

Career Portfolio

Complete **one of two options for Part 1 and Part 2** of the Career Portfolio. You may also choose to complete the Bonus LinkedIn Profile.

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Value: 10%

Due: Before class begins on March 8 or 12

Remember: You can upload multiple drafts of your career portfolio. You can review the SafeAssign report to check for citation problems. You are also invited to consult with me during office hours to revise your draft before submitting your final, polished drafts.

NOTE: Remember that your career portfolio must be in your own words! Assignments will be reviewed through SafeAssign to check for plagiarism. Any assignments that raise concerns about academic honesty or plagiarism will be referred to the Academic Honesty Committee for review, in accordance with Seneca College policies (see [Academic Policy](#), Section 9 & Appendix E).

FYI: Course learning outcomes targeted in this assignment:

- *Identify the appropriate uses of electronic and print communication*
- *Evaluate related business and/or technical writing for its effectiveness*
- *Apply fundamental techniques of business and/or technical writing using local standards for forms of address, closings, dates, etc.*

Career Portfolio, Part 1, Option A: Cover Letter

You will create a cover letter tailored to a job ad you analyzed for a company you researched.

Your cover letter should include:

Sender & addressee information: Include appropriate contact details, date, and salutations.

Introduction – Statement of application: State that you are applying for the job by name and/or number. Indicate how you found out about it. Encourage your reader to review your résumé and portfolio.

Body – Qualifications: 1-2 paragraphs highlighting work and educational experience and other qualifications, as they are relevant to the position. Use keywords from the job ad and connect these to specific skills and examples of your experience (remember to avoid excessive detail, be positive; demonstrate enthusiasm). You should consult your job ad analysis worksheet to help you. **In your letter, highlight each of the keywords you have used from the job ad.**

Body – Expression of interest: 1 paragraph indicating why you are interested in *this* position and in working for *this* company. Show off what you know about the job and the employer; use your Company Research.

Conclusion – Thanks and action requests: Request interview and restate contact information, express thanks for consideration.

Style: Your cover letter should use a persuasive, professional tone: promote yourself as a candidate, but remember that your writing should remain clear, concise, efficient, effective, and focused on the reader's needs.

Ethics: Your cover letter should be honest and ethical.

Formatting: Your cover letter should be formatted using full block format; use a letterhead that signals your professionalism.

Mechanics: Your cover letter should be free of language errors.

Length: Your cover letter should be 1 page.

REMEMBER: Include your job ad as part of your submission! Paste a copy into your document following your cover letter.

Cover Letter Rubric

Criteria	Demonstrates mastery (75-100%)	Demonstrates competence (50-74%)	Does not meet expectations (0-49%)
Content /12	Clear, concise, persuasive representation of your qualifications and interest in the position and employer	Identifies your qualifications and interest in the position and employer	Does not effectively demonstrate qualifications or interest in the position or employer
Keywords /12	Uses and identifies many keywords from the job ad	Uses and identifies keywords from the job ad	Few or no keywords from job ad, or keywords are not highlighted
Format /12	Neat, attractive appearance; uses correct letter format	Neat appearance; uses letter format	Disorganized appearance or inappropriate format
Style /12	Clear, concise, efficient, effective; focused on reader's needs	Style conveys professionalism, but some revisions are required	Style does not convey professionalism
Mechanics /12	Free of language errors; consistent verb tenses throughout	Some language errors; some inconsistencies in verb tense	Many or major language errors; inconsistent verb tenses

Career Portfolio, Part 1, Option B: Résumé

You will create a résumé tailored to a job ad you analyzed for a company you researched.

Review your job ad analysis worksheet, and include keywords from it throughout your résumé – in the technical skills section especially, but also in the descriptions of education and work/volunteer experience. **Highlight each of the keywords you have used from the job ad.** Also be sure to use your evidence from the job ad analysis worksheet to help you generate specific achievement statements to describe your experience. Follow the tips provided in class.

Identification: The letterhead of your résumé should include your full name and appropriate contact information; use graphic design elements to create a personal brand.

Sections and item details: Your résumé should include the following labelled sections and item details:

1. Career objective: identify the job you are applying for.
2. Profile summary: identify 3-4 key skills or achievements that summarize your professional expertise/abilities.
3. Relevant specialized/technical skills: highlight skills related to the position you are applying for, using keywords from the job ad. Categorize skills for clarity.
4. Education: list studies *after* high school. Include program name, school, dates, and city/province (and country if outside Canada). Identify key achievements. Organize education in reverse-chronological order, beginning with most recent studies.
5. Work experience: for each position, list job title, company name, dates, and city/province (and country if outside Canada). Identify key achievements. You should include freelance and self-employment work in your field; if you have a lot of experience, choose the positions most relevant to the career objective. Organize work experience in reverse-chronological order, beginning with most recent experience. If you have no work experience, you may replace this section with Projects or Volunteer Experience.
6. Other sections that are appropriate/relevant to the career objective. These may include awards, volunteer experience, certifications, and others. Remember to include titles, organization names, dates, and descriptions where applicable.

Format: Your résumé should be attractively formatted (use section headers, white space, capitalization, boldface, other format features).

Information security: Do not include personal information.

Mechanics: Your résumé should be free of language errors, and use consistent abbreviation.

Length: Your résumé should be 1 or 2 pages.

REMEMBER: Include your job ad as part of your submission! Paste a copy into your document following your résumé.

Résumé Rubric

Criteria	Demonstrates mastery (75-100%)	Demonstrates competence (50-74%)	Does not meet expectations (0-49%)
Content /15	Clear, concise, relevant representation of your education, skills, experience, and achievements --- Does not disclose protected personal information	Identifies your education, skills, and experience; may have some missing details or descriptions --- Does not disclose protected personal information	Major information gaps in education, skills, or experience, or includes irrelevant information -- - Discloses protected personal information
Keywords /15	Uses and identifies many keywords from the job ad	Uses and identifies keywords from the job ad	Few or no keywords from job ad, or keywords are not highlighted
Format /15	Neat, attractive appearance --- Clearly organized into sections, with effective use of section headers --- Consistent formatting throughout	Neat appearance --- Organized into sections, uses section headers, but may be somewhat confusing --- Formatting mostly consistent	Disorganized appearance --- Sections are confusing, or section headers are missing --- Inconsistent formatting throughout
Mechanics /15	Free of language errors - -- Consistent verb tenses throughout --- One OR two pages long	Several minor or few major language errors -- - Some inconsistencies in verb tense --- Between 1 and 2 pages	Many major language errors --- Inconsistent verb tenses --- Less than one page or more than two pages

Career Portfolio, Part 2: E-Portfolio

You will create an e-portfolio to showcase your skills. Your e-portfolio should be creative and visually appealing.

Format: You can use any electronic format you prefer:

- You can create a personal website;
- You can create a flyer or brochure in PDF or DOC format;
- You can use another format of your choice.

Remember that whatever format you choose, you should apply the document design principles we reviewed in class, using headings, text and visuals, colour, font size, lines, and white space to create a polished document that is easy to navigate.

Note: if you use a template, but do not use all parts of that template, remember to delete the sections you are not planning to use.

Content: Your e-portfolio should include, at minimum, 3 samples of your work. For each sample:

1. Identify the project:
 - What is it? Give it a title.
 - When was it started/completed?
 - Who was the client? Or, if it was for a class, for which class (provide the full name)?
 - What was your purpose or goal in creating it?
2. Explain what you did:
 - What skills did you develop or use in the process of completing the project?
 - What challenges did you face? How did you overcome these challenges?
3. Assess the results:
 - What was the client's response?
 - Or, what was your professor's response and what grade did you earn?
 - What did you learn?
 - What do you think was especially successful?

You should also include:

- A profile of yourself as a young/new professional in your field
- Your professional contact information

Style: Remember that you are writing for the hiring manager(s) of any company you ever hope to work for. Remember that hiring managers are not always experts in your field. With this in mind:

- Be concise: Include only the information this hiring manager will need.
- Be specific: Include all the details this hiring manager will need.
- Be relevant: Focus on projects related to the skills required for the types of positions you plan to apply for.

Mechanics: Your e-portfolio should be free of language errors.

Lastly, above all else, remember that your e-portfolio should be a positive representation of yourself as a young/new professional in your field. Be creative and have fun showing off what you know and what you can do!

E-Portfolio Rubric

Criteria	Demonstrates mastery (75-100%)	Demonstrates competence (50-74%)	Does not meet expectations (0-49%)
Format / Visual appeal /10	E-portfolio is professional, attractive, and visually appealing.	E-portfolio is professional and neat.	E-portfolio uses inconsistent or disorganized formatting.
Content: Projects /30	Project descriptions are clear and complete, demonstrating skills, knowledge, and professionalism.	Project descriptions are clear but may be missing elements, and demonstrate skills and knowledge.	Fewer than 3 project descriptions, or descriptions offer a poor representation of skills and knowledge.
Style /10	Concise, specific, and relevant; focused on reader's needs.	Style conveys professionalism, but some revisions are required.	Style does not convey professionalism.
Mechanics /10	Free of language errors.	Several minor or few major language errors.	Many major language errors.

Bonus: LinkedIn Profile

You have the opportunity to earn up to 5% bonus points on your total Career Portfolio grade by creating a LinkedIn profile.

For full marks, include:

1. Your professional name and a profile image that represents you as a professional in your field;
2. A short **Summary** (max. 100 words) that describes you as a young/new professional in your field;
3. A fully-developed **Education** section outlining your studies;
4. A well-developed list of keywords in the **Skills** section;
5. No language errors.

To submit your work, make sure these sections of your profile are “public” and include the URL for your LinkedIn profile in your cover letter or résumé letterhead, and link to it in your e-portfolio.