6 tips for a stellar content portfolio

When it comes to applying for a copy or content position, previous work samples are the key to landing your next job. The hiring manager wants to see — with concrete proof — that you can write. As such, you need a portfolio presenting your best work. Be mindful of the following elements when constructing your portfolio.

1. Tell them about you

Introduce yourself with a short bio and talk about your content philosophy. Be specific about which form or style of writing is your forte. And don't be afraid to show touches of your personality.

2. Show your work

Display your work in an online portfolio, if possible. PDFs and shared drives are okay. As a writer, you probably have lots of samples, so make sure you feature your best ones and make the work relevant to the position.

3. Diversity your samples

Showing your most relevant pieces for the job is key. But, you also want them to be diverse. So, if you write long- and short-form copy, have a variety of samples of each. And include work from different industires and audiences.

4. Explain campaigns

When talking about the different campaigns you were a part of, avoid using "we." The hiring manager wants to know what you specifically did, so don't be afraid to showcase your contributions to the campaign.

5. Make it user friendly

If your portfolio is difficult to navigate, you're not going to leave a good impression. Make sure your work is well organized, easy on the eyes and easy to access. And keep your explanations to 100 words or less to avoid overcrowding.

6. Keep it updated

Update your portfolio regularly. Over time, your research, writing and overall skills will progress and change. So, it's good practice to audit your portfolio and update your samples once every couple of months.