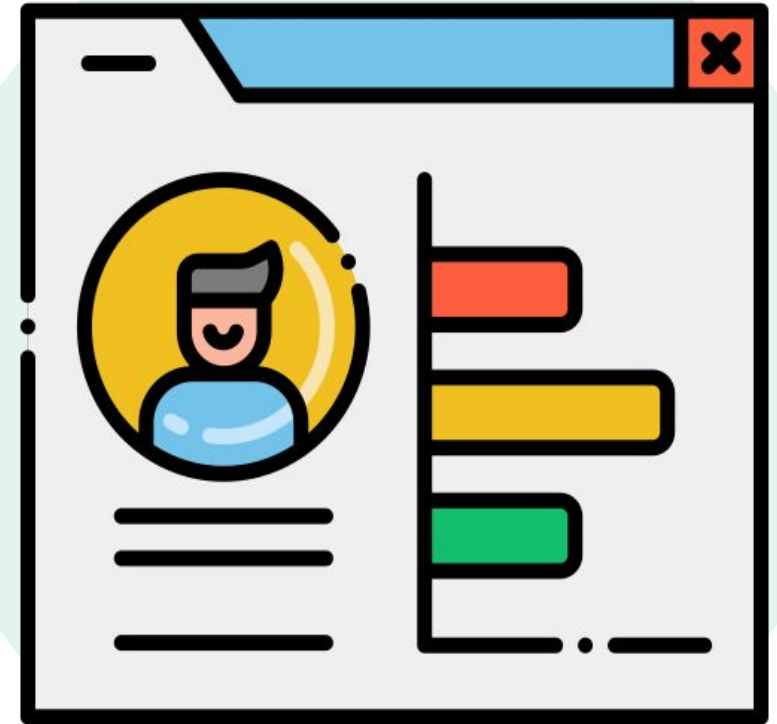




?What is a **portfolio**

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



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.



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

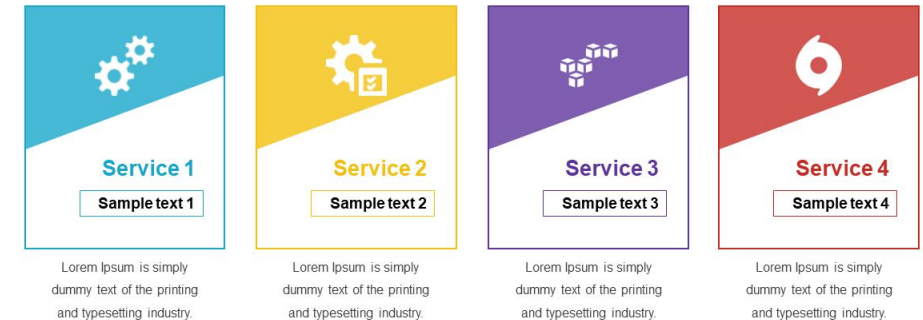
Offered Services

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.



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

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PROJECT 02

ILLUSTRATION

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08

Achievement

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



09

Testimonials

Positive feedback from satisfied clients builds trust

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



10

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

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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



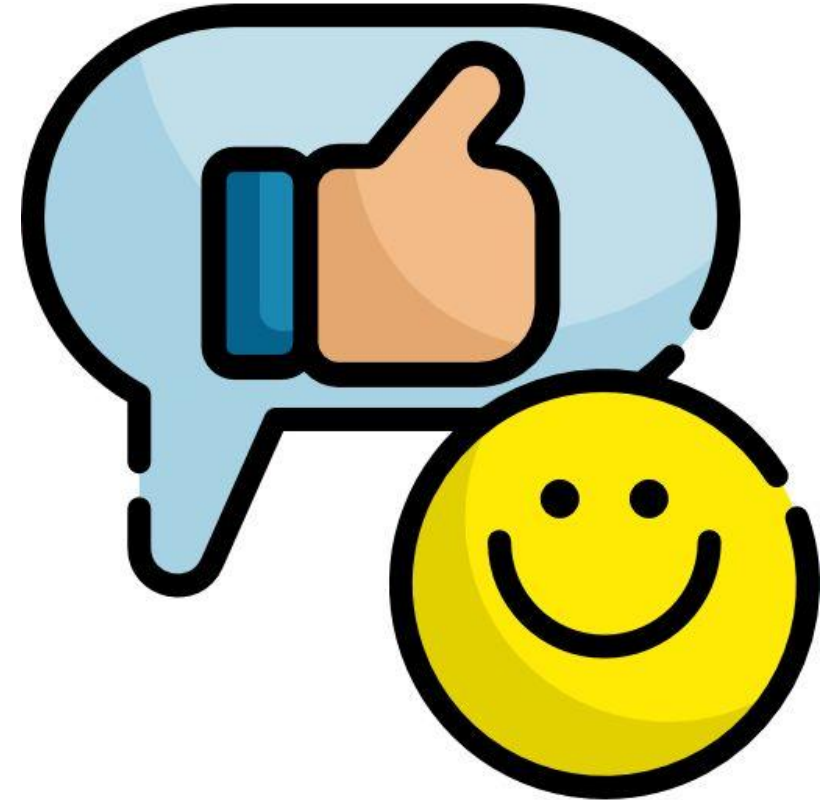
Include a clear call to action



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

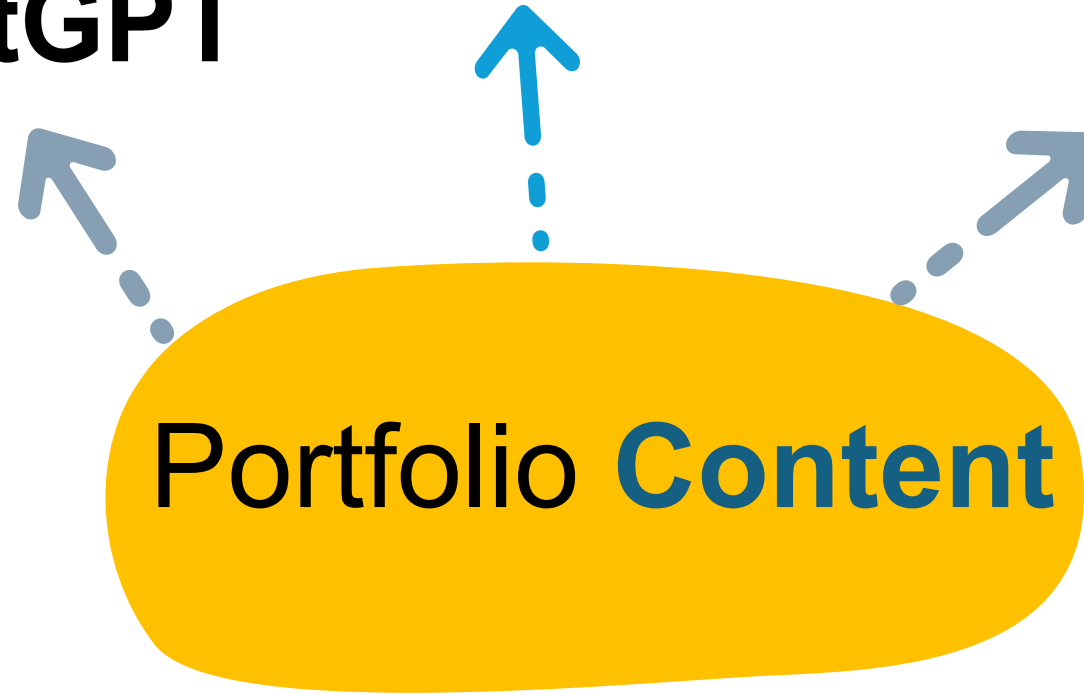


Use unprofessional language



Practice top *AI Tools* to create an attractive portfolio





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 !

