

Content Strategy for Digital Portfolio

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GOAL & CONTENT OBJECTIVES

Because my goal is to seek a content marketing or communications position, I will need to showcase my work samples to show competency in different forms of strategy, digital writing, editing, critical thinking, collaboration in group projects, analyzing business goals, and measuring results. The type of content I will need includes: email newsletters for marketing campaigns, blogs, long and short form narrative journalism, editing and AP Style, web writing, press releases and media placement, social media audits, white papers, a grant writing proposal, and a project charter. Additionally, I built my own website in WordPress using HTML coding, paying attention to accessibility and assisted devices with my own original content and design. I will show at least eight pieces to complete the requirements for the final digital portfolio, which is required for completion of my Master's degree.

AUDIENCE & PERSONAS

Writing and Digital Communication Professor--Shannan is the faculty director of the Writing and Digital Communication Master's program at Agnes Scott. She will evaluate the digital portfolio to ensure it meets the requirements of the program. Shannan, with real-world experience in digital marketing and communication, will be the initial test of its effectiveness.

Rachel--Rachel is a fellow Writing and Digital Communication student in my Digital Portfolio class with eight years' experience in digital marketing. Rachel will be evaluating my Digital Portfolio website, At the same time, I will be reviewing and evaluating her website. I will gain insight from her critique as well as looking at her website.

Joe--Joe at Rheem Manufacturing--Joe is a senior-level marketing professional. He has a friendly and collaborative style. He is seeking a marketing go-getter who has digital experience but also shows promise to grow with the company. He is looking for someone who also has corporate communications experience, especially internal, since this is an area the company is focusing on digitally. Joe will see my internal communications experience and will see my Master's degree as a plus.

Lisa--Lisa is principal of a small marketing and communication agency, with an education niche of clients. Lisa's agency is located where I live. Lisa is middle aged with children in elementary and middle school. Employers hire people who are like themselves. Lisa will feel a connection with me since I have children and am a resident in the same suburb. Lisa knows her clients will appreciate an account person with a Master's degree since they are mostly in the field of education. Lisa will appreciate my diverse experience in the communication and marketing field as evidenced by my body of work in my digital portfolio. She will be enticed to hire me with her perception of me as having the latest digital knowledge. Also, she will appreciate my account management experience at Kellen Company, my corporate experience, and mission-driven work with the Georgia Climate Conference, all included in my resume that is included in my digital portfolio website.

Karen--A female, mid- to senior level at a mission-driven organization (e.g., CARE Intl.) with knowledge of and/or ties to Agnes Scott; will be impressed with my digital portfolio and hold the perception that I'm a perfect fit based on these factors. She will also appreciate my personal style and passion for global health with my work sample as the graduate representative for the Georgia Climate Conference, which she will see in the resume included in my digital portfolio.

PERSONAL BRANDING STATEMENT

My digital portfolio will help me accomplish my goal of creating a cutting edge digital space by showcasing my body of work to ignite employer's interest and inspire them to feel excitement and urgency to hire me and bring my diverse expertise and grow the company.

CONTENT OUTLINE

1. Thought Leadership | Research – White Paper
2. Digital Content – Short & Long Form Narrative Journalism, Blogs, Email Newsletters, Editing
3. Presentations – Pitch Deck, Visuals for Public Speaking, Video on Social Media Campaign
4. Social Media – Social Media Audit, Social Media Campaign, Team Social Media Campaign with Press Release and Media Coverage
5. Additional Skills – Grant Writing, Project Management, Photography, Video, Infographics