

## Career Portfolio Development - Part 5

Continued from Vol.1 No.28

Last week we covered free online certification at <http://www.brainbench.com>. This week we will delve deeper into the emerging trend of using the Internet as a tool for creating and maintaining resumes and portfolios online. The first questions people usually ask are: (1) Why have your resume or portfolio online? (2) And, what about the importance of privacy?

To answer these questions let us examine the processes involved in a typical job search. Job seekers are always at a disadvantage simply because they have a limited number of job leads that they can find and respond to within a given period of time. And, the accuracy of those job leads depends on how well the information was conveyed. An employer is also at a disadvantage since they are constantly having to weed out unqualified candidates from a huge number of applications. The solution to this problem is now emerging with the growth and development of the Internet. A new type of service is being created which acts as a resume banking system. The process is very simple, and allows the job seeker to post a resume to the bank and then continually update it as they develop their skills and experience. The advantages to employers are tremendous. No more sifting through piles of e-mailed resumes or faxes. All they must do is sit down in front of a computer and search for a candidate that best fits what they need.

But there are limitations to what information gets entered into a resume bank. And for those who wish to stand out and be noticed an online portfolio is the best alternative. The next question is: What about privacy?

Well, with the advances in technology your website can be protected in a number of different ways, for instance, you can choose to only post your e-mail address as your contact information. The process of posting your portfolio online is relatively simple. The cost of developing a website has dropped significantly in the past few years, and the techie's of the world have developed point-and-click style tools for all those of us who don't have the time or patience to learn. For example, this month I saw a full page ad in the Computer Paper advertising website hosting for \$9.95/month at <http://www.getwebhosted.com> (Toll-Free: 1-877-717-2266). This deal includes the latest and greatest tools for developing a good portfolio site and your domain name only costs \$15/year (A quarter of what I paid in the USA). Why not get a free website people ask? Because it is important to make sure your site is always up, that your data is backed up and protected, and more importantly, that you have a person to turn to when you need support. Nearly all free websites don't offer these essential things. A great gift for the holidays would be to give a loved one their own website. The total cost isn't that expensive. Believe me, I bought my wife a domain last year.

### Tip #5:

PDF files are Adobe Acrobat files. Why are they important to people developing online portfolios? Because they protect your information and allow people to print clear reproductions. They are also an industry standard and not plagued with viruses like Microsoft's office products. The process of converting your existing documents is simple and straightforward. Best of all it is FREE! Just go to <http://createpdf.adobe.com> and follow the steps outline there. Converting your resume to a PDF format will guarantee that people can view your information exactly the way your intended. Well, I hope that everyone reading has a wonderful holiday this year, and that you find my articles interesting and insightful. If you have a topic that you think would be of interest to other job seekers please feel free to e-mail me at [jakes@pepjob.com](mailto:jakes@pepjob.com)