

Building a Digital Marketing Portfolio



- In 2026, AI-written resumes make hiring managers distrust CV claims



- A portfolio is an evidence file of moved business numbers



- Not a gallery of pretty assets or a certificate wall



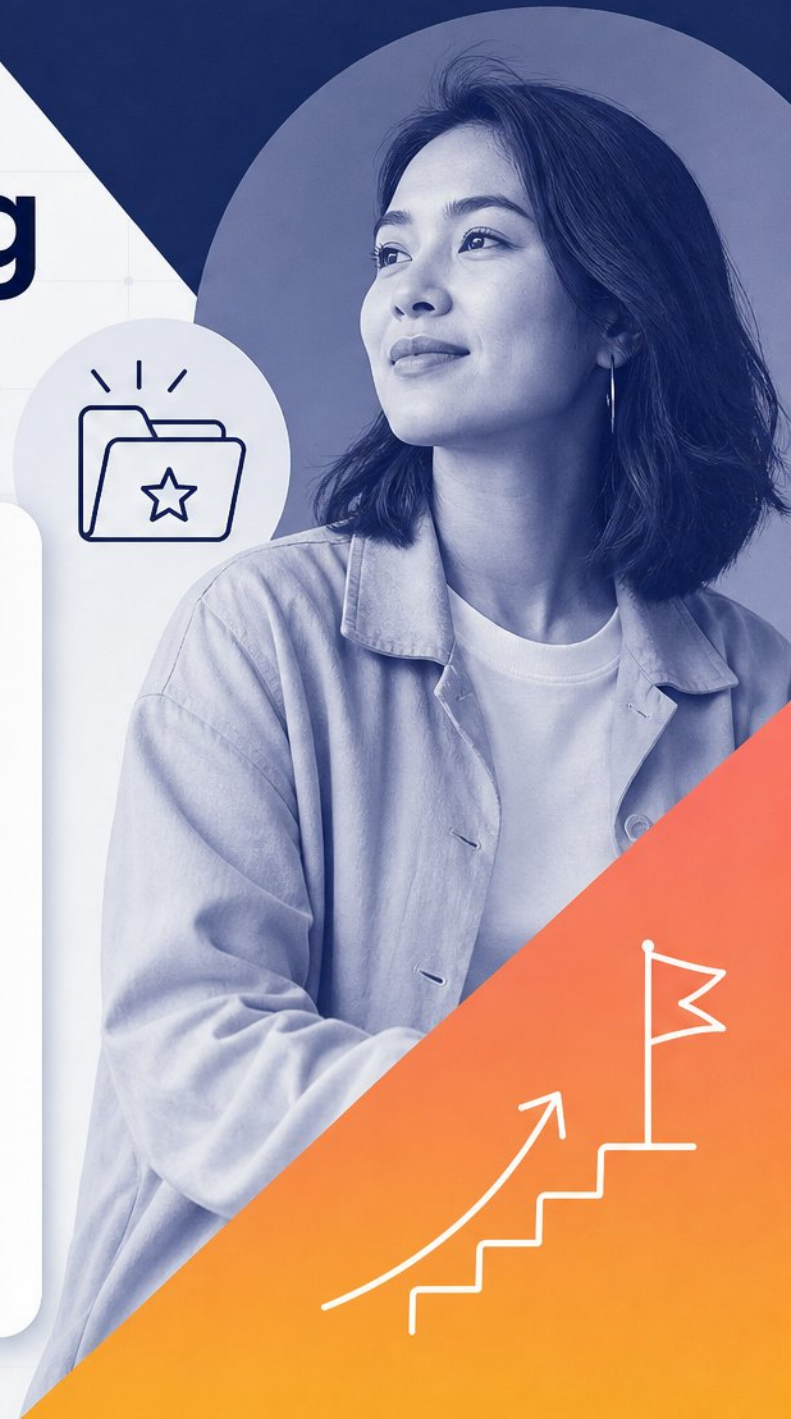
- Reviewers scan for relevance, clarity, credibility, and proof in 10–90 seconds



- Formats: personal website, one-page PDF, Notion/LinkedIn hub, live dashboards



- Goal: a published, honest, quantified portfolio you keep iterating



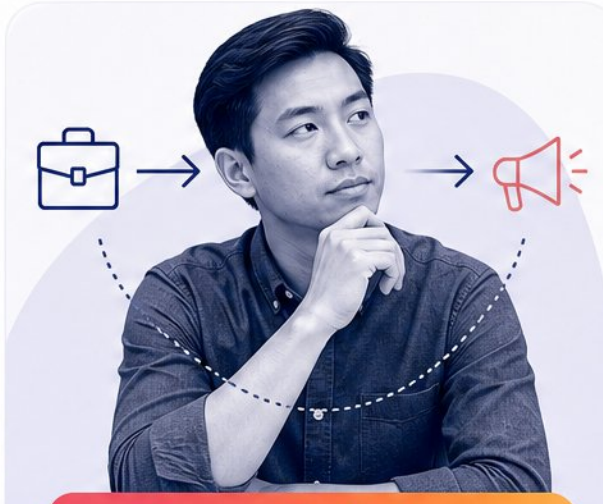
Who This Portfolio Is For: Students, Switchers, and Freelancers

Building a Digital Marketing Portfolio: Start Where You Are



Students

Classroom work, volunteer projects, personal brand



Career Switchers

Translate non-marketing experience into marketing-relevant proof



Freelancers

Case studies sell better than proposals — your 24/7 sales asset



- **Students and freshers:** classroom work, volunteer projects, personal brand



- **Career switchers:** translate non-marketing experience into marketing-relevant proof



- **Freelancers:** case studies sell better than proposals — your 24/7 sales asset



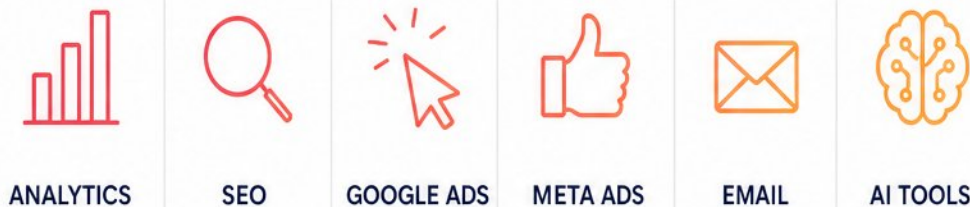
- **2026 quality gap:** specialist, quantified, AI-fluent portfolios beat empty generalist titles

What Employers and Clients Look For in 2026

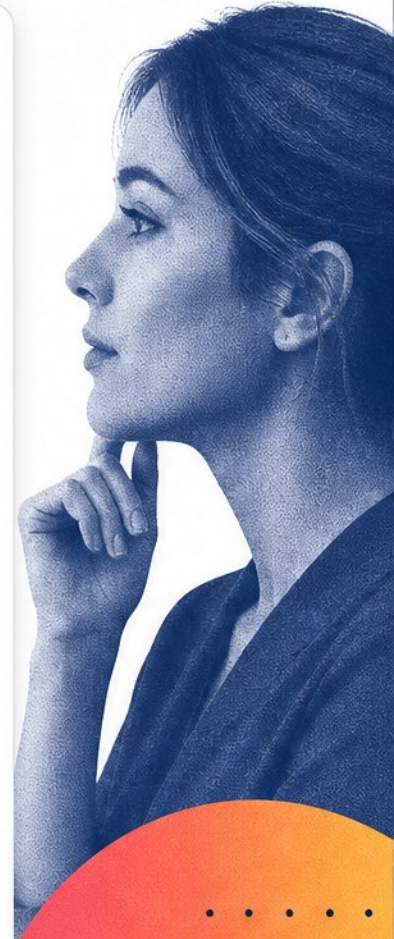
FOUR SCAN SIGNALS



MOST IN-DEMAND SKILLS



- ✓ - Four scan signals: relevance, clarity, credibility, proof
- ✓ - Most in-demand skills: analytics, SEO, Google Ads, Meta Ads, email, AI tools
- ✓ - Judgment-led roles grow; mid-level generalist execution roles compress
- ✓ - 68% of hiring requests now require verified AI execution and prompting
- ✓ - One quantified case study beats a wall of certificates



Positioning: Choosing What You Are Known For



- Pick a specific positioning statement, not just "digital marketer"



- Example: "SEO specialist helping local service businesses rank"



- Map strengths and prior work onto real marketing tasks and metrics



- Choose 2–3 target roles or client types, then tailor everything to them



- Specialist depth beats generalist breadth — twelve claimed skills read as proof of none

~~Social Media Manager~~

~~Web Designer~~

~~Content Creator~~

~~Copywriter~~

~~Paid Ads Expert~~

~~Video Editor~~

~~Email Marketer~~

~~Analytics Guru~~

~~Growth Hacker~~

~~Marketing Generalist~~

~~Brand Strategist~~

~~All-in-One Marketer~~



**SEO specialist
helping local service
businesses rank**

The Skills and Tools Your Portfolio Must Prove



- Evidence triangle: strategy, execution, measurement — every project shows all three



- Cover SEO, paid search and social, email, content, analytics



- Demonstrate GA4, Search Console, Google Ads, Meta Ads, HubSpot



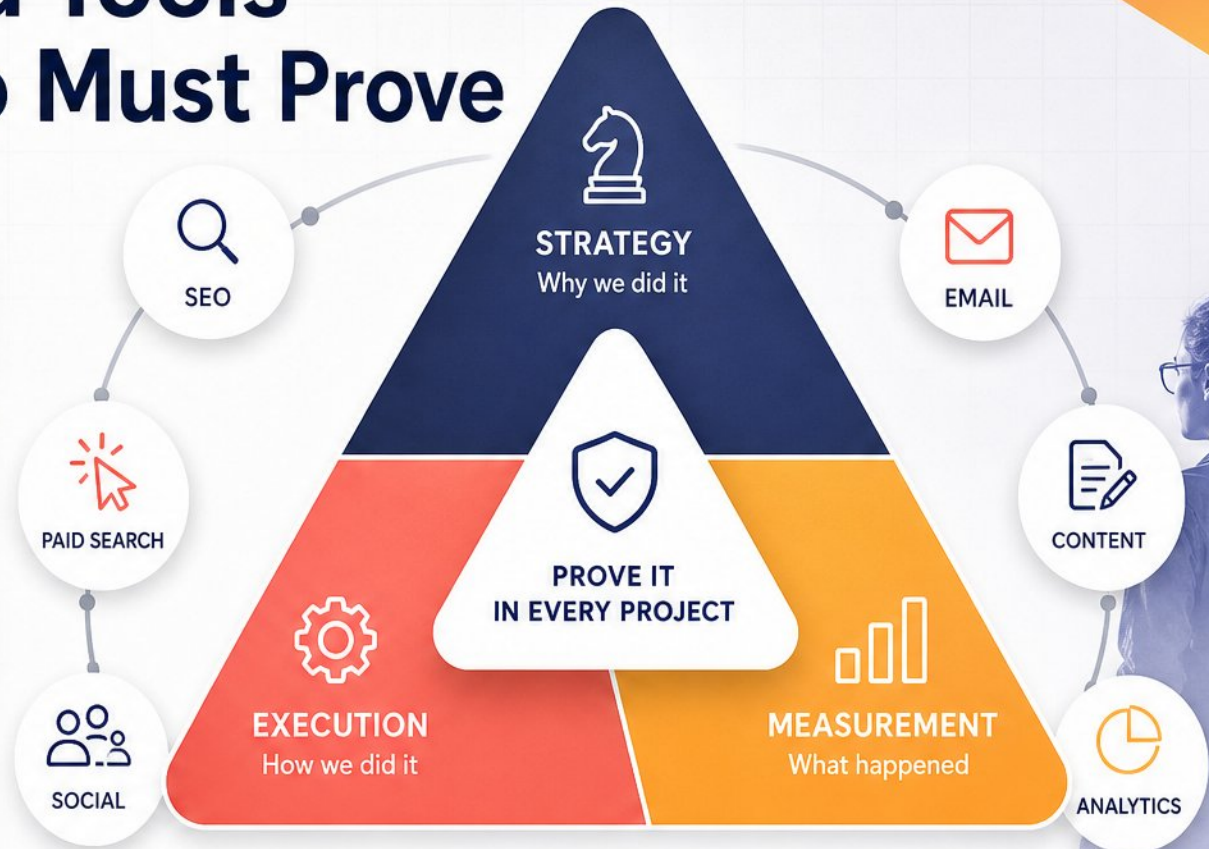
- Add Mailchimp, Canva, Looker Studio, and AI tools



- Beginners: free certifications, own site, volunteer projects build fluency



- Show soft skills through decisions, not adjectives



CORE TOOL STACK



GA4



Search
Console



Google
Ads



Meta
Ads



HubSpot

ADDITIONAL TOOLS



Mailchimp



Canva



Looker
Studio



AI
Tools

Getting Portfolio-Ready Experience Without a Job

01



- Real-but-small beats fictional-but-big: one local shop project outperforms five mock campaigns.

02



- Sources: personal brands, NGOs, student orgs, pro bono clients, internships, small freelance gigs.

03



- Label simulated campaigns clearly as practice — honest data sourcing, visible "simulated" note.

04



- Document from day one: baseline metrics, briefs, screenshots, UTM names, client feedback.

05



- Use one repeatable process: brief, baseline, actions, metrics, learning.



FIELD GUIDE: SMALL REAL PROJECT



BRIEF

What was asked, who it's for, goals and context.



BASELINE

What the starting point looked like before actions.



ACTIONS

What I did and why, across channels and formats.



CAPTURED EVIDENCE

Screenshots, creative samples, assets, and key moments.



UTM NAMES

Clear, consistent tracking links and naming.



CLIENT FEEDBACK

Verbatim feedback or notes that show client perspective.



Simulated campaigns should be clearly labeled as practice.

Anatomy of a Case Study That Converts



- **Core structure:** context, baseline, your role, strategy, execution, results, reflection



- **Lead with the outcome number,** then explain exactly how you moved it



- **Add visual proof:** GA4, Ads Manager, or Looker Studio screenshots



- **Small results told honestly** beat big vague claims — show baselines



- **Avoid:** too long, tool-focused, no baseline, unclear team ownership



Writing the Case Study Page and Your Portfolio Copy



VAGUE COPY

“
I’m a passionate marketer.”

I help businesses with their marketing and love creating content that connects with people.

RESULTS (VAGUE)

Helped improve performance and support business growth.

VS.

OUTCOME-DRIVEN COPY

“
I help teams reduce cost per lead.
That’s the outcome.”

I build paid and content strategies that lower acquisition costs while growing qualified leads.

RESULTS (SPECIFIC)

*Reduced cost per lead from **\$62** to **\$38**.*



- 200–400 words per case study, plus one strong visual



- Headline states who you help and the outcome



- About page: background, focus, approach, contact, one clear CTA



- Specific metrics beat vague claims: '\$62 to \$38 cost per lead'



- Outcome verbs: increased, reduced, improved, generated — always with a baseline



Be specific. Show the outcome. Prove the impact.
That’s what makes your portfolio stand out.

Sanitizing Real Work Without Losing the Proof



- Never publish customer data, lead lists, or confidential pricing



- Index numbers instead of raw values: "cost per lead down 39%"



- Anonymize by category and scale, not name or location

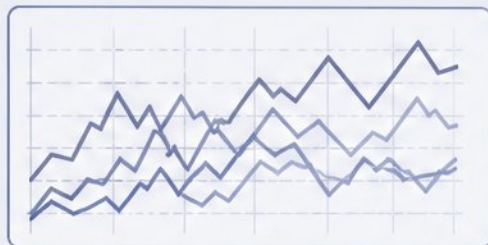
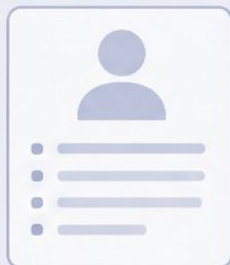


- Rebuild charts in a clean spreadsheet; ask before naming clients



- Sanitize real numbers — never invent; fabrication fails reference checks

BEFORE: RAW AND IDENTIFYING



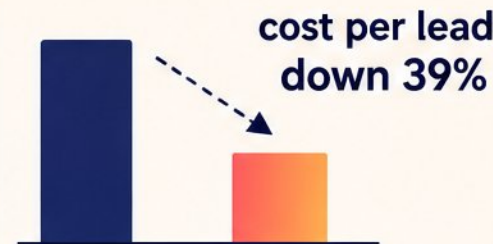
Live account, customer details,
and raw data: not shareable



AFTER: SANITIZED AND SHAREABLE



An anonymized
six-branch
dental group



Real result, sanitized and indexed.
Proof without exposing identity.

Choosing Your Portfolio Platform and Format



Friction rule: whatever is already open in front of the reviewer gets seen



One-page PDF attachment beats a website they must visit



PDF plus LinkedIn Featured: highest-return combo for job applications



Build a full website for senior roles or freelance clients



Site options: WordPress/Webflow for control, Wix/Squarespace for speed



Notion plus Super or Carrd for quick single-page portfolios



A site gives you a domain, deeper case studies, and self-marketing proof



LinkedIn entry point: Featured section, About summary, plain-text URLs

FOUR PORTFOLIO FORMATS COMPARED



ONE-PAGE PDF

The PDF is already open, easy for reviewers to read and share—lowest friction, highest chance of being seen.



LINKEDIN FEATURED HUB

Curate your best work in LinkedIn Featured, supported by a strong About summary and plain-text URLs.



NOTION HUB

Fast, flexible single-page hub using Notion plus Super or Carrd—quick to build and share anywhere.



LIVE WEBSITE

A full website with your domain delivers depth, credibility, and total control for deeper self-marketing.



JUDGED BY THE FRICTION RULE

LOW FRICTION

HIGHER FRICTION



BEST FOR THIS AUDIENCE



Job applications and recruiters



Recruiters and professional network



Peers, collaborators, and quick sharing



Clients, hiring managers, and senior roles

Designing for Clarity, Credibility, and Access



- Minimal layouts that prioritize proof over decoration



- Five to eight curated visuals per case study, not fifteen



- Essential navigation: home, work, about, skills, contact in two clicks



- Mobile-first: most first views happen on phones; test at 375px



- Accessibility basics: 4.5:1 contrast, alt text, visible focus states



- Performance as credibility: load under three seconds, clean structure

Home

Work

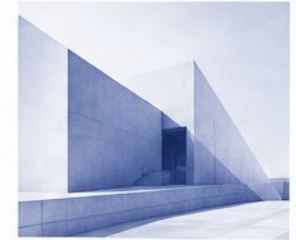
About

Skills

Contact

I design with purpose and attention to detail.

Thoughtful digital experiences that are clear, credible, and accessible.



Alt Text

Describe images for screen reader users



Focus States

Visible indicators for keyboard navigation



Performance

Load under three seconds

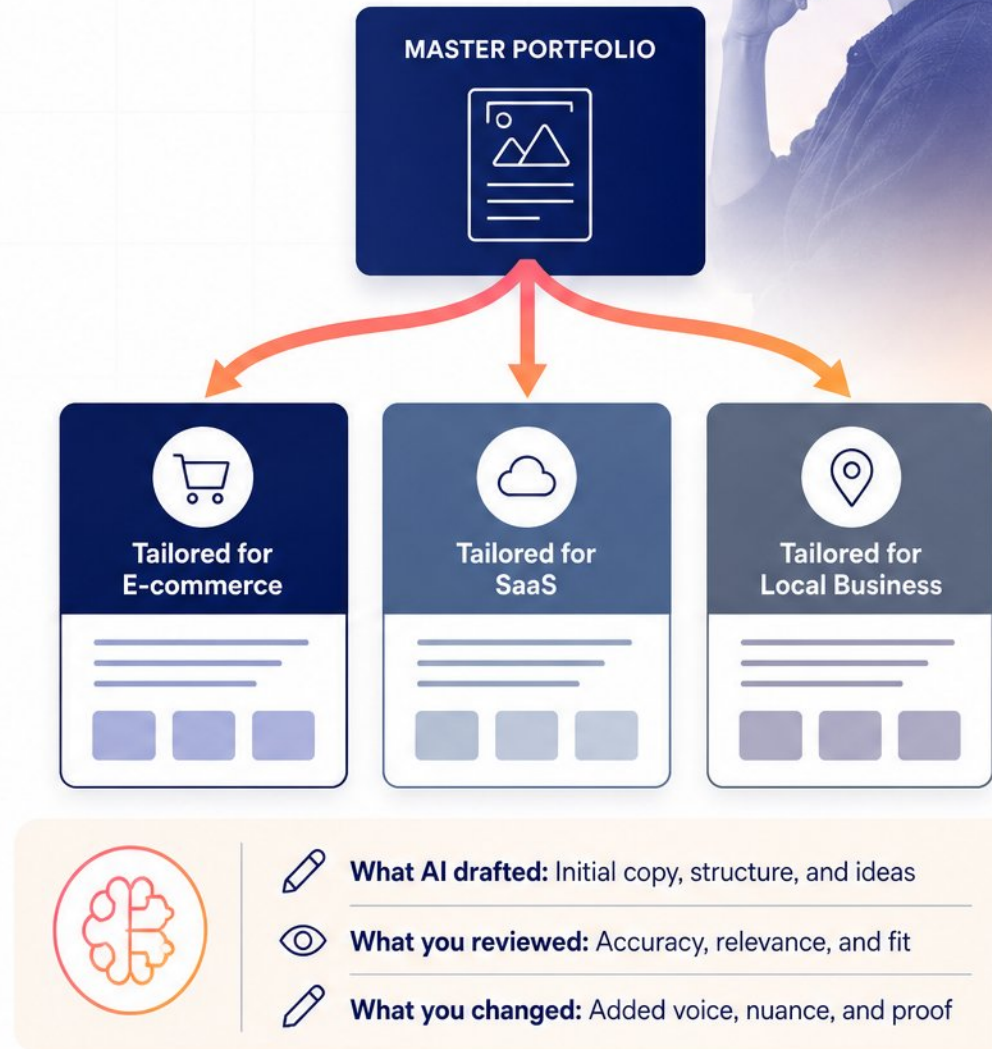
Launching, Sharing, and Collecting Feedback

- ✓  - Pre-launch check: working links, contact details, mobile test, grammar pass
- ✓  - Add simple analytics before sharing so you can track real interest
- ✓  - Share via job applications, LinkedIn Featured, cold outreach, and email signature
- ✓  - Ask reviewers specific criteria questions, never "do you like it?"
- ✓  - Track visits, clicks, top projects, and inbound recruiter or client interest
- ✓  - Use feedback to fix positioning and structure before scaling outreach



Tailoring Your Portfolio for Different Roles and Clients

- ▶ **Build one master portfolio**, then create tailored views for each application
- ▶ **Reorder case studies**, swap the headline, lead with the metrics that match
- ▶ **Mirror job description terms** that are true for you: GA4, SEO, Meta Ads, CRM
- ▶ **Keep resume and portfolio** telling the same story with identical project names
- ▶ **Frame by industry**: ROAS for e-commerce, MQLs for SaaS, bookings for local
- ▶ **Add an AI-use note**: what AI drafted, what you reviewed, what you changed



Maintaining and Growing Your Portfolio Over Time



- **Quarterly review:** add new work, retire anything older than two years, refresh metrics



- **Capture baselines** before starting projects, then write case studies while data is fresh



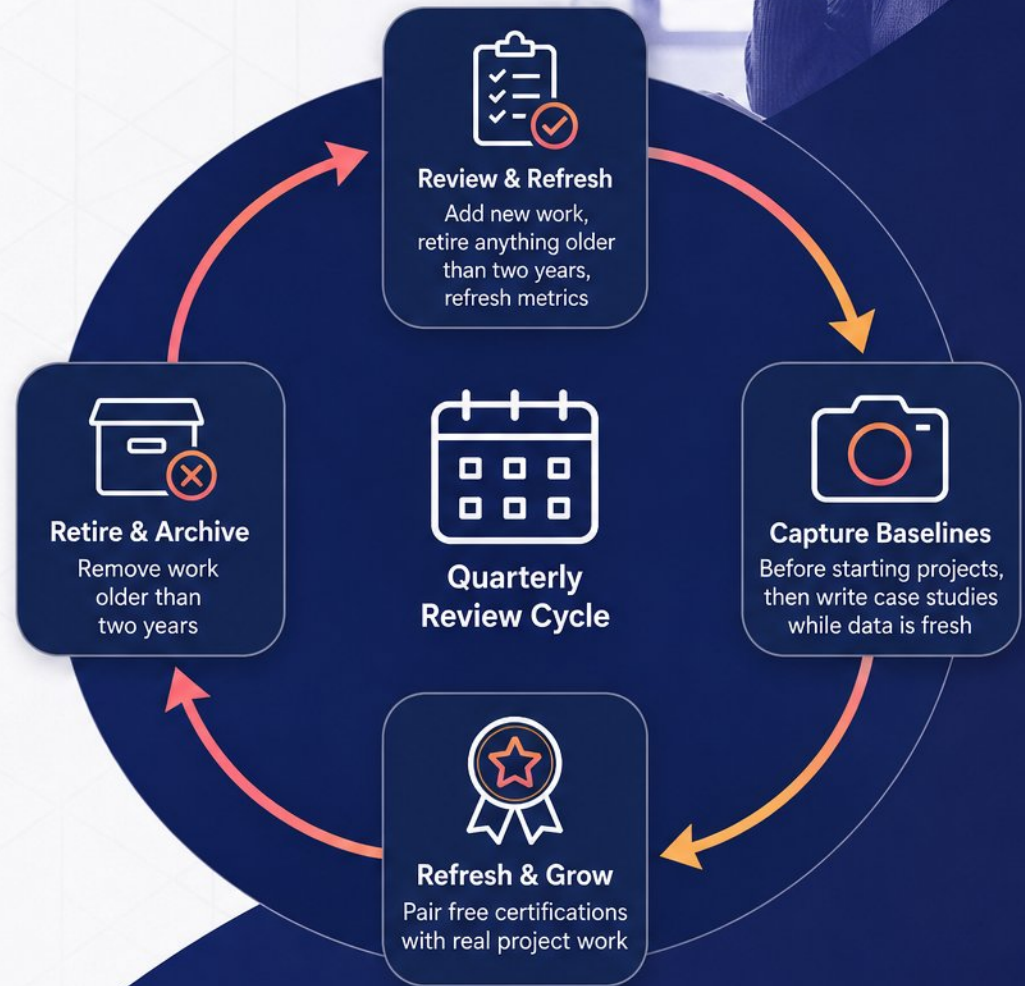
- **Pair free certifications** (Google, HubSpot, Meta) with real project work



- **Build a personal brand:** LinkedIn activity, published writing, AI-citable site



- **Track 2026–2027 trends:** analytics, automation, AI-fluent execution roles



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/ca8203e4/public