

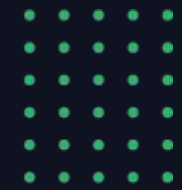


Building your Tech Portfolio



Candice Denic

*R&D Marketing Science Lead
Google*





10 years Digital + Offline Experience

MSc. Information Systems

BA Enviromental Studies & Creative Writing

Loves Travling & Hiking

Brazilian music fanatic



Candice Denic
R&D Marketing Science Lead
Google





What we will discuss today

What is a tech portfolio?

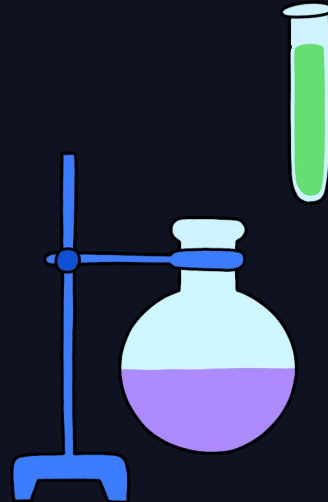
Building your Tech Portfolio

Where to host your portfolio





What is a tech portfolio





A tech portfolio is **evidence** of your technical abilities: projects, code samples

It helps you **stand out from the crowd**, impress potential employers, and land your dream job.





Which of these are tech portfolios?

A

Freelance frontend user interface developer

Hello, I'm a freelance user interface developer

My name's Michael Pumo. I craft user interfaces using modern frontend web technologies.

Let's work together!

Find me at [Twitter](#), [GitHub](#) and [LinkedIn](#).
Download my resume (PDF, 67KB)

B

Candice Denic (She/Her)
Writer | Data Innovator | Public Speaker
New York, New York, United States · [Contact info](#)
2,046 followers · 500+ connections

Google
 University of Chicago

C

olaolu

Frontend Developer.

I like to craft solid and scalable frontend products with great user experiences.

Highly skilled at progressive web development, design systems & UI Engineering. Over a decade of experience building products for clients across several countries.

D

JACEK TOMASZEWSKI
FULLSTACK WEB DEVELOPER

MY SKILLS & OFFER
PORTFOLIO >
CONTACT

ABOUT ME
TECH BLOG
PERSONAL BLOG
MY TALKS

GET IN TOUCH

TECHNOLOGIES USED

PORTFOLIO

Now ... available for hire! Contact me, if you're interested.

May 2016 **FestBlast**
The best way to enjoy festivals!

FestBlast is an all-in-one platform that lets you easily find the best music festivals, organize your trip and personalize your festival experience.

This free web and mobile solution helps you stay connected with your friends & share your epic festival moments.

1. Responsive web application (Ruby on Rails, Angular)
2. Mobile application for Android & iOS (Angular, Ionic, Cordova)

[See details](#)



Use Catchy Headlines to stand out



TAMARA
SREDOJEVIC

About

Web design for good

I'm Tamara (she/her), a freelance UX/UI designer specialising in accessible websites for charities, non-profits and brands using tech for good.





Include Professionally Appropriate Information

Personal details like hobbies and values.

Professional background, like education and certificates.

Your photo

Testimonials & recommendations





A Call to Action

Give people something to do next.

Add:

“I’m currently looking for new opportunities. Please get in touch!”





Let's chat about your next project

To check when I'm free to work, or to discuss your project and ideas, please call. You can also sign up for my [Availability updates](#)

Email: hi@roybarber.com or call: +44(0)7504758839

What do you need help with?

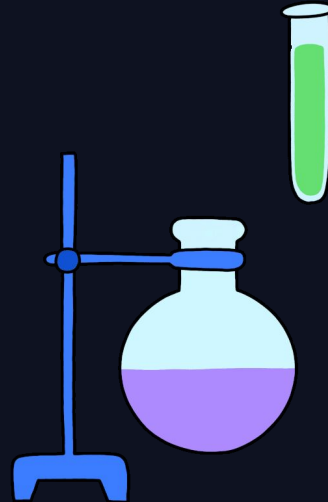
Select an option:

- 
Consulting
- 
Branding
- 
Web & Apps
- 
Optimisation





Building your Tech Portfolio





Start Easy on LinkedIn

Create catchy headline with a CTA & list schooling



Candice Denic (She/Her)

Writer | Data Innovator | Public Speaker

New York, New York, United States · [Contact info](#)



Google



University of Chicago



Use featured carousel to highlight posts that showcase your skills & the area you want to grow

The image shows a 'Featured' carousel on a LinkedIn profile. The carousel is titled 'Featured' and contains three items:

- Post 1:** A post by Candice Denic, R&D Marketing Science Lead at Google. The text reads: "Are you looking to improve your experimentation process? If so,..." The featured image has the title "Metrics-Driven Marketing: Innovate & Experiment" and a "Register Now for Free" button. The post is dated 26-Aug-2023 and is scheduled for 8:00 PM to 8:30 PM (IST). It has 28 reactions.
- Link:** A link post titled "Learn with GMP - Connected TV: Latest Innovations" from YouTube. The featured image shows a video thumbnail with the text "Leverage these reports to quantify cTV buys across publishers" and three numbered points: "1. Unique Reach & Frequency", "2. Unique Creative", and "3. Cross-Device Conversions". The link text says "Measure Connected TV holistically with Campaign Manager".
- Post 2:** A post by Candice Denic and Rehgana Avon. The text reads: "Tune in next Wednesday to hear me talk about how I use..." The featured image is for a virtual series by Women in Analytics in collaboration with si su, titled "Trailblazing Digital Transformation with Provocative Insights". The event is on March 30, 2022, from 12PM - 1PM ET / 9AM PT. There is a "REGISTER FOR FREE ON 2" button. The post has 21 reactions and 1 comment.



Use the About Me Section to stand out from the crowd & show why you're unique

About



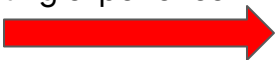
Nimble thought leader focused on creating measurement frameworks that address core advertiser concerns: cTV measurement, privacy and driving efficient video and search performance across business units. Voracious seeker of knowledge, feedback & growth.





Showcase your work experience

Job: marketing experience



Analytics Manager

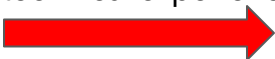
Dentsu Aegis Network

2017 - 2019 · 2 yrs

Greater New York City Area

- **Increased conversion rates 10%** via the origination of cross-department retargeting strategies utilizing clickstream data, and provided outstand ...see more

Internship: technical experience



Data Engineering Internship - Grad School

Giant Eagle, Inc. · Internship

2016 · Less than a year

Pittsburgh, Pennsylvania, United States

- **Built curbside transaction model** for grocery chain with \$10B in annual revenue in collaboration with a team of 5, leading to keen insights into a vital busi ...see more

1st Job, management experience



Marketing Analyst (Offline + Online)

FULLBEAUTY Brands · Full-time

2012 - 2015 · 3 yrs

Greater New York City Area

Lord & Taylor & Full Beauty Brands:


- **Managed 5 coordinators & 100+** partners to launch nationwide camp ...see more






Skills Endorsements & Recommendations

Marketing Strategy

 50 endorsements

CSS

 60 endorsements

json

 52 endorsements

xml

 45 endorsements

pandas

 37 endorsements

Received

Given

Recommendation from internship



Alan Deglmann · 1st

Technical Consultant at Giant Eagle

September 8, 2016, Alan managed Candice directly

Candice worked for me at Giant Eagle as an Intern this past summer on the Data Warehouse team. She did an excellent job creating several data models for some of our business initiatives like Curbside Express and GS1 Coupons. Candice also had to reach into are data lake to pull the data together to populate the data model. Building an application to load these models daily. In the end she provided the analytics the business needed to better grow our business. Thank you for all of your hard work



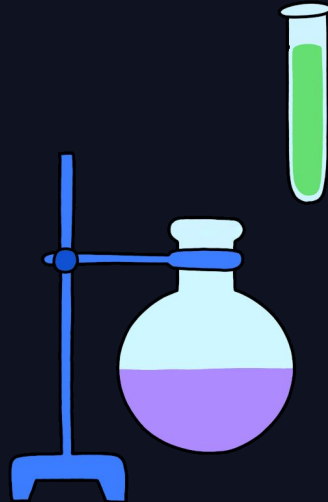
Choose diverse work to showcase skills

- Projects from:
 - School
 - Internships
 - Work
- Projects with outcomes:
 - “I proved X”
 - “I accomplished Y”
- Use recent projects
- Quality over quantity
- Purpose & benefit
- Quantify everything with actionable insights
 - “Conducted **data mining in R** to show that more restaurants receive health violations in the spring.”
 - “They have one chance to pass. They tend to pass with flying colors or they are shut down completely”





Where to host your portfolio





Think about the skills you want to display & choose the right platform

GitHub (code only)

LinkedIn

Wix

WordPress

Medium

Behance

Dribbble

CodePen





Github: store code from classes & sanitized work code here

The screenshot shows the GitHub repository page for 'google/rba'. The repository is public and has 1 issue, 0 pull requests, 0 discussions, 0 actions, 0 projects, 0 security issues, and 0 insights. The current branch is 'main', with 1 branch and 0 tags. The repository has 38d7473 commits on May 12, with 155 total commits. The file list includes:

File Name	Commit Message	Time Ago
.github/ISSUE_TEMPLATE	Update issue templates	2 years ago
Bayesian Regression.ipynb	updated authentication imports	last year
Boosted Trees Regression (BQML).i...	improved readability, added parameters, global explainability, docum...	last year
CODE OF CONDUCT.md	Rename CODE_OF_CONDUCT.md to CODE OF CONDUCT.md	2 years ago
CONTRIBUTING.md	Create CONTRIBUTING.md	2 years ago
Data Pre-Processing & Feature Sel...	updated transformation parameters	3 months ago
LICENSE	Update LICENSE	2 years ago
RBA Optimizer.ipynb	fixed instructions and updated optimization model	3 months ago
README.md	Update README.md	last year
Regularized Regression.ipynb	improved readability, added parameters, shap values, documentation...	last year
Standard Regression (BQML).ipynb	improved readability, added parameters, documentation, and exports	last year
Vector Autoregression (VAR).ipynb	updated authentication imports	last year
sample_data.csv	Add files via upload	2 years ago
sample_dataset_schema.csv	Add files via upload	2 years ago



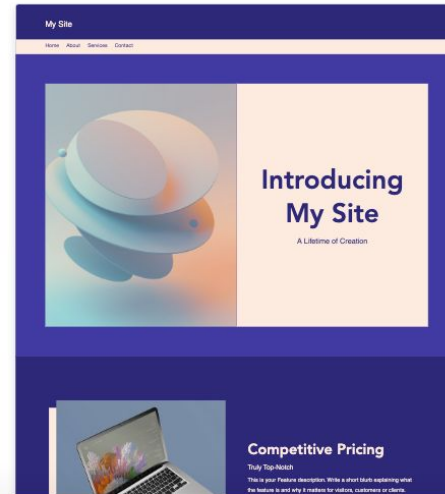
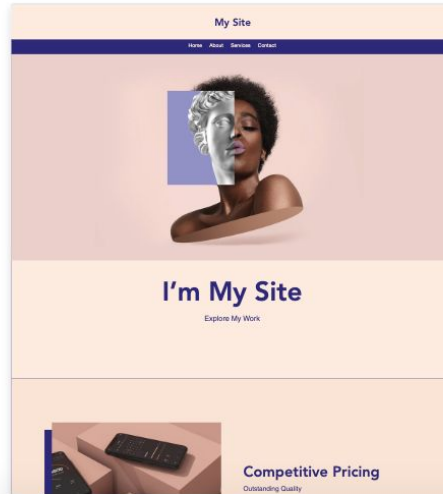
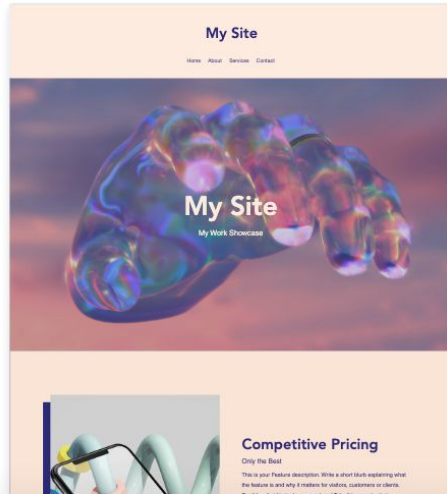


Wix: Easy setup and free

WIX

Pick your favorite homepage design

You can easily customize your colors, images and more.



Skip

Next >





Thanks 🙌

 <https://www.linkedin.com/in/candicevb/>

