

**** Outline Appendix ****

Appendix: Notes on Content Creation

This portfolio was created using a combination of manual writing and AI-assisted drafting. Initial structure and sample text were generated using OpenAI's ChatGPT, following MBA portfolio best practices. The content was subsequently customized and edited by the author to match academic and professional standards.

Sources consulted: - Quarto Documentation (Posit, 2024) - APA Style Guide (7th ed.) - Spread.chat AI discussion forum

Here's a **professional outline** and **sample text** for a **one-page MBA student portfolio**. This document is ideal for showcasing your skills, experience, and goals to employers, professors, or professional connections.

One-Page MBA Student Portfolio Outline

1. Header (Name & Contact Info)

- Full Name
- MBA Program and Institution
- Email | Phone | LinkedIn | Portfolio link (if any)

2. Professional Summary (2–3 sentences)

- Who you are (MBA concentration, background)
- What you bring (experience, interests, strengths)
- Your professional goal or area of focus

3. Education

- MBA Program – University Name, Expected Graduation
- Undergraduate Degree – University Name, Year

4. Key Skills

- Business Analytics | Marketing Strategy | Financial Analysis | Leadership | Data Visualization (customize based on your strength)

5. Selected Projects

(Choose 1–2 significant academic or personal projects with measurable outcomes)

- **Project Title** – Role | Tools used | Key outcomes (1–2 lines)

6. Professional Experience

- Company Name – Job Title (Years)
 - 1–2 bullet points describing major responsibilities or achievements
- (Repeat for 1–2 relevant roles)

7. Certifications & Tools

- Certifications: Google Analytics, PMP, IBM Data Science, etc.
- Tools: Excel, Tableau, Power BI, Python, SQL

8. Leadership & Involvement

- Club roles, volunteer experience, or any extracurricular involvement

Sample One-Page MBA Student Portfolio (Text Format)

Basma Khaled MBA Candidate – Business Analytics | University Canada West basma.khaled@email.com | (123) 456-7890 | [LinkedIn.com/in/basma-khaled](https://www.linkedin.com/in/basma-khaled)

Professional Summary MBA student specializing in Business Analytics with 14+ years of experience in banking, marketing, and customer service leadership. Proven ability to manage cross-functional teams, analyze business problems, and deliver data-driven strategies. Passionate about applying AI and data insights to business decision-making.

Education **MBA, Business Analytics** – University Canada West (Expected Dec 2025)
BBA, Finance – Cairo University, Egypt (2010)

Key Skills Business Strategy | Data Analysis | Financial Forecasting | CRM & Customer Retention | Power BI | Python | Team Leadership

Selected Projects **Customer Churn Analysis for a Bank (Tableau)** Led descriptive analytics using Tableau dashboards to identify high-risk customer segments and proposed retention strategies.

Netflix Ad Campaign Strategy Using LLMs Developed an advertising strategy integrating AI-driven personalization, critiqued and enhanced AI-generated outlines, and applied academic theories.

Professional Experience **Marketing Manager – Fraser Cardiology, Canada** (2024–Present)

- Built clinic partnerships and increased Holter scan placements by 40%
- Managed community outreach, branding, and program expansion

Customer Service Manager – National Bank, Egypt (2010–2022)

- Supervised 10+ agents, streamlined service processes, and achieved 95% customer satisfaction
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Certifications & Tools Google Data Analytics | IBM Python for Data Science Tools: Excel, Tableau, Power BI, SQL, Canva

Leadership & Involvement Rotary International – Public Image Committee Abbotsford
Chamber of Commerce – Member ADG Business Academy – Freelance Marketing Manager

Let me know if you'd like a **designed version in Canva or Word format**, or want help **customizing this to a specific job or industry** (e.g., tech, healthcare, finance).