

Apply your skills to a workplace scenario

Prepare a portfolio for job interviews

- Video:** Tips to prepare a portfolio for job applications  
5 min
- Reading:** Create a professional portfolio using Google Sites  
20 min
- Reading:** Finding your path and perfect role  
20 min
- Video:** Jade - Search and apply for jobs  
2 min
- Video:** Create a resume  
3 min
- Reading:** Strengthen your resume  
10 min
- Video:** Rahul - Resume tips  
2 min
- Video:** Sydney - Resume tips  
3 min

**Practice Quiz:** Activity: Create or update a resume  
1 question

**Reading:** Activity Exemplar: Create or update a resume  
10 min

**Reading:** Add relevant skills to your resume  
20 min

**Reading:** Write a cover letter  
10 min

**Video:** Isela - Tips for creating a cover letter  
3 min

**Discussion Prompt:** Share portfolio tips  
10 min

**Video:** Mike - Find the role for you  
2 min

Prepare for digital marketing and e-commerce interviews

Answer interview questions

Develop an elevator pitch

Review: Prepare for jobs in digital marketing and e-commerce

Course review: Satisfaction guaranteed: Develop customer loyalty online

# Activity Exemplar: Create or update a resume

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

## Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [Resume](#)

OR

If you don’t have a Google account, you can download the exemplar directly from the attachment below.



**Activity Exemplar\_ Resume**  
DOCX File



## Assessment of Exemplar

Compare the exemplar to your completed resume. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

**Note:***The exemplar represents one possible way to complete the activity. Your resume will likely differ in certain ways. What’s important is that your resume clearly communicates a snapshot of your skills and experience and what value you would bring to the role.*

Your resume should include the components listed below:

- Contact information:** Your name, location, phone number, email address, and LinkedIn account URL (if you have one)
- Skills:** A list of the skills you have that are most relevant to the position, including skills you’ve learned in this program, skills you’ve gained in previous positions, and your strengths and competencies
- Experience:** A list of at least three of your past positions in reverse chronological order. Each listing should include the company name, the location, your job title, the dates you worked there, and a description of your responsibilities. Your descriptions should use active verbs and be tailored to the job description of the position you are seeking.
- Education and certifications:** A list of any school you attended after high school in reverse chronological order. Each listing should include the school’s location; the degree, diploma, or certificate you earned; and the dates that you attended. It should also include internships, apprenticeships, and any professional certifications or credentials you hold, including the Google Career Certificate in Digital Marketing and E-commerce.
- Awards:** A list of any awards you have received, who awarded them to you, and the date you received them. Alternatively, you can include a section like “languages,” “software,” “volunteer work,” “projects,” “hobbies and interests,” or “accomplishments,” or anything else that makes you unique and is relevant to the requirements of the role.

Your resume should also be:

- Free of spelling, grammatical, and punctuation errors
- As concise as possible
- No more than 1–2 pages in length

### Mark as completed

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