

RANJITH.R
astvu32132124u18054
B.SC COMPUTER SCIENCE
MUTHURANGAM GOVT ARTS COLLEGETHIRUVALLUVAR UNIVERSITY



<u>AGENDA</u>

- 1.PORTFOLIO DESIGN AND LAYOUT
- 2.TOOLS AND TECHNOLOGIES
- 3.PROBLEM STATEMENT
- 4.FEATURES AND FUNCTIONALITY
- 5.PROJECT OVERVIEW
- 6.RESULTS AND SCREENSHOTS
- 7.CONCLUSION
- 8.GITHUB LINK

PROBLEM STATEMENT

- A clear and professional presentation of key digital marketing skills.
- A dynamic display of project information to demonstrate practical experience.
- An interactive and user-friendly contact form for potential clients or employers to reach out easily.
- Navigation controls to switch between different content sections without page reloads,

PROJECT OVERVIEW

- SKILLS SECTION: DISPLAYS KEY DIGITAL MARKETING SKILLS AS VISUALLY DISTINCT BADGES TO HIGHLIGHT CORE COMPETENCIES.
- PROJECTS SECTION: DYNAMICALLY RENDERS DETAILED PROJECT CARDS FROM DATA STORED IN JAVA SCRIPT ALLOWING EASY UPDATES AND EXPANSION.
- CONTACT SECTION: PROVIDES A USER-FRIENDLY CONTACT FORM FOR VISITORS TO SEND MESSAGES, ENHANCING COMMUNICATION OPPORTUNITIES.
- NAVIGATION BUTTONS: ENABLE SEAMLESS SWITCHING BETWEEN DIFFERENT SECTIONS WITHOUT PAGE RELOADS FOR A SMOOTH USER EXPERIENCE.

WHO ARE THE END USERS?

- ➤ Digital Marketing Students: Individuals learning digital marketing who want to create an online portfolio to showcase their skills and projects for internships or job applications.
- Marketing Professionals: Practitioners looking to present their expertise, past campaigns, and achievements to potential employers or clients in a professional and interactive manner.

PORTFOLIO DESIGN AND LAYOUT

- ☐ HEADER: A FULL-WIDTH HEADER WITH A BACKGROUND COLOR (BLUE) DISPLAYING THE PORTFOLIO OWNER'S NAME AND TITLE CENTRALLY ALIGNED FOR IMMEDIATE RECOGNITION.
- NAVIGATION BAR: POSITIONED BELOW THE HEADER WITH THREE CLEARLY LABELED BUTTONS (SKILLS, PROJECTS, CONTACT) FOR INTUITIVE SECTION SWITCHING WITHOUT PAGE RELOAD.

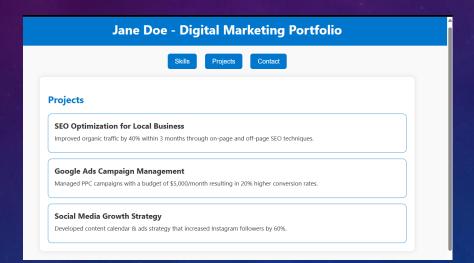
FEATURES AND FUNCTIONALITY

- Interactive Navigation: Users can easily switch between Skills,
 Projects, and Contact sections using buttons without reloading the page, improving usability and engagement.
- Skills Showcase: Displays digital marketing skills visually as badges for clear and immediate representation of core competencies.
- Dynamic Project Listing: Project information cards are generated dynamically via JavaScript, making it easy to add, update, or remove projects without altering the HTML structure.

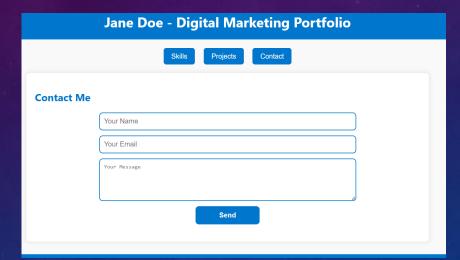
RESULTS AND SCREENSHOT



RESULTS AND SCREENSHOT



RESULTS AND SCREENSHOT



CONCLUSION

- The digital marketing portfolio created through this coding project serves as a powerful tool to showcase an individual's skills, projects, and professional contact details in a visually engaging and interactive manner.
- Unlike traditional resumes, this portfolio provides tangible evidence of marketing capabilities and achievements, helping to build credibility and trust with potential employers or clients.
- It offers a clear and organized way to differentiate oneself in a crowded job market by demonstrating practical experience and measurable results.
- Moreover, the portfolio's dynamic and user-friendly design enhances the overall presentation and facilitates communication, making it an essential asset for anyone looking to establish or expand their online professional presence in digital marketing.

