

1. Which of the following statements regarding how to present a portfolio is true? 1 point
 - ☐ Printed documents can be submitted to online resume portals.
 - ☐ There is one best form to present a portfolio.
 - ☐ Websites are typically faster to create than slideshow presentations.
 - ☐ You can create printed documents on Google Docs, Canva, or Adobe InDesign.

2. Who is the intended audience for marketing proposals? Select all that apply. 1 point
 - ☐ Customers
 - ☐ Competitors
 - ☐ Internal stakeholders
 - ☐ External clients

3. An applicant creates a portfolio with multiple projects they want to showcase to potential employers. Now, they want to add a summary to each project. What should their summary include for each project? 1 point
 - ☐ Goals and outcomes
 - ☐ Ideas and concepts
 - ☐ Supporting images and videos
 - ☐ Challenges and failures

4. Which of the following resources provides users information on how Google Ads works through a variety of articles? 1 point
 - ☐ Videos
 - ☐ Google Ads Help Center
 - ☐ Blogs
 - ☐ Podcasts

5. What are some of the potential ways you can use embedded content to build your portfolio on Google Sites? Select all that apply. 1 point
 - ☐ Import files directly from Google Drive, such as PDFs and spreadsheets
 - ☐ Change your website layout
 - ☐ Upload your resume directly to your website
 - ☐ Export your website

6. A marketer has experience in many different areas and works in a multifaceted role. What marketing role does this best describe? 1 point
 - ☐ An executive role
 - ☐ A freelancer role
 - ☐ A specialist role
 - ☐ A generalist role

7. What workplace supports an internal team of employees that handle marketing and e-commerce needs for a specific product or service?

1 point

- ☐ Freelance
- ☐ In-house
- ☐ Agency
- ☐ Internship

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