

# ENTREPRENEURSHIP FOR ENGLISH MAJOR

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**Self-branding : Portfolio**

**Week 6**

# Portfolio

- ✓ CV or Resume
- ✓ Cover Letter
- ✓ LinkedIn

**What's next?**

“Self-branding through **Portfolio**”

# Self-branding Through Portfolio

1. What is a Portfolio? Differences between CV, CL, and Portfolio
2. Purpose of Portfolio
3. 4 Steps to Build a Portfolio
4. Content of Career Portfolio
5. Developing a Career Portfolio
6. Digital Career Portfolio
7. Portfolio for English Major

# What is Portfolio?

- ❖ The word “portfolio” is derived from the Latin words “portare” which means “to carry” and the word “folium” which means “document’ or artifact.”
- ❖ A portfolio filled with a summary of documents highlights explaining who you are, what you’ve done, and what you hope to do. It is evidence of your potential.
- ❖ A career portfolio is a way to display a comprehensive collection of your professional production to potential employers.
- ❖ Portfolios are a visual representation of someone's work it's the place to show people what you're about and what you are.

Sources: <https://www.youtube.com/watch?v=8nvfLEpnCB4>

[portfolio journal article.pdf](#)

<https://www.youtube.com/watch?app=desktop&v=LaDHOkHBYPg>

# Differences between CV, Cover Letter, and Portfolio

**CV** is a short summary of your personal information, professional and educational experience and skill set. Typically consists of one or two pages.

**Cover Letter** consists of information about your past experiences and educational background combined with your skillset to assure the employers that you are the right candidate for the job. Consists of 1 page.

**Portfolio** provides more detail evidence of what you are writing on your CV and cover letter. Consists of several pages.

# Purpose of Portfolio

Where can we use a portfolio?

- University admission support
- Internship and Career Position Interview
- Career purposes:
  - ❖ Performance review
  - ❖ To get a raise
  - ❖ To get a promotion
  - ❖ To change career

Sources: <https://www.youtube.com/watch?v=8nvfLEpnCB4>  
[portfolio journal article.pdf](#)

# 4 Steps to Build Portfolio

1. Collect all materials
2. Organize the material
3. Make it visually appealing
4. Customize your portfolio

Source: <https://www.youtube.com/watch?v=8nvfLEpnCB4>

# Content of Career Portfolio

1. Cover Page
2. Table of Content
3. Cover Letter
4. Resume
5. Letters of Recommendation
6. Evidences
  - a. Work Samples
  - b. Achievements
  - c. Certifications

Source: <https://www.youtube.com/watch?v=8nvfLEpnCB4>

# Developing a Career Portfolio

The following are 3 ways to develop our career portfolio;

1. Collecting and storing
2. Reflecting and selecting
3. Writing and designing

# Digital Career Portfolio

Digital Portfolio also called E-Portfolio can be created through:

- ✓ Live Binders
- ✓ Canva
- ✓ LinkedIn
- ✓ Creating a Website (Squarespace).
- ✓ Google Drive

# Portfolio for English Major

1. Essays
2. Creative writings
3. Poetry or creative poems
4. Research paper
5. Translation (written and oral)
6. English proficiency certificates such as; TOEFL, TOEIC, and IELTS.
7. Synopsis of the book
8. Syllabus of teaching materials

# Three Samples of Portfolio



# THANK YOU

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# Original Source:

Borgen, W., Amundson, N. & Reuter, J. 2004. Using portfolios to enhance career resilience. *Journal of Employment Counseling*, 41(2), 50-59.

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<https://www.arimetrics.com/en/digital-glossary/digital-portfolio>

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