

SHOWCASING YOUR WORK CREATIVE PORTFOLIOS

Whether you have written articles, a photography gallery, or a couple of short films to share, the tips below can help you decide how to best showcase your creative skills.

DETERMINING PLATFORM

MAKING A WEBSITE

Making a website gives you control over how you want to present your work, and allows space to show off your multimodal talents, with the ability to upload writing, photos, video, and more. Using free platforms like Canva and Wordpress can be a great way to get started. The UW Design Lab is a great place to get feedback on your website design choices. Some Communication Arts classes involve building a personal website as an assignment, like Com Arts 155.

ORGANIZING A LINKTREE

For **writers, editors, and designers**, Linktrees can be a great way to compile various articles or other examples of work you have posted on various sites. Begin publishing your work with campus organizations and publications by searching on the Wisconsin Involvement Network (WIN) at win.wisc.edu.

EDITING A REEL

For **filmmakers**, whether you make a website to host your video portfolio or utilize streaming platforms like YouTube or Vimeo, assembling a short reel or teaser of your best clips can be a great way to quickly give someone a sense of your style and ability to share it an impactful way.

SHARING YOUR PORTFOLIO

RESUME LINKS

Hyperlinking a website or linktree in your resume header can direct reviewers toward your work. While assuming that employers will often avoid clicking out of their stack of resumes, giving them the option to see examples of your work can enhance the professional appearance and ethos of your resume. Hyperlinking mentions of such articles or projects in the bullet points of your resume can also direct reviewers to look more closely.

USING SOCIAL MEDIA

Consider using social media to show off your work and connect to other creatives. Authors, poets, filmmakers, and musicians have utilized social media to post updates on their projects, reflections on their practice, and short snippets of their work to stay in touch with industry contacts.

For those looking to work in **social media marketing and management**, maintaining a professional account can demonstrate that you're well-versed in the technical and communication norms of the platform. Showing off your curatorial prowess can be a great way to relate your taste and values in **arts administration**

Make an advising appointment with us for personalized feedback on your portfolio!