

The Importance of a Digital Portfolio

Jade Bair & Chloe Barrett

Abstract

This article emphasizes the importance of a digital portfolio for students to use during the hiring or admissions process. A digital portfolio is a convenient electronic tool that organizes all the student's completed work on one website that a potential employer or academic recruiter can view. These works showcase the student's skills, interests and accomplishments, allowing for a deeper analysis of the individual that emphasizes how they can benefit the employer or university they are applying for. The portfolio can assist the student by introducing who they are and how they stand out among other applicants. Overall, a digital portfolio is a very organized tool for students to expand upon their abilities and accomplishments beyond the traditional resume and cover letter.

The job market is a fast paced, system that is becoming more competitive, with many employers receiving on average 250 resumes per job opening (Gladstone, 2017). Currently, many hiring managers do not believe that resumes fully encompass an applicant's accomplishments and skills. Employers are looking for people who stand out and have potential, and a great way to show this is with a digital portfolio. This tool is a website that shares a little about the student, including their resume and selected works they have created. A certain major or career background is not necessary to create a digital portfolio; they can be beneficial to all. Throughout this article we will note how this portfolio can help someone stand out amongst other applicants. Portfolios are a great way for a future employer to notice a student by showcasing their skills and

accomplishments through finished projects. For example, if you are a writer, you may want to showcase a finished piece, or an excerpt from a finished piece. It shows the dedication given to the project and how much time and energy was put into it. A portfolio can show a potential employer that the applicant is not afraid to stand out and take initiative.

Particular works that display important soft skills, like time management and communication, and hard skills, like computer software or math, are selected to be included on the website. These skills should support specific traits or values of the individual to highlight their significance in the portfolio. The samples included can be an assortment of assignments or projects that the student has worked on during their educational career. They should also display

specific skills that the student wants to call attention to. These works can demonstrate what programs or topics a student learned in a specific job or class by showing their knowledge in an original argument or a completed project using the specified software. The main component of each sample should be to show what you can do for an employer or educational department. It is pertinent that the digital portfolio be created to target a specific audience. The audience determines which pieces the student will include in the portfolio, how the website will be laid out and what skills will be highlighted.

A digital portfolio can benefit future employers by keeping completed work organized. Many sites like Weebly, WordPress, and Wix give their users the opportunity to customize how they would like their information displayed on their portfolio. This organization gives employers an easy and efficient way to look at a student's work. There is also the ability to introduce the student further to employers by including a thorough "About Me" page that emphasizes their core values and beliefs. This inclusion would not be possible with a

traditional resume and cover letter, giving the student the ability to fully introduce themselves and their work.

A digital portfolio is user-friendly because it is conveniently online and always available for anyone to access. It is easy for potential employers to be able to find the content they want by quickly selecting each section they want to view. This can also benefit the hiring manager who is overseeing your application because they can easily send the link to your portfolio out to other hiring employees, rather than having to print out documents or attach them to emails.

Overall, a digital portfolio is important for all students to incorporate within their applications to any company or university. It allows for a greater analysis of their character, accomplishments and behaviors, rather than solely relying on the brief information a resume and cover letter contain. The digital portfolio will help them stand out amongst the other applicants and give them a convenient edge for marketing in future situations. It is important that each student adopt this new technological advantage to enhance their presence online for wherever their career path takes them.

References

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