



DIGITAL PORTFOLIO

RANJITH.R

astvu32132124u18054

B.SC COMPUTER SCIENCE

MUTHURANGAM GOVT ARTS COLLEGE-
THIRUVALLUVAR UNIVERSITY

DIGITAL MARKETING

The background of the top half of the image is a dark blue gradient with a subtle pattern of small white dots. Overlaid on this are several faint, white circular and semi-circular lines, some of which are dotted. A prominent circular scale is visible on the left side, with numbers ranging from 140 to 260. Arrows indicate a clockwise direction of movement.

**“TRANSFORMING CLICKS
INTO CUSTOMERS”**

AGENDA

- 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

Jane Doe - Digital Marketing Portfolio

Skills

Projects

Contact

Projects

SEO Optimization for Local Business

Improved organic traffic by 40% within 3 months through on-page and off-page SEO techniques.

Google Ads Campaign Management

Managed PPC campaigns with a budget of \$5,000/month resulting in 20% higher conversion rates.

Social Media Growth Strategy

Developed content calendar & ads strategy that increased Instagram followers by 60%.

RESULTS AND SCREENSHOT

Jane Doe - Digital Marketing Portfolio

Skills

Projects

Contact

Contact Me

Your Name

Your Email

Your Message

Send

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.



Thanking you