

Branding Yourself: How to Create a Professional Portfolio!

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By: Kimberly Castillo

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Federal Aviation
Administration



Training Take-aways!

- Define Professional Portfolio
- Identify Your Strengths & Accomplishments
- Marketing Techniques
- Benefits of a Professional Portfolio



1st Activity

Suppose you are a supervisor and you are conducting interviews for a vacant position.

In general, what fundamental skill sets would you look for in an applicant?



Examples of Qualities/Skills Sets

- ✓ **Leadership – Teamwork**
- ✓ **Self Motivator – Initiator**
- ✓ **Solution Provider – Result Driven**
- ✓ **Communication Skills**
- ✓ **Timely – Professional**



Sample of Applicant Rating Matrix

Ratings

On a scale of 1-5 (1=poor, 5=excellent, and n/a=not applicable), rate the applicant on the following skills:

Job Experience	1	2	3	4	5	n/a
Experience relevant to position	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Quality of work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Career goals fit position	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Motivation and enthusiasm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Problem solving skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Average rating						



What is a Professional Portfolio?

“A professional portfolio is a customized and personalized collection of materials that reflect an individual's creativity, knowledge, skills, and abilities, and is presented in a professional format.”

- Kimberly Castillo



Developing Your Portfolio

Tab1 (Relevant Experience)

- Resume
- Cover Letter

Tab 2 (Education)

- Diploma
- Training Certificates
- Acceptance Letters
- Transcripts



Developing Your Portfolio

Tab 3 (Skills)

- Writing Samples
 - Memo; SOP
- Publication
 - Articles; Flyers
- Spreadsheets

Tab 4 (Project Mgmt.)

- Projects
 - (add pictures)
- Networks
 - Business Cards

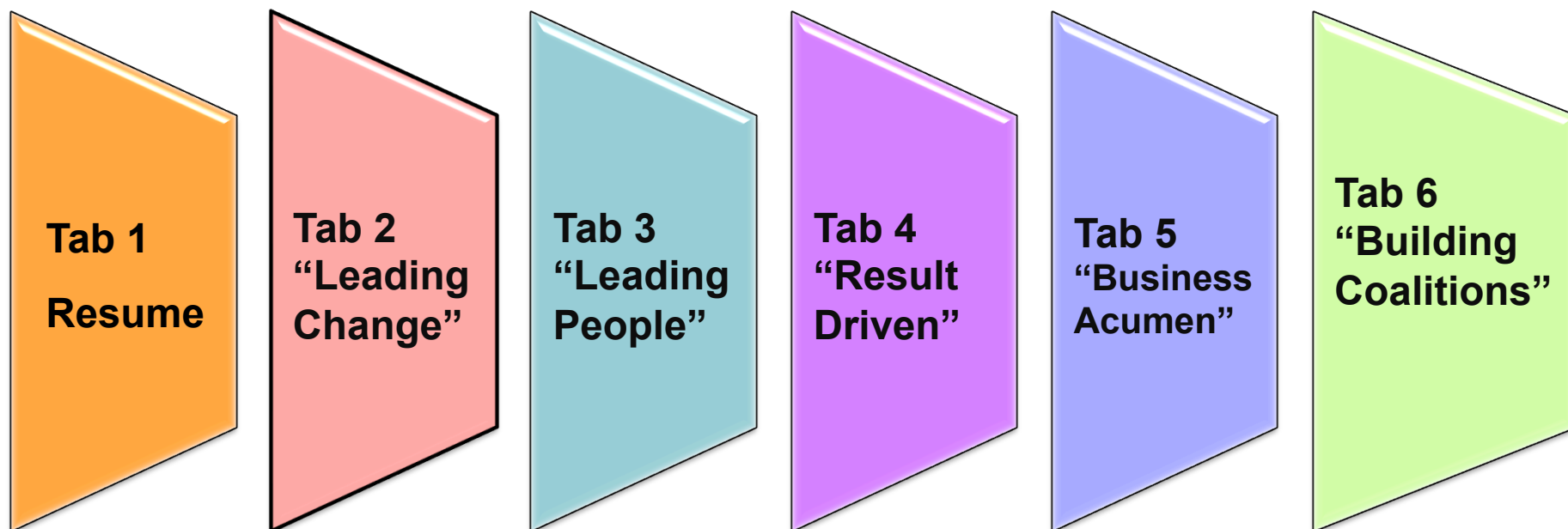
Tab 5 (Outcomes)

- Awards
- Recognition
 - (e-mail, letters, Thank You Cards)
- GEMS
 - (going the extra mile service)
- Performance Evaluations



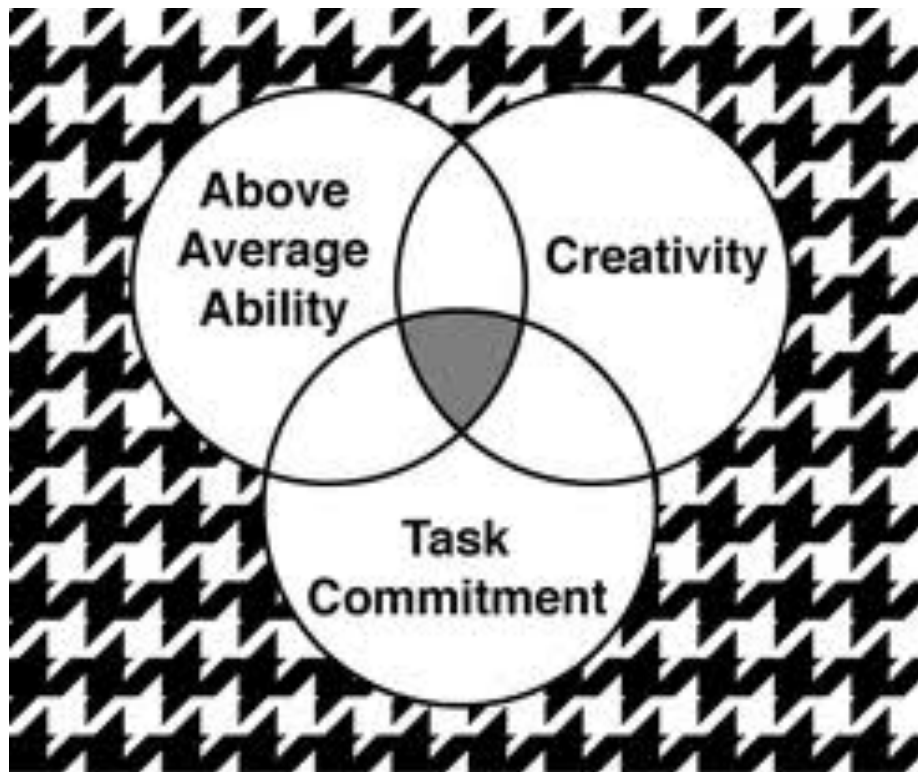
Developing a Portfolio

Executive Core Qualifications (ECQ)



Getting Started...

Time to Self Reflect!



2nd Activity

Take a few minutes to self reflect on your accomplishments and strengths. List your thoughts as bullets under each category that applies to you. You may create your own categories.

1) Education/Training

•

2) Project Mgmt

•

3) Financial Mgmt

•

4) Affiliations

•

5) Computer Skills

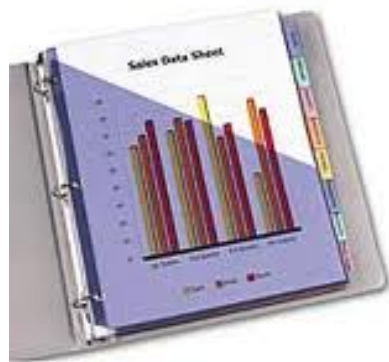
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6) Awards/Recognition

•



Tools to Developing a Portfolio



When should you offer to present your professional portfolio?





Kimberly Castillo

Kimberly.Castillo@faa.gov
National Hispanic Employment
Program Manager

202-385-8130



“Perception, in some people’s minds, is absolute reality.”

By Jerry Lutz

