

Building a Content Marketing Portfolio

“A portfolio is proof of work, not a second CV.”



Shows audience understanding, editorial judgment, and business outcomes



Combines context, process artifacts, finished samples, and metrics



Recruiters scan in seconds: lead with numbers and role fit



Beginner formats: one scrollable page, Notion/Canva PDF, or LinkedIn Featured

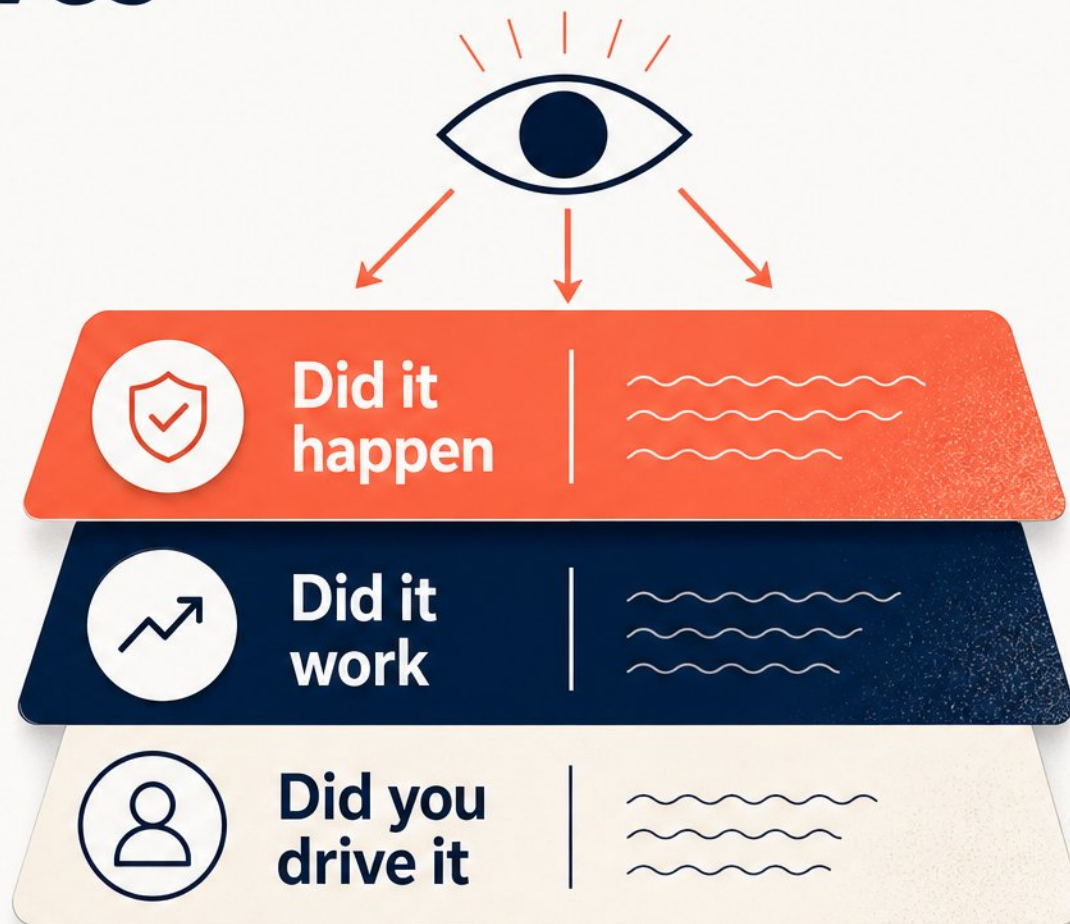


Today you'll draft an outline, one case study, and a 30-day plan

What a Strong Portfolio Proves

- Recruiters prioritize measurable business impact over walls of writing samples
- Portfolios with 4-6 projects get 3x more recruiter engagement than 10+
- Three proof layers: did it happen, did it work, did you drive it
- Proof of audience understanding: research methods, personas, search intent maps
- Proof of business impact: traffic, conversions, subscribers, ranking, pipeline

RECRUITER'S 10-SECOND SCAN OF A PORTFOLIO



Role-Aligned Goals:

Writer, Strategist, Social, Email, Freelance



SEO writer

- SEO writer: keyword research, on-page optimization, content clusters, ranking movement



Content strategist

- Content strategist: audience analysis, funnel mapping, editorial calendars, content-attributed outcomes



Social media marketer

- Social media marketer: 30-day calendar, top posts, engagement rate growth, community interactions



Newsletter editor

- Newsletter editor: welcome sequence, open and click rates, segmentation logic, list growth



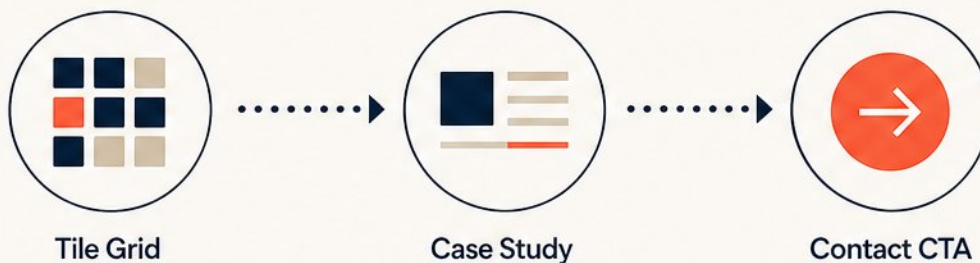
Freelance copywriter

- Freelance copywriter: client or spec work with clear positioning, scope, and measurable results

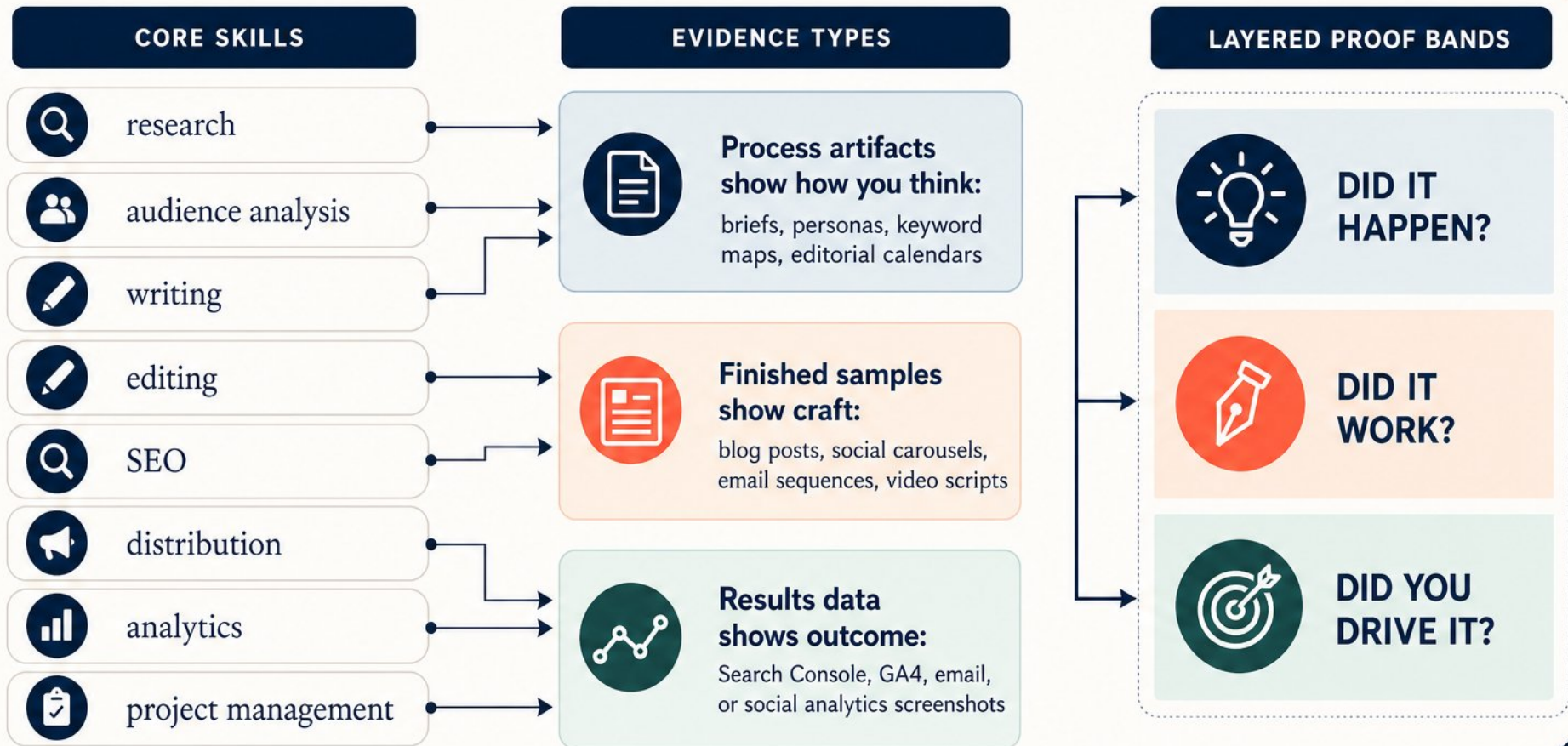
Choosing Your Portfolio

Format and Hosting Platform

- Full builders: WordPress, Wix, Squarespace, and Framer for control and scalability
- Writer-focused tools like mnml offer typography-first layouts and fast publishing
- Low-lift options: a Notion page, Google Drive folder, or Canva PDF
- LinkedIn Featured section works as a lightweight portfolio without a separate link
- Keep it single-page, mobile-friendly, and accessible with clear, simple labels



Core Skills and Evidence Types to Map



Map every piece to one skill and one evidence type to show range fast.

Creating Portfolio Projects Without a Formal Job



- Start a niche blog; track Search Console rankings and impressions



- Run a 30-day social experiment: calendar, engagement rate, top formats



- Build a 5-email welcome sequence; report open, click, unsubscribe rates



- Write a 1,500-2,000 word critique of a real brand campaign



- Adapt academic or volunteer work; never fabricate results or ownership



Ethics, Confidentiality, and Spec Work Boundaries

- Never fabricate metrics, ownership, or client results
- Label simulations, reconstructions, and hypothetical work clearly
- Get permission before showing client work; anonymize when needed
- Spec work is ethical when labeled, not when passed off as paid
- Respect NDAs; use aggregate or relative metrics when restricted



**ETHICAL
PORTFOLIO USE**



SIMULATION
Labeled clearly



RECONSTRUCTION
Labeled clearly



**HYPOTHETICAL
WORK**
Labeled clearly



**FABRICATION /
MISREPRESENTATION**



Fabricated, exaggerated,
or unauthorized claims
cross this line.

This is unethical.



**BOUNDARY OF
INTEGRITY**

Writing Case Studies That Show Impact



Lead with a number:

“Grew organic traffic 340% in 6 months”



- Use a repeatable structure: context, problem, process, execution, results, reflection



- Lead with a number: "Grew organic traffic 340% in 6 months"



- Always show baseline → result with a timeframe and source



- Name your audience, goal, constraints, and specific contribution



- Keep case studies to 300–500 words; link to a deeper version



- End with one clear takeaway: what you learned and would test next

Packaging the Portfolio Experience



- Structure for scanning: headline, project tiles, case studies, about, contact



- Each project card: number headline, 2-sentence problem/solution, 3-4 metrics, full case study link



- Recruiters scan 7.4 seconds; single-page portfolios outperform by 2.3x



- Balance visual polish with substance; don't bury your work



- Close with a clear CTA: email, LinkedIn, calendar link, or form



SCAN
TILE GRID



DIVE INTO
CASE STUDY



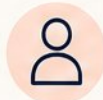
TAKE ACTION
CONTACT CTA



Positioning, About Page, and Social Proof

- ✓ - Write an about page that targets a specific role, not your whole career
- ✓ - Use a positioning statement: who you help, their stage, the outcome you drive
- ✓ - "I help SaaS brands with content" is too generic to be memorable
- ✓ - Show social proof: testimonials, recommendations, collaboration credits, community recognition
- ✓ - Adapt the portfolio for hiring managers, freelance clients, and internal promotion
- ✓ - Prepare a 60-second walkthrough script for interviews, networking calls, and pitches

ABOUT-PAGE POSITIONING STATEMENT



WHO YOU HELP

The specific role or audience you support.



THEIR STAGE

Where they are in their journey right now.



THE OUTCOME YOU DRIVE

The transformation or result you help them achieve.

SOCIAL PROOF



TESTIMONIALS

"Their clarity and storytelling made complex topics accessible and impactful."



RECOMMENDATIONS

"Highly recommend for any team that values strategic, thoughtful content."



COLLABORATION CREDITS

Partnered on projects across strategy, content, and brand storytelling.



COMMUNITY RECOGNITION

Recognized for sharing insights, mentoring, and contributing to the field.

ADAPT YOUR PORTFOLIO



HIRING MANAGERS

Showcase impact, problem-solving, and team collaboration.



FREELANCE CLIENTS

Highlight results, process, and how you solve their problems.



INTERNAL PROMOTION

Emphasize leadership, influence, and business alignment.

60-SECOND WALKTHROUGH SCRIPT



A concise script that:

- ✓ Introduces who you help and for what outcome
- ✓ Highlights 2–3 key projects or strengths
- ✓ Connects your work to the conversation

Practice it for interviews, networking calls, and pitches.

Publishing, Feedback, and Iteration



- Launch with 2-3 strong projects, then add one per month



- Quality beats quantity: 4-6 projects get 3x more recruiter engagement



- Collect feedback with a short review checklist from peers and mentors



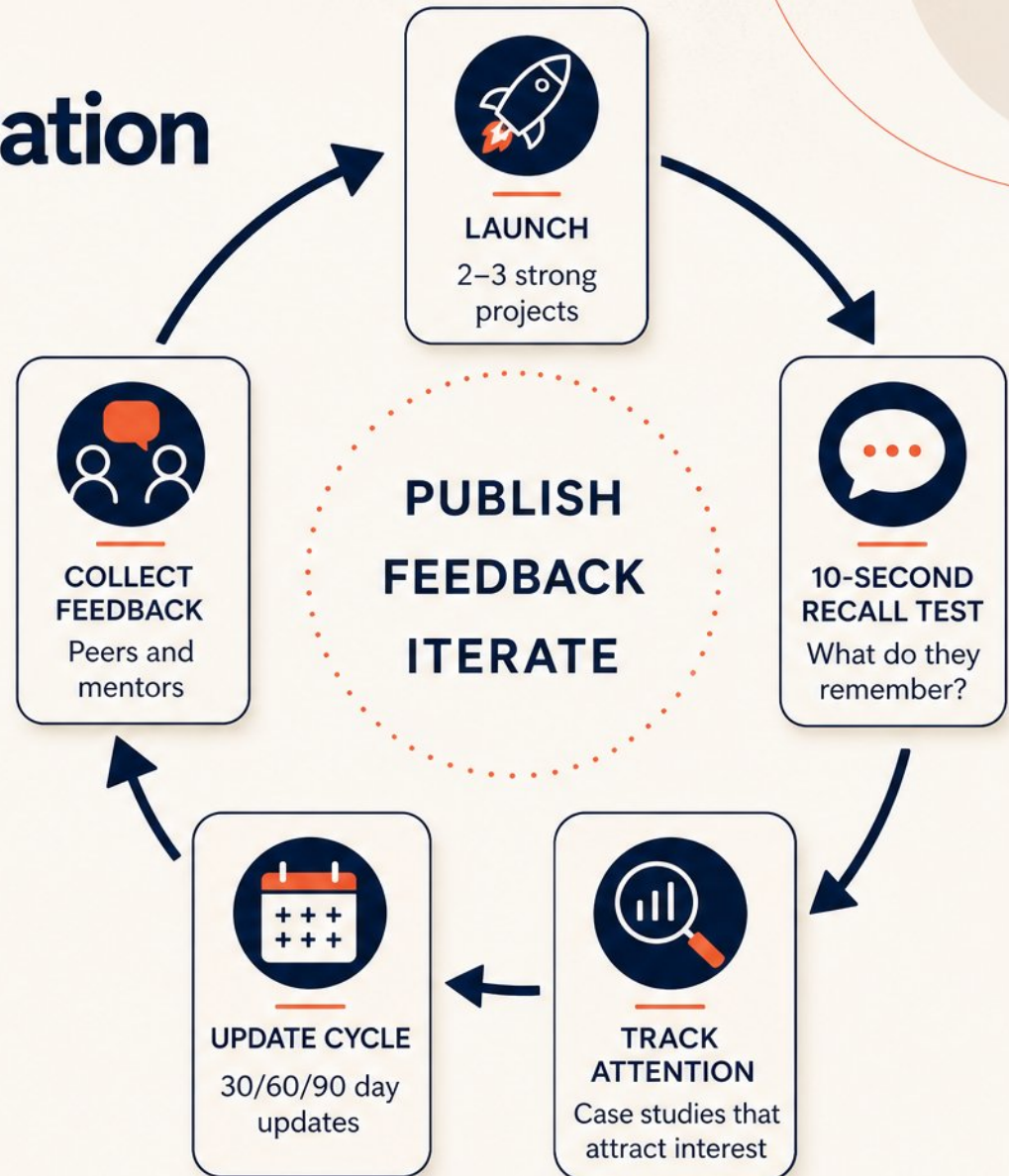
- Ask: after 10 seconds, what do they remember? No number means revise



- Track which case studies attract attention with portfolio analytics



- Plan a 30/60/90 day update cycle as real client work grows



Common Pitfalls and Confidence Building



ANTI-PATTERNS

What weakens your portfolio



Fabricated metrics, vague claims, and misleading ownership



Too many weak samples, no context



Unclear role and responsibilities



Poor readability and confidential leaks



Missing or weak call to action



HEALTHY PRACTICE

What builds trust and opportunity



Honest, specific claims with clear ownership



Curated, strong examples with clear context



Clear role, scope, and contributions



Clean, readable work with safe, respectful sharing



Clear call to action that guides the next step

LAYERED PROOF BANDS



DID IT HAPPEN?

Evidence the work exists.



DID IT WORK?

Evidence of impact or change.



DID YOU DRIVE IT?

Evidence of your specific role and decisions.



- Avoid fabricated metrics, vague claims, and misleading ownership



- Anti-patterns: too many weak samples, no context, unclear role, no CTA



- Imposter syndrome hits career switchers and students hardest



- Treat your portfolio as a living asset, not a final exam



- Document process honestly; use feedback to improve, not perfect

From Draft to Published Portfolio:

Your Action Plan

01



- Build an action plan: target roles, project list, publishing deadline

02



- Case study checklist: audience, goal, approach, sample, result, reflection

03



- Pick one platform and one milestone for the next two weeks

04



- Feedback loop: one peer or mentor, one target-audience reader

05



- Prepare a 60-second portfolio intro for interviews and pitches

Portfolio Lab:

Building and Refining Your First Case Study

1



Draft a headline result with a number and timeframe

2



Write a 2-sentence problem and solution summary

3



List 3-4 metrics: baseline → result, with proof source

4



Add one process artifact: brief, persona, or keyword map

5



Close with one reflection: what you learned and would test next

PROCESS ARTIFACT IDEAS

Choose one artifact to include in your case study.



BRIEF

A one-page overview of goals, audience, and scope.



PERSONA

A representation of your target user or stakeholder.



KEYWORD MAP

Key themes and terms that shaped your approach.



CALENDAR

A plan or timeline of key activities and phases.

PersonWise.

PersonWise • AI digital-human course platform



Scan the code or click anywhere to watch this course live, with voice Q&A

personwise.ai/t/5c5b11b4/public