

DIGITAL PORTFOLIO WORKSHOP





A LITTLE ABOUT ME...

I graduated from GRU (well, ASU back then) in 2012

B.A. Communications (Public Relations | Minor: Graphic Design)

Interned at ASU's Office of Public Relations (Oct 2010 – June 2012)

Started Blu Mountain Expressions (small Design + Marketing company) as a Junior in college

Graduated, interviewed over 20+ times, was finalist for over 15 of the positions interviewed for, didn't get the job due to LACK OF EXPERIENCE

Was offered job in Atlanta as a Marketing Coordinator... but why? My digital portfolio and millennial life experience

Where am I now? I am the Marketing Manager at The University of Georgia

THE GOOD, THE BAD, AND THE UGLY

What makes a good digital resume?

Clean Design + Responsive

User-Friendly Navigation and Layout

Gives enough information for someone to know you are qualified and have a variety of skills, but doesn't give them enough information as to how you can use those skills to hopefully prompt an interview

Include Endorsements

Include Link to Downloadable Resume

What makes a bad digital resume?

Too Much Personal Information

Disorganized Content

Too Skill/Job Specific

Zero Originality

No Contact Information

Doesn't Provide Enough Information About Skills Available

THE BAD...



Online Marketing Rant

always learning something

About



Professionally

I'm lucky to love what I do. I help companies **sell online and through mobile**.

I'm the guy you hire as a consultant when you need online, mobile, or iPhone app marketing help, but you're not ready to hire someone full time.

These words describe me professionally:

- Online Marketer
- iPhone app & Mobile Marketer
- Affiliate Marketer
- Search Engine Marketer
- Social Media Marketer



Personally: Christian, Husband, Father, Fanatical Snow Skier, and Football Addict

Here is a picture of the sky I enjoy

[Subscribe to RSS](#) [Follow Brook on Twitter](#)

MOST POPULAR POSTS

- [How to Market iPhone Apps \(106\)](#)
- [Free iPhone App Marketing \(88\)](#)
- [App Store Keywords - Choose Wisely! \(46\)](#)
- [Top 3 Mobile Ad Networks \(42\)](#)
- [Top iPhone Ad Networks \(34\)](#)



Online / Mobile Marketing Guy

If someone has to ask if you're for hire, obviously, you aren't doing a great job at marketing yourself.

A screenshot of a website titled "Marketing Rant" with the tagline "always learning something". The page features a "Need More Help?" section with a cartoon character of an orange with arms and legs, wearing a blue beret and holding a sign that says "Will work as FOOD". A red circle highlights this section. To the right, there's a sidebar with links to popular posts and social media icons for RSS and Twitter.

WHY IS THIS BAD? BECAUSE THE GRAPHICS ARE TERRIBLE AND TAKE AWAY FROM THE ACTUAL RESUME. HE DESCRIBES HIS PERSONALITY AND ANNOUNCES THAT HE IS RELIGIOUS (*RELIGION, POLITICAL VIEWS, BELIEFS ON EQUALITY ISSUES, ETC. SHOULD NOT BE POSTED ON YOUR WEBSITE*).

www.onlinemarketingrant.com/about

O.P. Almaraz February 9, 2011 at 7:39 pm

Hey Brook, my group is committed to creating apps. We have a few concepts. It sounds like your a great marketer... Do you know of a credible company that can develop the technical aspect of the apps?

Brook Lenox February 12, 2011 at 1:02 pm

@ O.P. – unfortunately no I don't have a technical recommendation – sorry about that.

Leave a Comment

Name *
 E-mail *
 Website

Submit

Get smart with the Thesis WordPress Theme from DIYThemes.
WordPress Admin



About

Yo! I'm DJ Waldow. Yes, that's my real name. David Jason if you want to get technical ... however, my parents named me "David Jason" so they could call me DJ. I've gone by DJ my whole life. It used to be D.J., then – for a very brief period – it was dj. For the past 15 years or so, I'm just DJ.



When I was 6, Van Halen released their [Hot For Teacher](#) video on MTV. The nerdy kid? Yeah. His name was Waldow. When I was 11, the first [Where's Waldo?](#) book was released in the United States. However, I'm neither a nerdy kid with glasses in a Van Halen video nor am I hidden in a book (though I do own the ["Where You At?" t-shirt](#)).

I'm also not a Disc Jockey. I know very little about music, other than Dr. Dre and Snoop. Ha!

Okay. Now that we have THAT out of the way ...

I've had quite a "unique" 38+ years on this planet we refer to as Earth. By the numbers:

1: Number of wives I've had. Rare in my family. Kristina is her name, OB/GYN is her game. She's way smarter than me and way better looking. I call her The K-Dawg.

2: Number of podcasts I currently host/co-host. [Learn more here](#).

3: Number of homes we've owned. One in Durham, NC. One in Salt Lake City, UT. And our current home in

ABOUT

SPEAKING

PODCASTS



SOCIAL BUTTERFLY GUY
It's all about people.



SOCIAL BUTTERFLY GUY
It's all about people.

ABOUT

SPEAKING

PODCASTS



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POWERED BY WORDPRESS ON WP ENGINE



Can't see the video? Try going [directly to YouTube](#).

Full List of Speaking Experience

2013 & 2014

- [2014 Insurance Marketing & Communications Association \(IMCA\) Annual Conference & Showcase Gala](#) – KEYNOTE SPEAKER – San Diego, CA – June 23, 2014 – *On Being HUMAN: The Importance of Writing More Engaging Emails (and more)* – [view slide presentation](#) | [watch video on YouTube](#)
- [Dreamforce 2013](#) – San Francisco, CA – 11 Secrets to Writing Emails That Get Opened, Read, and Clicked ([view slide presentation](#) | [watch video on YouTube](#))

2009-2012

- [Explore Portland](#) – Portland, OR – November 15-16, 2012 – *More Engagement, Less Effort: The Lowdown on Marketing Automation* ([view slide presentation](#))
- [Infusionsoft's PartnerCon](#) – Scottsdale, AZ – November 6-8, 2012 – *Break 'The Rules' of Email Marketing (and still win)*
- [Social Brand Forum 2012](#) – Coralville, Iowa – October 18, 2012 – *7 Email Marketing "Rules" You Must Break* ([view slide presentation](#))
- Writing an Irresistible Email Call to Action (Virtual) – September 20, 2012 ([view slide presentation](#))
- [Explore Minneapolis](#) – Minneapolis, MN – August 17, 2012 – *Being an Email Marketing Rebel* ([view slide presentation](#))
- 3 Ways to Find and Engage New Email Subscribers with SMS [WEBINAR] – June 25, 2012 ([view slide presentation](#) | [listen to audio and watch presentation](#))
- [Social Fresh Advanced Facebook Advertising Online Conference](#) (Virtual) – June 15, 2012 – *Batman and Robin: Email and Social Integration* ([view slide presentation](#))



SOCIAL BUTTERFLY GUY
It's all about people.

ABOUT

SPEAKING

PODCASTS



**LIVING YOUR
PASSION**
DO WHAT YOU LOVE. LOVE WHAT YOU DO.

The Work Talk Show is a weekly podcast featuring a talk show format along with crazy smart guests who operate outside the lines of what work has traditionally looked like. Join us for irreverent and insightful conversations on work habits, work-life balance, and productivity related topics.

GREAT DESIGN AND A FUN READ, BUT TOO MUCH PERSON INFO ON THE HOME PAGE. HE SHOULD LIST SOME OF HIS BEST ACCOMPLISHMENT ON THE HOME PAGE ALONG WITH THE TYPES OF SPEAKING HE DOES. YOU HAVE 5 SECONDS TO GET AND KEEP SOMEONE'S ATTENTION ONLINE.

<http://socialbutterflyguy.com>



Hello Google. My name is Matthew Epstein.
I want to join your product marketing team, bad.

[view my resume](#)
[request an interview](#)
[SEE WHAT PEOPLE ARE SAYING ABOUT ME](#)

NO REAL DESIGN TO PORTFOLIO. NO WORK SAMPLES. STRICTLY INFORMATION ABOUT MATTHEW. HOWEVER, HE DOES SELL HIMSELF BY TELLING GOOGLE WHY THEY SHOULD HIRE HIM. WHAT HE DOESN'T DO THOUGH, IS TELL OTHER COMPANIES WHY THEY SHOULD HIRE HIM. WHAT IF HE DOESN'T GET A JOB AT GOOGLE?



Armed only with a mustache and online marketing savvy, one man has set forth on an epic quest to land a job at Google. That man's name is [Matthew Epstein](#).

Hello Google: My name is Matthew Epstein. I'm a product marketer and digital strategist with a passion for bringing products to market online and offline. I bet you're asking yourself "What's the deal with the suit, the lack of pants and that ridiculous mustache?" It's an astute question, so here's an astute answer: It's a testament to what it is I love about marketing... grabbing the consumer's attention, holding it and creating a valuable, memorable experience for him or her throughout the products life-cycle.

In this case the product is me, Matthew Epstein. Like chess, marketing is a game of strategy and positioning in which your next move ensures whether or not the buyer purchases your product amongst a sea of alternatives which may be similar, or even better than your own. And just like chess, I hate losing. From market research, to messaging and positioning, all the way to developing the product marketing collateral like brochures and websites I do what I do for that one moment – the moment in which the consumer has two products in their cart, they put your competitor's product back on the shelf and they bring yours to the register.

That's why I'm a product marketer and that's why I'm OK plastering my professional profile with ludicrous images of me in a James Bond suit with a Burt Reynolds mustache. I don't want to work for Google because they have the name. I want to work for Google because I can think of no greater challenge or satisfaction than learning from some of the smartest people in the industry and helping them to develop products that win in a hyper-competitive business world filled with tweets and likes.



The Top 10 Reasons Google Should Hire Me

<http://googlepleasehire.me/>

THE GOOD...



stand out

in a sea of ordinary, make sure your website is set apart from the competition



Hi, my name is Denise. I create **beautiful & functional** websites for small businesses. Below are a few services I provide:

GREAT LAYOUT. GREAT CONTENT. GREAT NAVIGATION. THE ONLY INFORMATION LACKING WOULD BE MORE DIVERSE SKILL SET AND MORE INFORMATION ABOUT JOB EXPERIENCE.

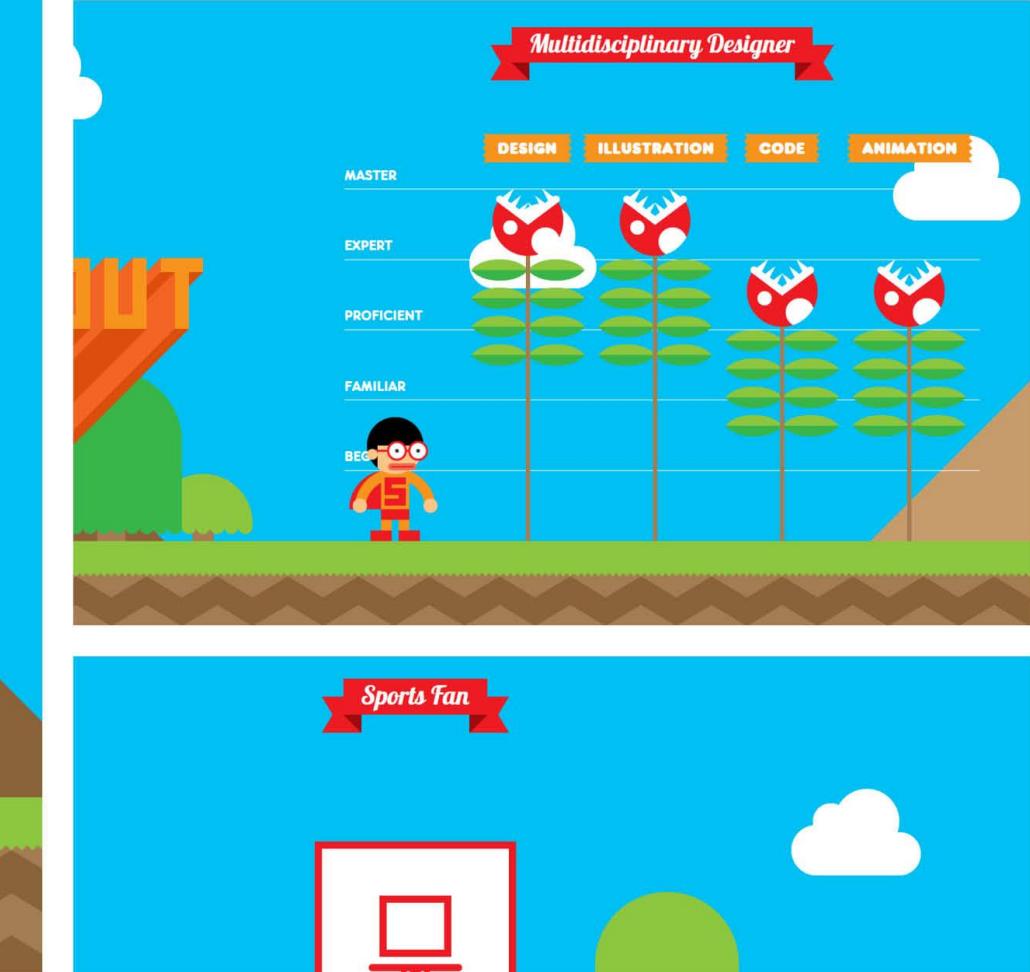
The portfolio grid consists of four main colored sections: light green, orange, dark grey, and light green. Each section contains a thumbnail of a website design, the client's name, and a brief description of their services. The clients listed are J. RICHARD HILL, BRIABBY, SOLID REMODELING, and TEAM FANNYPACK.

Client	Services
J. RICHARD HILL	Web Design / Development
BRIABBY	Web Design / Development / Newsletter / Social Media
SOLID REMODELING	Web Design / Responsive Development
TEAM FANNYPACK	Web Design / Development

get in touch
Interested in working together? Fill out the Project Inquiry form below with some information about your project. Please allow a couple of business days for me to respond.

Name Email Website
Timeline Budget Services Needed

www.denisechandler.com



VERY CLEVER. JOB SPECIFIC. DOES A GREAT JOB OF SHOWING OFF DESIGN DIVERSITY IN THE INDUSTRY. ADDS A TOUCH OF PERSONALITY. EASY NAVIGATION. INTRIGUING.

www.rleonardi.com/interactive-resume

Instant update for you: March 26th: After 2 months and 1,500,000 visitors, I've found [THE job!](#) Thank you! [More info here.](#) I've seen [the original product page.](#)

Philippe Dubost, Web Product Manager

by [Philippe Dubost](#)

(5 previous positions) | [Like](#) 42k



Currently unavailable.

We don't know when or if this item will be back in stock.

- Dual competence: technical-management
- 5+ years working on web products
- Entrepreneurial mindset
- "Strong Generalist"
- Trilingual EN/FR/ES

Take a Trip with Philippe

Visit the [Avocado Travel blog \(FR\)](#) for our full selection of [Japan](#), [Thailand](#), [Airlines](#) articles and much more. [Travel now.](#)

Go

Hello, **Company**
Your Account ▾

Hire
Him ▾

0 Cart ▾

Wish
List ▾

also [on twitter](#).

Have one to sell?

[Add to Wish List](#) ▾

[Add to Wedding Registry](#)

my [LinkedIn](#) profile

Share [Email](#) [Facebook](#)

[Tweet](#) [LinkedIn](#)

[Google +](#)

Frequently Bought Together



This item: Philippe Dubost, Web Product Manager

Asics Gel Cumulus 14 Running Shoes by Asics \$169.99

Airline Tickets by Airline

Product Details

Product Dimensions: Height: 186 cm

Master in Management at [Toulouse Business School](#), Toulouse, France
E-management

Bachelor in Computer Science at [University of Nice Sophia-Antipolis](#), Nice, France

Main Skills Rank:

Product Management > 2-year startup experience, bootstrapped from scratch to a working product with 1000+ users. Also, dashboards, branding, market research, user acquisition, product strategy, feature prioritization, A/B testing, etc.
Online Advertising > 2+ years of experience facing media agencies & direct advertisers. Multi-channel campaign optimization (retargeting, email, search, social, display).
Web Marketing > Web Analytics (conversion funnel, metrics), Adwords, E-mailing, A/B testing
SEO > Most recent best practices (long-tail, micro-formats), full diagnostics and optimization plans
Web Development > HTML5, CSS3, JavaScript, PHP, Python, Django, SQL

Did we miss any relevant features for this product? [Check on LinkedIn what we missed.](#)

Product Description

For the past 6 years I've put my energy towards growing and enhancing meaningful web products and services. I then went one step further when I created my own web company 2 years ago. What motivated me was the perspective of applying the different sets of j

VERY CLEVER. GREAT INFORMATION. HOWEVER, LIKE AMAZON'S SITE, IT'S HARD TO NAVIGATE AND READ. BUT, THIS RESUME WOULD DEFINITELY STICK OUT AND GET SOMEONE NOTICED.

www.phildub.com/#customerReviews

SO... YOU THINK THESE DESIGNS ARE PRETTY AWESOME, BUT YOU HAVE ZERO SKILLS. BUMMER.

...J/K. LET ME TEACH YOU SOME TRICKS.



THE TRICKS OF MY TRADE (NOT ALL, OF COURSE)...



ONLINE PUBLISHING

You want to make a digital portfolio online, but don't want to pay a lot of money... got it. You also don't have any web coding experience... got it. Oh, and you still want a kick @\$\$ portfolio that your employers will be impressed by. Got it!

Use the resources to your right to help you out. They range in pricing from Under \$100 to "fo' free."

www.doyoubuzz.com

This website basically takes your LinkedIn resume and turns it into a website. You can very easily customize the information and pay a small fee (\$50/yr.) for the customized (premium) version. (ex.

www.doyoubuzz.com/j-ashley-panter)

www.about.me

About Me is a great place to make a very simple webpage (fo' free) to direct people to all of your online portfolios (if you have several work samples published).

(ex. www.about.me/apanter)

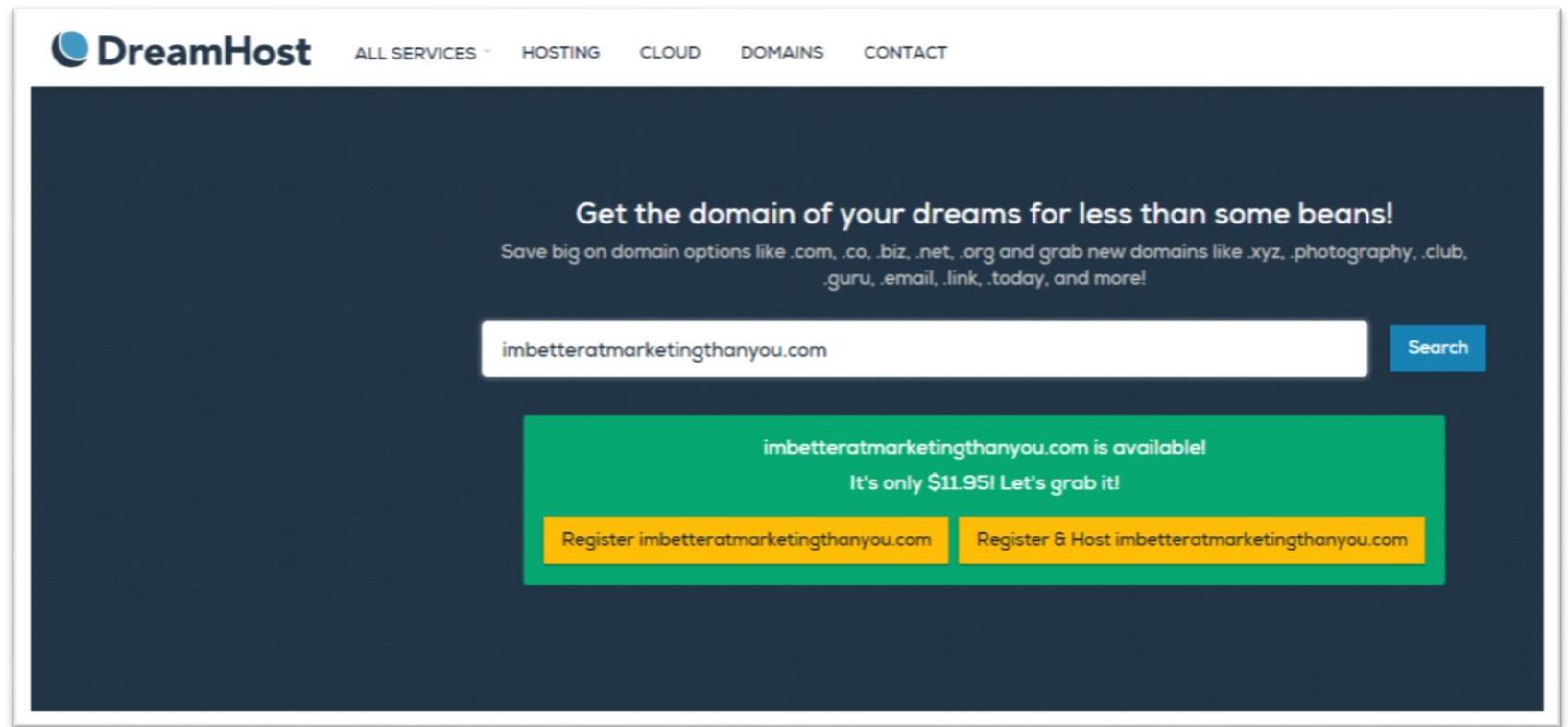
THOSE TRICKS ARE GOOD AND ALL, BUT IF YOU
REALLY WANT TO LOOK LIKE A PRO, HERE'S HOW TO
DO IT...



STEP 1: BUY A DOMAIN NAME

Regardless of where your online resume is held (LinkedIn, about.me, coroflot.com, etc.), having a custom domain name and understanding how to redirect this touch of personalization is key.

The easiest way to buy a domain name is to go to a hosting company (I prefer Dreamhost.com over GoDaddy as their customer service is MUCH better), search for your desired domain name, and purchase it.



If you are planning to purchase a domain name and build your own website (don't worry, it's easy), then, you will want to follow the link in the packet that I gave you. It will save you \$60 your first year. (\$119.00 - \$60 = AWESOME PRICE)

STEP 2: FIND A WORDPRESS THEME YOU WANT

To find a great and easy to use website theme, go to www.themeforest.net. I prefer WordPress over any other CMS, due to it's user-friendliness and great online documentation to help you get started (*links to some of these are documents are in your packets*).

Most themes range from \$45-\$65, but it's a one time cost.

Once you choose a theme, you will upload this theme to your hosting account after installing the WordPress application on your server. (*Full instructions are in your packet. Having trouble? Just e-mail me.*)

themeforest codecanyon videohive audiojungle graphicriver photodune 3docean activated

All Items WordPress HTML Marketing CMS eCommerce PSD Tumblr Ghost Muse Plugins More

Search within these results

1,697 Beautiful & Creative WordPress Themes

Refine your results:

View as: List

Sort by: Newest items

Added: Any date

Category

All categories	18,087
WordPress	5,094
Creative	1,697
Portfolio	846
Photography	219
Experimental	15
Art	12

Tags

portfolio	1,343
creative	864
clean	861
responsive	711
business	577
seo	564
landing	509
ecommerce	476
blog	452

Category: WordPress > Creative

Clear all filters

CEASAR - Multipurpose Portfolio WordPress Theme
EverisLabs

\$58

August - Creative Multi-Purpose WordPress Theme
tvdathemes

\$58

Tactile - Modern and Sharp Multi-Concept Theme
Edge-Themes

\$63

Yama - Retina Responsive WordPress Portfolio Theme
onioneye

\$48

Smart Outpost Portfolio - smy
avastoredesigns

\$48

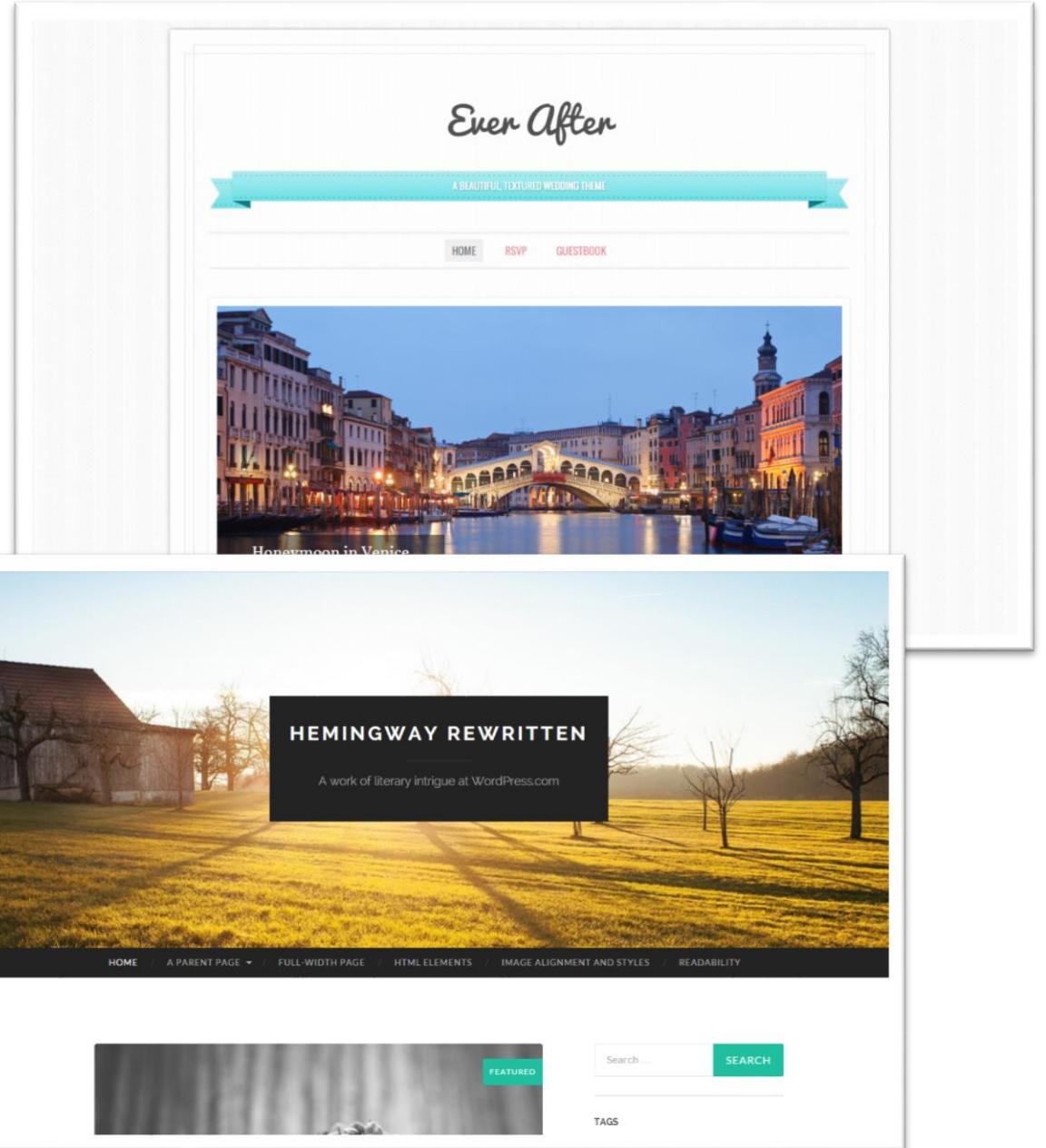
WANT TO AVOID WEB HOSTING? USE AN ONLINE APPLICATION

You can use the online version of WordPress that is still pretty great, but definitely isn't as robust and customizable as hosting the application yourself.

However, it's less expensive, and less time consuming. So, pick your poison.

To do this, just go to www.wordpress.com and register.

Just be sure to configure your blog with easy navigation and include the elements presented earlier that will set your digital portfolio apart from others.



TOO MUCH STUFF TO TAKE IN? HOW ABOUT
SIMPLY POSTING YOUR RESUME ONLINE?



WHETHER IT'S PRINT OR WEB... AN EYE-CATCHING RESUME IS KEY

Even if you don't want to take the time to build a full online portfolio (which I strongly recommend you do), you can still publish a great resume online.

I recommend having a custom domain name to point to your resume regardless (as mentioned earlier) if you have a website or simple publication.

So, for this route, there are only three steps...

STEP 1: FIND A RESUME TEMPLATE

- You can go to www.graphicsriver.com and search for resume templates for inexpensive. This will allow you to download a beautiful resume and requires zero graphic design skills. You simply click and replace basically.

The screenshot shows a product page for a resume and cover letter template. At the top, it says "RESUME + LETTER" and "RESUME + COVERLETTER". It features two preview images: one for the resume and one for the cover letter. Both previews show a professional design with a photo placeholder, sections for "About me", "Experience", "Skills", "Interests", "Contact me", and "Languages". The resume preview includes a sample letter at the bottom. On the right side of the page, there's a "Regular License" dropdown, a price of "\$6", a "Use" section, "License details | Why buy with Envato" links, and "Add to Cart" and "Buy Now" buttons. Below the main preview, there's a "View Portfolio" button and sections for "Add to Favorites", "Add to Collection", "Sales" (2), and "Comments" (2). At the very bottom, there's a "Buyer Rating: Minimum of 3 votes required" and a "Created" date of "10 March 15".

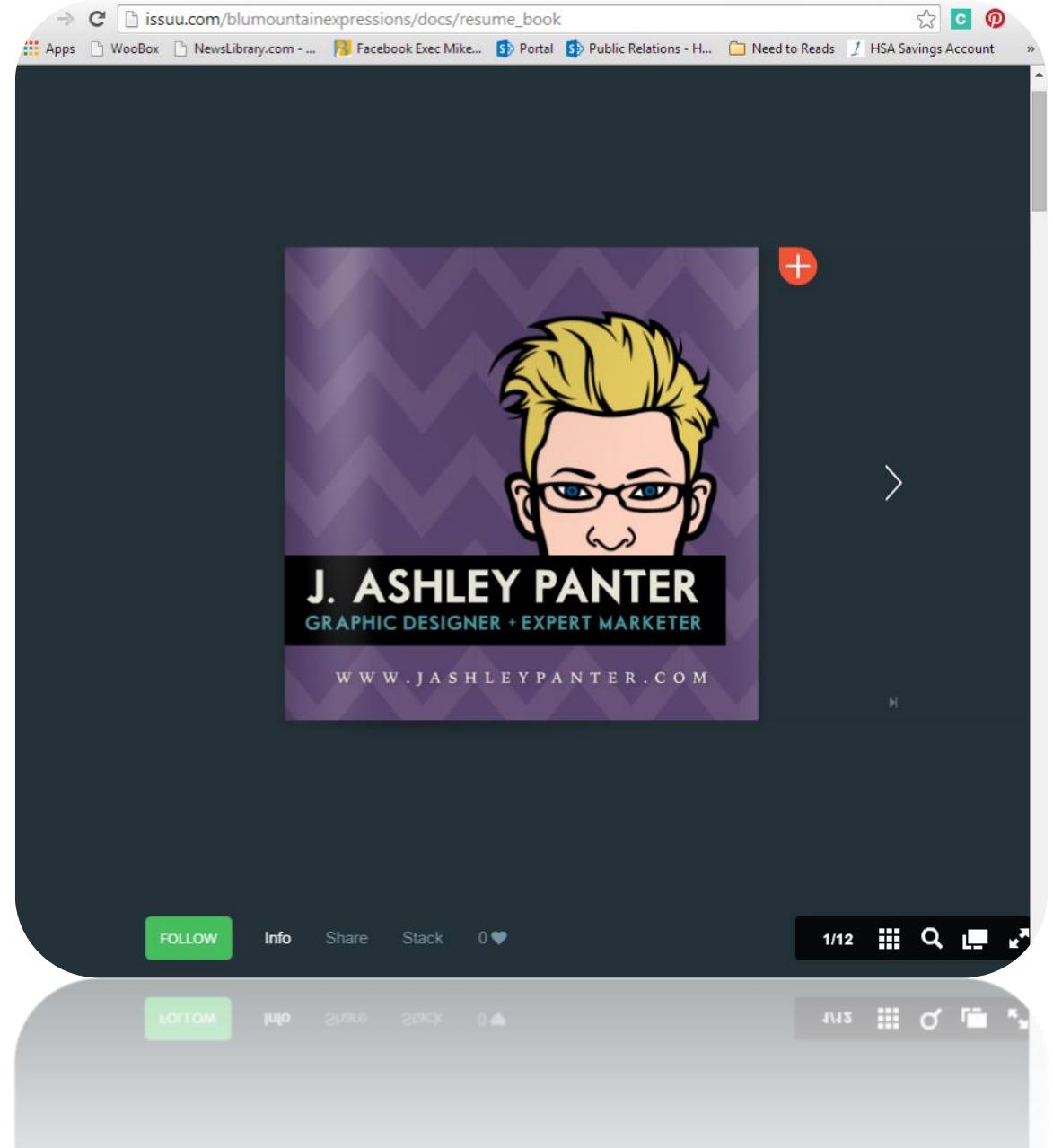
...CONTINUED

STEP 2: CUSTOMIZE RESUME

- When publishing your resume online, you want more than just a 1-page resume. Anyone on the street will have a 1-page resume. However, if you provide a link on your resume, 8 times out of 10, you will get an interview because the employer already knows more about your skills and ambition than any other candidate that didn't have addition information available online. Some of the items you will want to have handy are: endorsements, a short bio, any skill relevant to your desired position, how to contact you (social media, email, other online portfolios, etc.), and what traits you bring to the table that set you apart from other marketers.

STEP 3: COMBINE DOCUMENTS & PUBLISH

- You will want to combine all of these elements into ONE .PDF (do this using Adobe Acrobat). You will also want to make sure to have a front cover and a back cover. Then, register online at Issuu.com for an account and upload your .PDF. Tip: Make sure document has an even amount of pages. Also, be sure to take the time to complete the description and title of your document.



OK, MY RESUME IS COMPLETE, BUT NOW, HOW
DOES IT GET FOUND?



WHERE TO PUBLISH DIGITAL PORTFOLIO

There are tons of websites to publish your resume to. However, I've often found that your personal network is going to be the best place to get your resume into the right hands.

SOCIAL MEDIA!

Publish your website, Issuu publication, to your LinkedIn page, include a link in your Facebook and Twitter profiles (clean up your social media accounts... make them private, and delete anything that an employer might find offensive... they DO search for you online.. Weekly share your website and portfolio with your network and ask them to share your link with their network as well.

But, for those of you who want to post your resume on a job site, here are some of the ones I recommend for marketing professionals...

But before we get into that... let me explain why social media will help you get a job...



WHERE TO PUBLISH YOUR RESUME

www.LinkedIn.com

www.coroflot.com

www.indeed.com

www.simplyhired.com

www.glassdoor.com

www.ziprecruiter.com

Most marketing jobs these days include flyer/brochure creation, maintaining a website, blogging, social media, event planning, web analytic interpretation, and creative ideas on how to engage a targeted audience. So, word to the wise... instead of searching for “Marketing Jobs” (because a TON of sales jobs will come up), try these terms instead (if you’re looking for a creative marketing job):

- Marketing Coordinator
- Digital Marketing
- Interactive Marketing
- Communications Specialist
- Web Content Manager
- Community Relations
- Business Development

FEEL LIKE SOME OF THIS IS OVER YOUR HEAD?



DON'T LEAVE GRU WITHOUT TAKING THESE COURSES!

If you feel like some of this information is over your head and feel it's near impossible to create a digital portfolio and to market it, then you probably need to take a few courses to add some of these skills to your portfolio... because you will definitely need them in the marketing world.

According to CBSNews.com:

"Business majors don't learn much in business school."

Academically Adrift, suggests that 45% of college students don't learn much of anything in their first two years of college. Among the students who learn the least in college are social work, education and **business majors**. In contrast, the researchers found that students majoring in the humanities, social sciences, hard sciences and math do relatively well.

Some courses offered at GRU that are typically required for COMM majors, but can be a game changer for MKTG majors are:

- ART2541 (Graphic Design I: Photoshop + Illustrator)
- COMP3041 (Magazine Practicum: InDesign + Photoshop)
- COMP3502 (Website Publication: Dreamweaver + HTML + CSS)
- COMP3200 (Press Release Writing)

All of these courses are courses that I took while at GRU. They helped me add some great pieces (several magazine articles, branding pieces, websites, etc.) to my portfolio, as well as helped sharpen my skills, which helped my resume stand out in the crowd.

DON'T HAVE TIME TO TAKE THESE COURSES? WELL,
OK. TRY THESE GREAT EDUCATIONAL WEBSITES AND
VIDEOS INSTEAD...

- <http://tv.adobe.com/>
- <http://www.udemy.com>
- <http://www.lynda.com>
- <https://www.youtube.com/user/terrywhitetechblog>



HAVE MORE QUESTIONS?



Visit me online at www.jashleypanter.com or follow Blu Mountain Expressions via the social media channels represented below:

Facebook: www.facebook.com/blumountainexpressions

Google+: www.google.com/+blumountainexpressions

Twitter: www.twitter.com/blumountainexp

Instagram: www.instagram.com/blumountainexpressions

Dribbble: www.dribbble.com/jashleypanter

LinkedIn: www.linkedin.com/in/jashleypanter

About.Me: www.about.me/apanter

That's all folks!