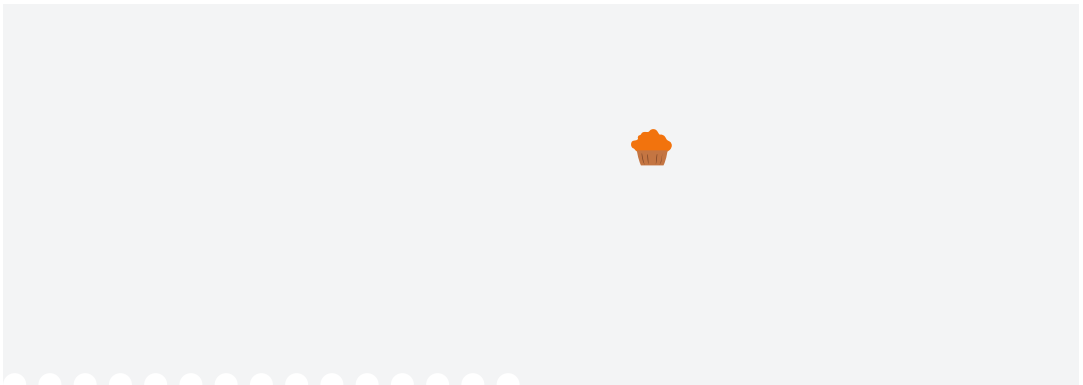
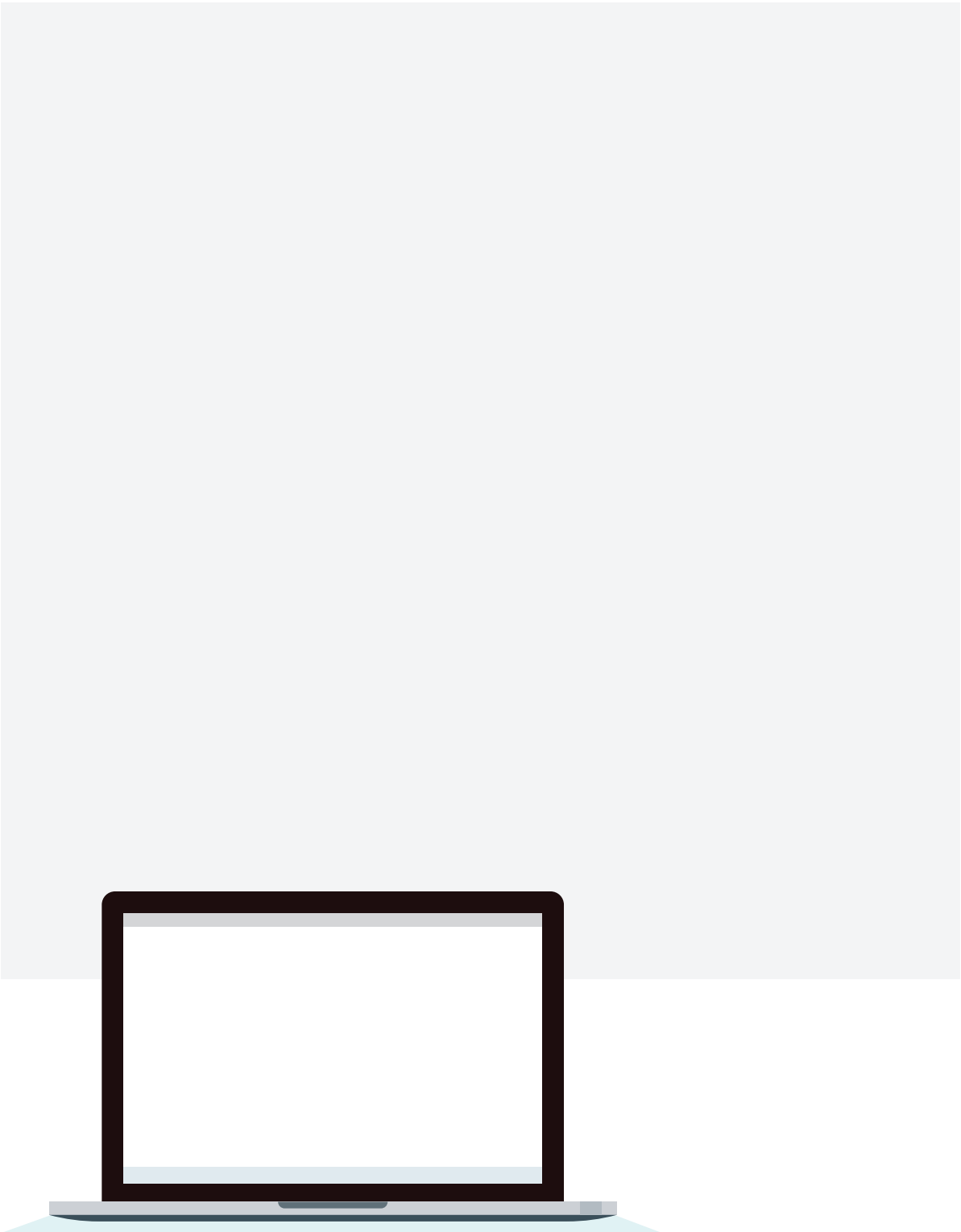
Find the best f t to help you stand out

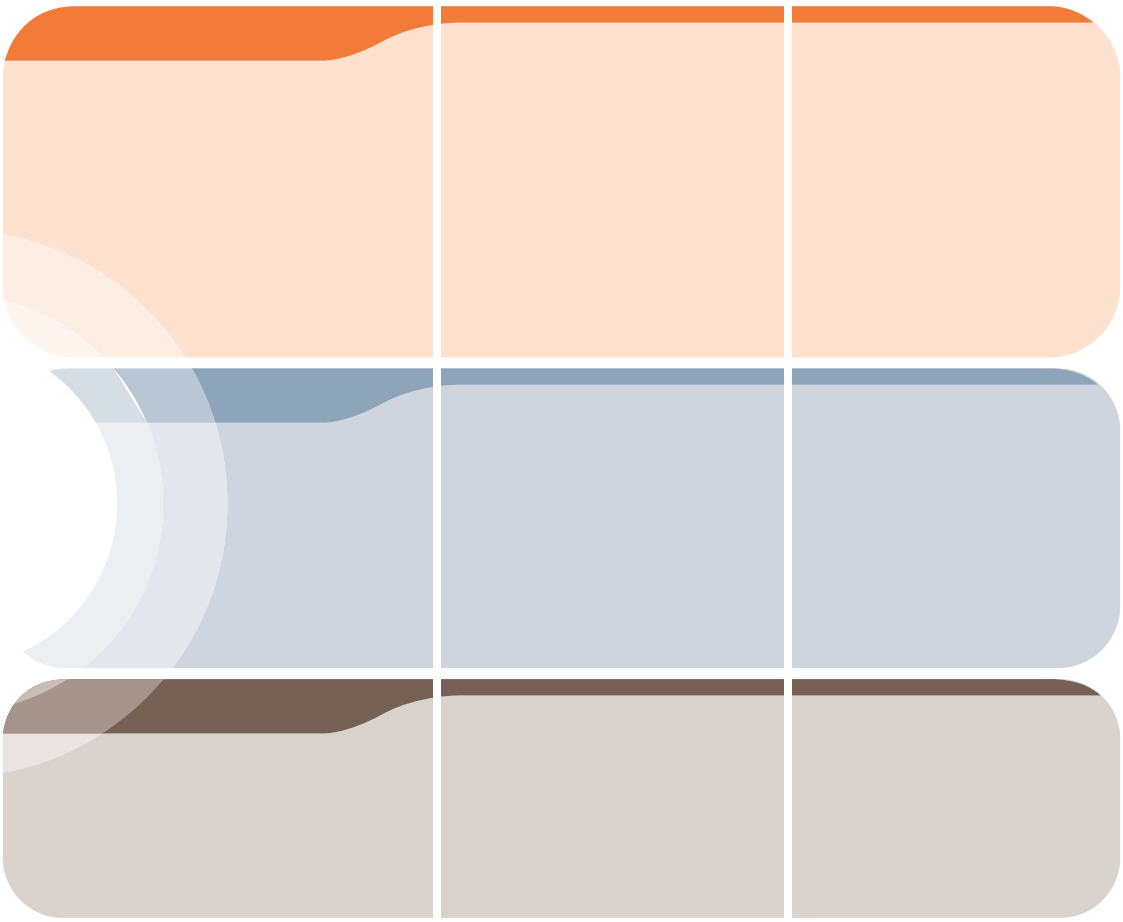
University

A professional portfolio is a curated collection of your best work. It acts as a personalized showcase of your skills and expertise for potential employers or clients. Depending on what is common in your industry, it can include items like writing samples, code snippets, artwork or lesson plans.



While not always mandatory, a professional portfolio can





The best approach to building a portfolio is to keep it focused on the roles you’re aiming for. If you’re applying for various types of jobs, consider building portfolios tailored to each role.

Customize your content to highlight skills and experiences relevant to your industry, desired industry or target audience.

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Like any other professional document, it’s best to often update your portfolio

new opportunities, it’s a good practice to refresh your portfolio at least once or twice a year with your evolving skills and experiences.

Solicit feedback from colleagues, mentors or industry peers on potential improvements or updates to your portfolio content and presentation.

into what your industry prefers.

Start crafting your professional portfolio today to showcase your skills, expertise and unique value to potential employers or clients. Here are some practical steps to get started:

Begin by setting aside time to gather your best work samples and determine the format that best suits your industry and goals.

Next, organize and select your portfolio content. Then, set aside some time for designing and creating your portfolio, depending on its complexity. See this article by The Muse for inspiration: "Four Secrets to Building a Portfolio."

brand and accomplishments.

Finally, launch your portfolio and begin promoting it to your network and