3-1 Journal: Marketing With ePortfolios and Artifact Update

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Using an ePortfolio for self-promotion is a way to showcase your skills, achievements, and projects in a professional and organized manner. It acts like a personalized website where potential employers, clients, or collaborators can see your work, understand your expertise, and get a sense of your style and approach. By including examples of your best work, summaries of your experiences, and testimonials or recommendations, an ePortfolio helps you stand out in a competitive job market and builds your personal brand.

However, there are risks involved with putting your work online publicly. To protect yourself while still marketing your skills, you can blur or watermark sensitive parts of your work in screenshots, keep descriptions general rather than overly detailed, and avoid sharing full original files. This reduces the chance of others copying or stealing your intellectual property, like artwork or code. If someone does steal your work, pursuing legal action can be very costly and time-consuming, often outweighing the benefits. Being cautious about what you share helps balance exposure and protection.

So far, I’ve been able to use all the skills and knowledge from the course while building my ePortfolio and working on projects. I’ve learned how to clearly explain my ideas using writing, visuals, and spoken words, depending on who I’m sharing with. I’ve shown how I can solve problems using computer science tools and methods, and I’ve used programs and technology that are common in the industry. I’ve also thought about security by protecting my work. On top of that, I’ve tried to make my work easy to understand and useful for different kinds of people. While I still have more to learn, I’ve touched on every main goal from the course and feel good about my progress.