Building your Tech Portfolio

Candice Denic
R&D Marketing Science Lead
Google
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Google

10 years Digital + Offline Experience

MSc. Information Systems

BA Environmental Studies & Creative Writing

Loves Traveling & Hiking

Brazilian music fanatic
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

Hello, I’m a freelance user interface developer

B

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

C

Frontend Developer.

D

PORTFOLIO

Jacek Tomaszewski

May 2019

FestBlast

The best way to enjoy Fest!

FestBlast is an all-in-one platform that helps 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 and discover your next festival moments.

1. Responsive web application (Ruby on Rails, Angular)
2. Mobile application for Android & iOS (Swift, Xcode, Golang)
Use Catchy Headlines to stand out

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!”
Building your Tech Portfolio
Start Easy on LinkedIn
Create catchy headline with a CTA & list schooling
Use featured carousel to highlight posts that showcase your skills & the area you want to grow
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 outstanding...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 business...see more

**1st Job, management experience**

**Marketing Analyst (Offline + Online)**
FULLBEAUTY Brands · Full-time  
2012 - 2015 · 3 yrs  
Greater New York City Area

- **Managed 5 coordinators & 100+ partners** to launch nationwide...see more
Skills Endorsements & Recommendations

Marketing Strategy
- 50 endorsements

CSS
- 60 endorsements

json
- 52 endorsements

xml
- 45 endorsements

dataframes
- 37 endorsements

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 the 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
Wix: Easy setup and free

Pick your favorite homepage design

You can easily customize your colors, images and more.
Thanks 👏

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