



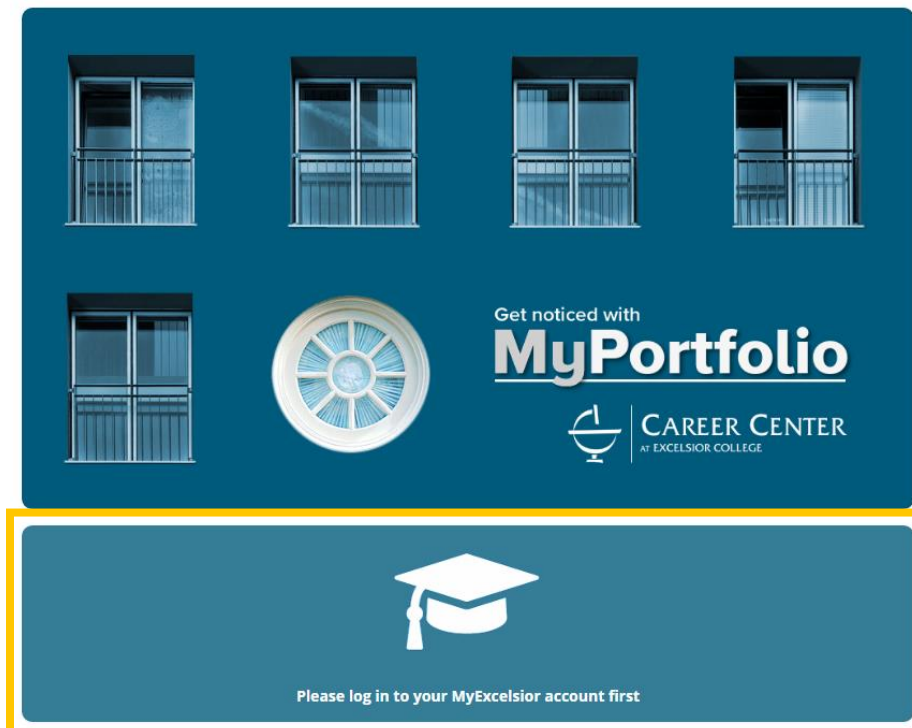
## Contents

Accessing MyPortfolio .....	2
New Users - Creating an Account.....	3
Returning Users - Logging in to Your Account.....	5
Resetting Your Password .....	6
Updating Your Account/Profile Information.....	7
Navigating MyPortfolio .....	8
Your Dashboard .....	8
Creating a New Portfolio .....	9
Entering Portfolio Edit Mode.....	10
Saving Your Portfolio .....	10
Previewing Your Portfolio .....	11
Publishing Your Portfolio.....	12
Sharing Your Portfolio.....	12
Editing Your Portfolio.....	13
Using the Text Editor .....	13
Contact Information .....	19
Introduction.....	21
Education .....	22
Licensure.....	23
Experience & Resume.....	24
Files, Links, & Media.....	27
Design.....	29
Layout.....	32
Example Design & Layout Options.....	34
Headers.....	34
Footers .....	34
Example #1 .....	35
Example #2 .....	37
Example #3 .....	38

## Accessing MyPortfolio

Whether you are a first time user or returning, you will begin at the same location.

1. Visit [portfolio.excelsior.edu](http://portfolio.excelsior.edu)
2. Select the 'Please log in to your MyExcelsior account' button to verify that you are eligible for MyPortfolio access



3. Log in to your MyExcelsior using your College-wide username and password.

New to Excelsior College?	Log in to MyExcelsior
<p><b>Create a MyExcelsior User Account</b></p> <p>A MyExcelsior account gives you access to customized resources and services that help guide you to your educational goals. For a description of Excelsior College Resources and Services, visit:</p> <p><b>MyExcelsior Resources and Services</b></p> <p>Excelsior College maintains a secure Web site and will not share your personal information, including email addresses, with third parties.</p>	<p>Username: <input type="text"/></p> <p>Remember me: <input checked="" type="checkbox"/></p> <p>Password: <input type="password"/></p> <p><input type="button" value="Log in"/> <input type="button" value="Cancel"/></p> <p><a href="#">Login Help</a></p>

## New Users - Creating an Account

1. Select the 'Create an account' button.



2. Complete the MyPortfolio registration form. All items are required for registration, including accepting the terms and conditions. *We recommend using your MyExcelsior username however, these accounts will not be linked.*
3. Select the 'Register' button

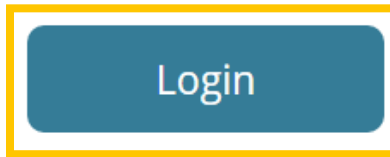
## Create a MyPortfolio account

[\[ Home \]](#)

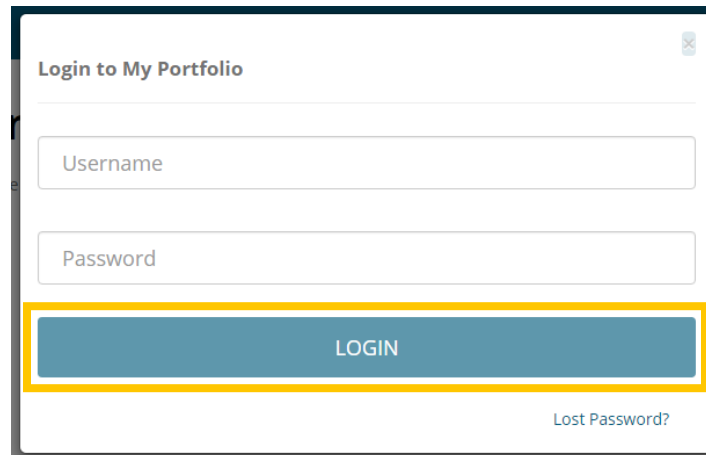
Username*	<input type="text" value="ExcelsiorCareer"/>
Email*	<input type="text" value="careerinfo@excelsior.edu"/>
Password*	<input type="password" value="....."/> <input type="checkbox"/> Show Password
First Name*	<input type="text" value="Excelsior College"/>
Last Name*	<input type="text" value="Career Services"/>
Terms & Conditions*	<input checked="" type="checkbox"/> By registering to this website you agree to the <a href="#">terms &amp; conditions</a> .

**REGISTER**

4. Congratulations! Your account has been created – now you can log in by selecting the ‘Login’ button.



5. Using the username and password you just created, fill in the pop-up form and select the ‘Login’ button.



6. While you’re being logged in, you’ll see this logging in page. It may take a minute, but wait it out and you will be redirected to your MyPortfolio Dashboard.

## Log in to your account

And we’re off... 3 – 2 – 1...

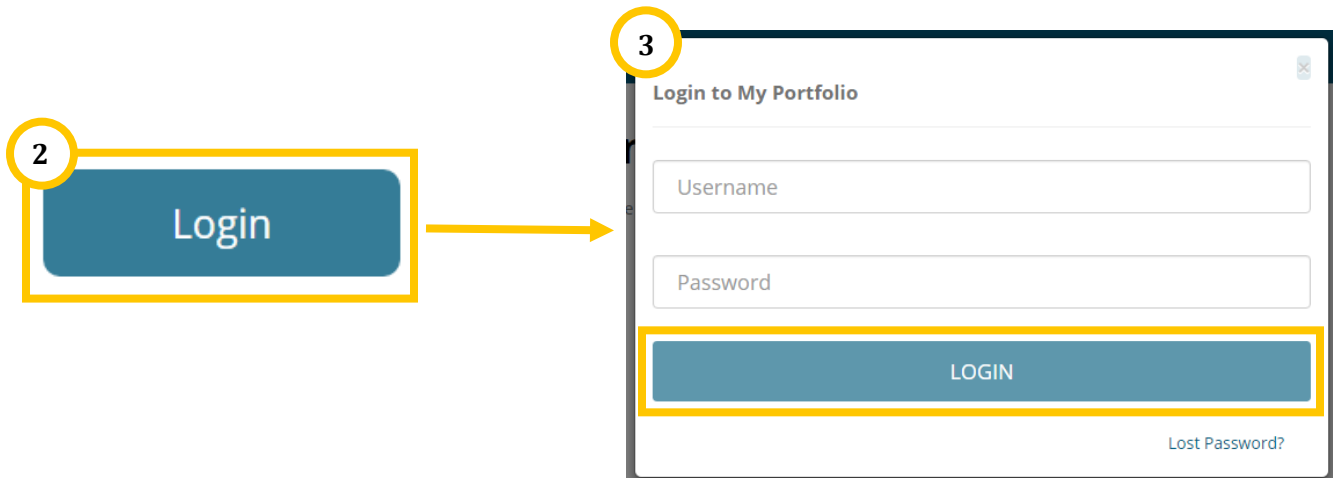


## ***Returning Users - Logging in to Your Account***

1. Select the 'Log into your account' button



2. Select the 'Login' button.
3. Fill in the pop-up form with your username and password



4. While you're being logged in, you'll see this logging in page. It may take a minute, but wait it out and you will be redirected to your MyPortfolio Dashboard.

## **Log in to your account**

And we're off... 3 - 2 - 1...

Logging in now...

## Resetting Your Password

Forgot your password? We have you covered!

1. Follow steps 1 & 2 under "[Returning Users - Logging in to Your Account](#)" to get started.
2. Select the "Lost Password?" link in the bottom right corner of the pop-up.
3. Fill in your MyPortfolio username or email in the new pop-up.
4. Select the "Get New Password" button.

5. Check your email for a message from WordPress with the subject "[Education] Password Reset".
6. Select the link at the bottom of the email to reset your password. *This is a one-time use unique URL - it is not reusable.*

**WordPress** <wordpress@portfolio.education.excelsior.edu>

To

Someone has requested a password reset for the following account:

<http://education.excelsior.edu/>

Username:

If this was a mistake, just ignore this email and nothing will happen.

To reset your password, visit the following address:

<http://education.excelsior.edu/wp-login.php?action=rp&key=>

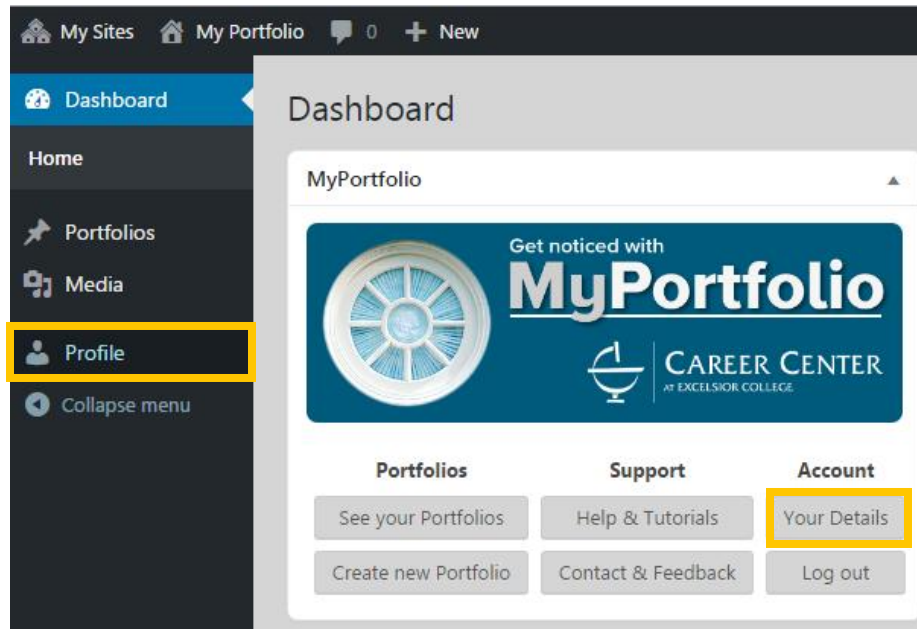
7. A random and strong password will be suggested. You can use the suggestion, or delete it and insert a password of your own.
8. Select the "Reset Password" Button
9. Your password is now reset! Select the "Log in" link to log in.

**7&8**

Hint: The password should be at least twelve characters long. To make it stronger, use upper and lower case letters, numbers, and symbols like ! " ? \$ % ^ & ).

## Updating Your Account/Profile Information

1. Begin on your MyPortfolio Dashboard.
2. Select the “Your Account Details” button in the “MyPortfolio” window) or select the “Profile” menu item in the left navigation) to update your email or name. *This is the information we will use to contact you regarding MyPortfolio, so please keep this updated.*



3. Once you have updated your information, select the “Update Profile” button to save the changes.

## Account

[\[ Back to the dashboard \]](#)

[Change Password](#)

Email \*

First Name \*

Last Name \*

[UPDATE PROFILE](#)

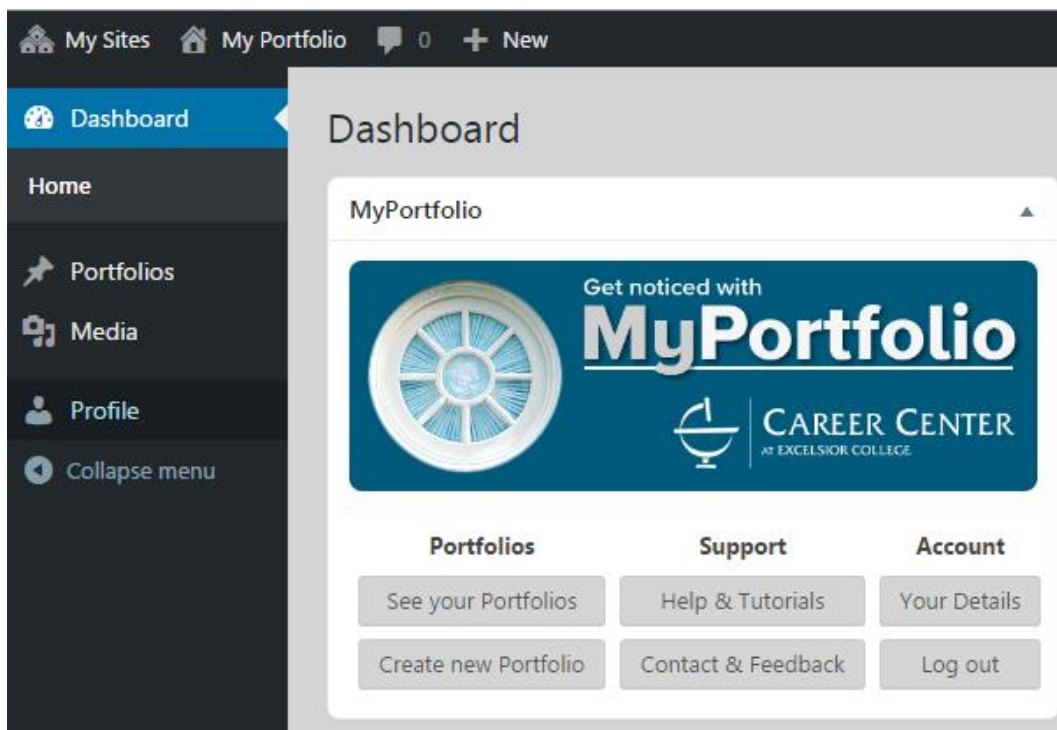
## Navigating MyPortfolio

This section will get you acquainted with the basic mechanics of using MyPortfolio. You will learn how to create a portfolio, enter edit mode, preview, publish, and update your portfolio, and share it with others. *If you are looking for step-by-step instruction for adding content and editing your portfolio, skip to the [“Editing Your Portfolio”](#) section.*

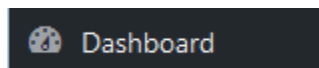
### Your Dashboard

When you log in to MyPortfolio, you will be taken to your dashboard. Your MyPortfolio dashboard serves as your ‘home base’ for all of your navigational needs. From your dashboard, you will be able to View/Edit your Account Details, View your Portfolio List, Create a new Portfolio, Log Out, Contact Career Services, View Tutorials.

***\*\*You will see “Screen Options” and “Help” buttons on the top right of your dashboard that are generic WordPress items (WordPress is the technology that powers MyPortfolio), but are NOT related to the customized settings of MyPortfolio. Please do not use the buttons.\*\****



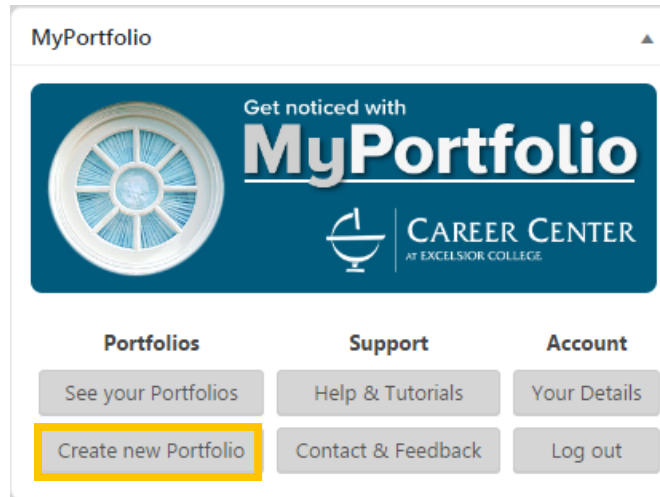
To return to your dashboard when in portfolio edit mode, or the media library, select the dashboard icon from the left navigation menu.





## Creating a New Portfolio

1. Starting on your MyPortfolio Dashboard page, select the “Create a new Portfolio” button.



## Naming Your Portfolio

The title of your portfolio is only used to identify each of your portfolios and will not appear on your public portfolio (ie. Fiona’s Marketing Portfolio or Fiona’s NUR500 Portfolio). This title can be changed at any time when creating or editing a portfolio.

### Add New Portfolio

Enter title here

### Edit Portfolio

Add New

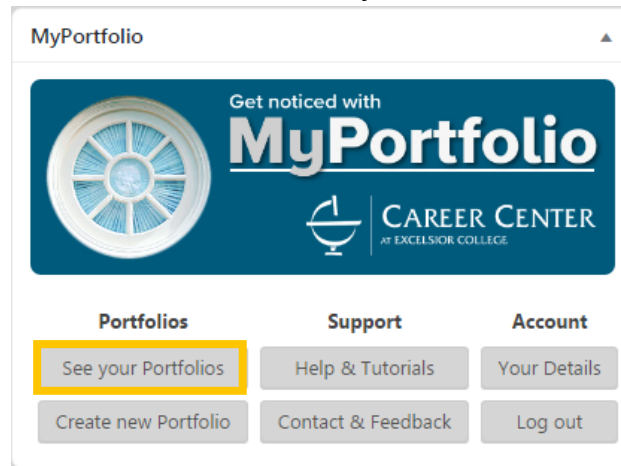
Fiona's Marketing Portfolio

The title will be displayed when viewing your portfolio listing.

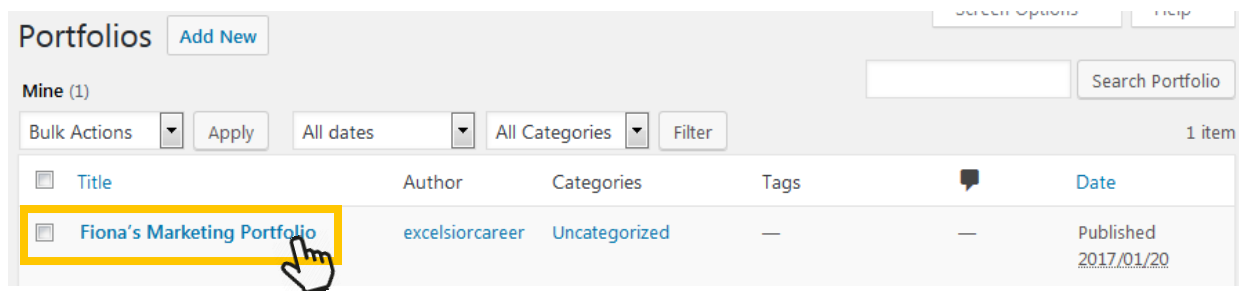
Portfolios <a href="#">Add New</a>					
<div> <div>Mine (1)</div> <div> <input type="text"/> <input type="button" value="Search Portfolio"/> </div> </div>					
<div> <div>Bulk Actions</div> <div> <div>▼</div> <div>Apply</div> </div> </div>	<div> <div>All dates</div> <div>▼</div> </div>	<div> <div>All Categories</div> <div>▼</div> </div>	<div> <div>Filter</div> </div>	1 item	
Title	Author	Categories	Tags		Date
<input checked="" type="checkbox"/> Fiona's Marketing Portfolio	excelsiorcareer	Uncategorized	—	—	Published 2017/01/20
<input type="checkbox"/> Title	Author	Categories	Tags		Date

## Entering Portfolio Edit Mode

1. Starting on you MyPortfolio Dashboard, select the “See your Portfolios” button.



2. Select the title of the portfolio you would like to edit.



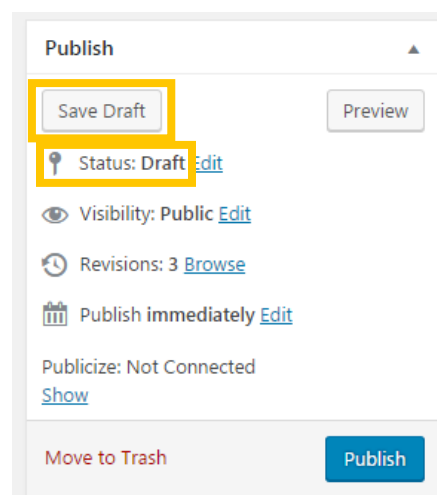
**\*\*Always be sure to periodically save or your portfolio as you make edits!\*\***

## Saving Your Portfolio

As you add and update information to your portfolio, it is important that you save your work. Prior to publishing your portfolio, you'd do this by [saving as a draft](#). After publishing your portfolio, you will do this by [updating your portfolio](#).

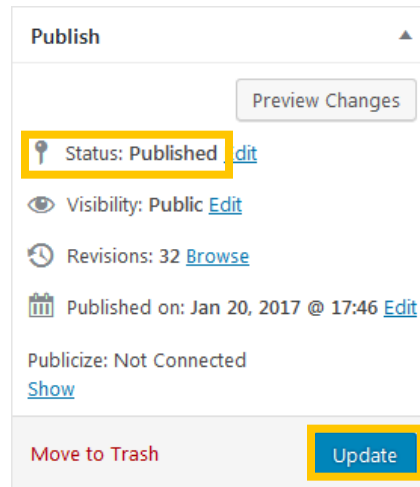
### Save as a Draft

1. Select the “Save Draft” button, in the “Publish” window when editing a Draft portfolio.  
*Not sure if your portfolio is published or a draft? Look at the status within the “Publish” window.*



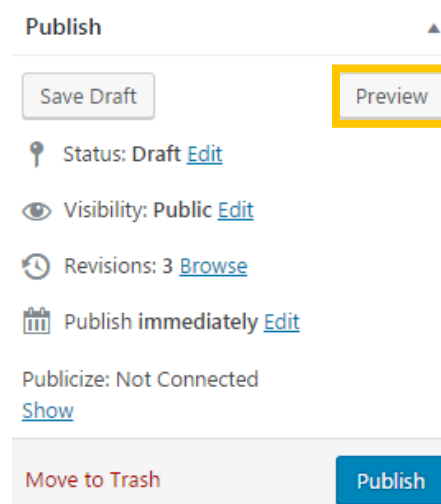
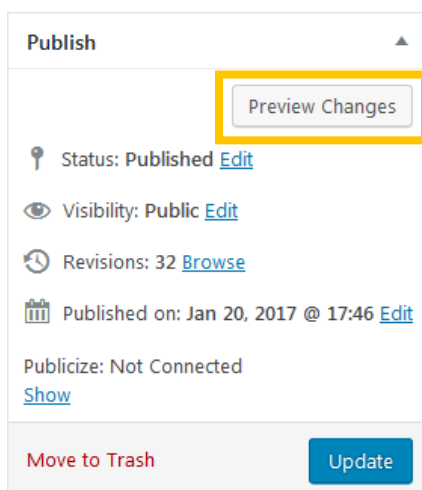
### Update Your Portfolio

1. Select the “Update” button in the “Publish” window when editing a published portfolio.  
*Not sure if your portfolio is published or a draft? Look at the status within the “Publish” window.*



### Previewing Your Portfolio

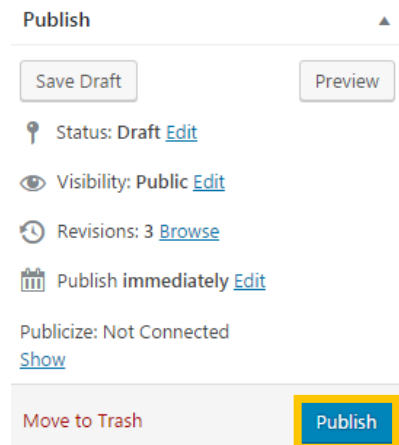
1. The portfolio MUST be saved before any changes will be visible within the preview. The Preview or Preview Changes buttons will not show any changes made unless the portfolio has been updated or the draft has been saved.
2. In order for a section to be viewable within the portfolio, you must first attach each section to the portfolio via the “Layout” tab.
3. Select either the “Preview” or “Preview Changes” button.



## ***Publishing Your Portfolio***

Publishing your portfolio creates a public URL that you can share with anyone that you'd like to view your portfolio.

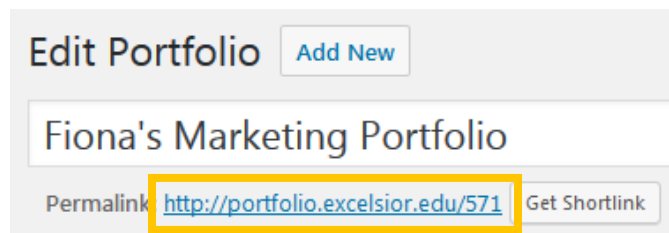
1. [Enter edit mode](#) for the portfolio you would like to publish.
2. Select the "Publish" button within the "Publish" window.



## ***Sharing Your Portfolio***

To allow others to view your portfolio, you will have to send them the unique "Permalink" URL. Published portfolio "Permalink" URLs will include a unique to identify each portfolio. They will follow the following structure - portfolio.excelsior.edu/**UNIQUE#** (<http://portfolio.excelsior.edu/571>). Only published portfolios can be shared.

1. [Enter edit mode](#) for the portfolio you would like to share.
2. Your "Permalink" URL is located just under the title of the portfolio.

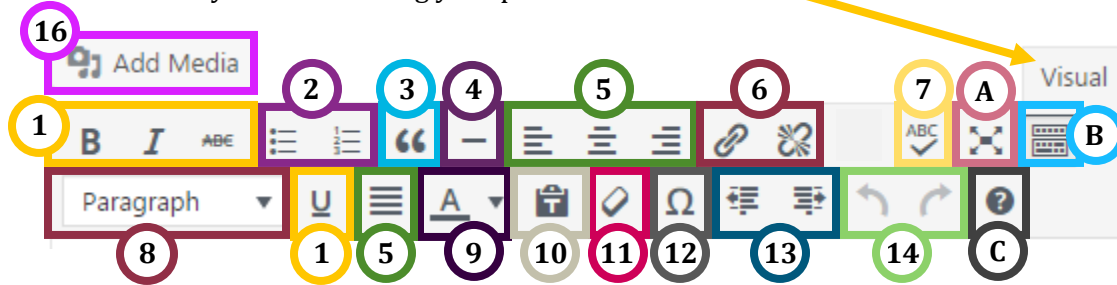


## Editing Your Portfolio

MyPortfolio Edit mode is conveniently organized using tabs. You can toggle between each tab or section, simply by clicking on the tab you would like to view/edit.

### Using the Text Editor

Many of the fields within your portfolio will be in the form of the Visual tab of the editor below. Please see the instructions below to assist you in formatting your portfolio.



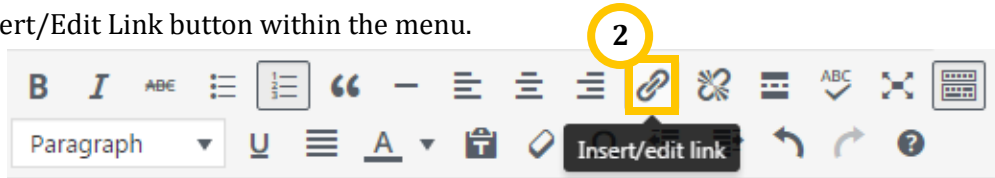
- A. **Full Screen** – Select this option to edit this field in full screen mode.
- B. **Toolbar Toggle** – When this option is selected both rows of menu options will be visible (as seen in image above). If deselected, only the top row of menu options will be visible.
- C. **Keyboard Shortcuts** – Select this button to view keyboard shortcuts that can be used while editing this field.

Highlight the text that you would like to apply the formatting to or place the cursor in the are you would like to insert and item, then select the appropriate formatting option via the WYSIWYG editor.

1. **Basic Formatting** – Use these options to incorporate **bold**, *italic*, ~~strikethrough~~, or underlined text.
2. **Lists** – Use these options to create a bulleted or numbered list.
3. **Block Quote** – Use this option to format a quote to stand out within your portfolio. This will indent the quote, add a gray line to the left of it, and increase the text size.
4. **Horizontal Line** – This option inserts a light gray horizontal line to separate sections within your portfolio.
5. **Alignment** – Use these options to align your text to the left, center, right, or justify.
6. **Insert/Edit Link & Remove Link** – Use these options to insert/edit or remove hyperlinked text within the field. [See [Insert/Edit Links](#) for more information]
7. **Proofread Writing** – When this option is selected, all text within this field will be checked for proper spelling.
8. **Text Type** – Use this option to create headings. Headings are pre-formatted text, often bold and larger than the paragraph text, and should be used sparingly. Paragraph text is the default and should make up a majority, if not all, of your portfolio.
9. **Text Color** – Use this option to edit the color of text. This can only be used on normal/paragraph text, not on headings.
10. **Paste as Text** – When this option is selected, all copied text will be pasted as plain text. ie. it will not include any hyperlinks or formatting from the copied text.
11. **Clear Formatting** – Use this option to remove all formatting (links, color, bold, etc.) to selected text.
12. **Insert Symbol** – Use this option to insert special characters or symbols not regularly found on the keyboard.
13. **Adjust Indentation** – Use these options to increase or decrease the indentation of the text. This can only be used on normal/paragraph text that is not part of a bulleted or numbered list, not on headings.
14. **Undo & Redo** – Use these options to undo or redo any changes that you have just made to this field.
15. **Add Media** – Use this button to insert images or link to files saved within the media library. See [Add Media](#) for more information]

### Insert/Edit Links

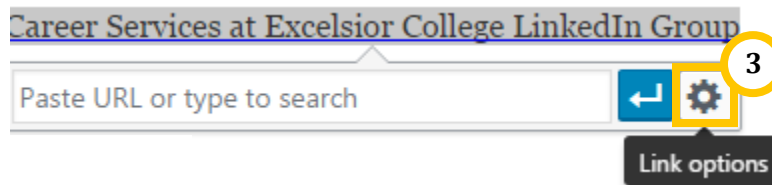
1. Highlight the text that you would like to hyperlink.
2. Select the Insert/Edit Link button within the menu.



### Social Media Presence

1. NYCRAMA Facebook Page
2. Career Services at Excelsior College LinkedIn Group

3. Select the Link Options button to view all hyperlink options.



4. Type the full URL into the URL field.
5. Verify that the text in the Link Text field is the text that you would like to be hyperlinked.
6. Check the "Open link in a new tab" box. This will open this link in a new tab, rather than directing the visitor away from your portfolio.
7. Select the "Add Link" button.

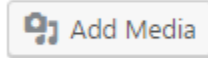
A screenshot of the 'Insert/edit link' dialog box. The dialog has a title bar 'Insert/edit link' with a close button. Inside, there is a section 'Enter the destination URL' with a 'URL' field containing 'https://www.linkedin.com/groups/5146874' (labeled with a '4') and a 'Link Text' field containing 'Career Services at Excelsior College LinkedIn Group' (labeled with a '5'). Below these is a checkbox 'Open link in a new tab' which is checked (labeled with a '6'). There is also a section 'Or link to existing content' with a 'Search' field. At the bottom, there is a message 'No search term specified. Showing recent items.' and two buttons: 'Cancel' and 'Add Link' (labeled with a '7').

## Add Media

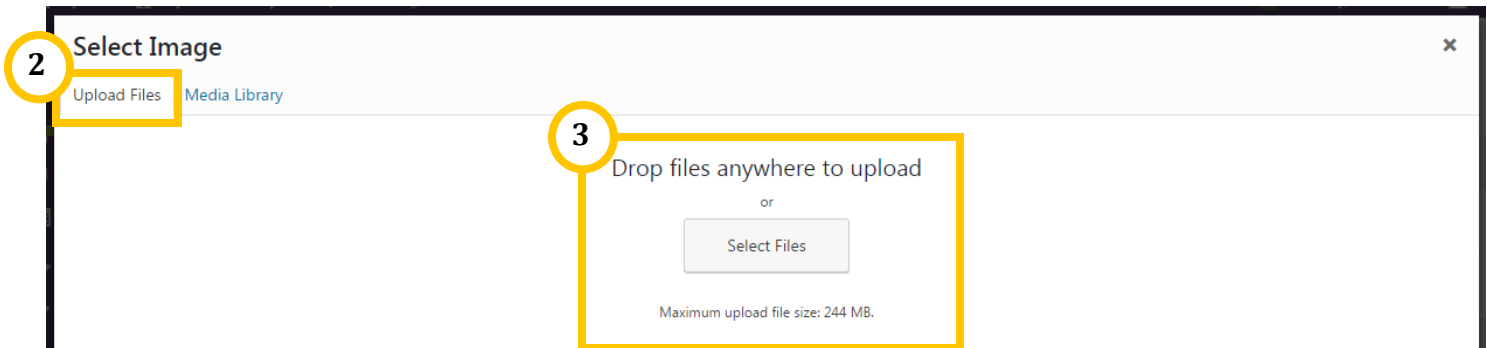
Files stored in the Media Library must be less than 200MB. To include larger files in your portfolio, they must be stored elsewhere (ie. Google Drive or Dropbox) and linked within the portfolio.

### Inserting an Image

1. Select the “Add Media” button.



2. Select the “Upload Files” tab. *[If the image you would like to add is already in the Media Library, skip to #5]*
3. Drag and drop your file into the designated area, or select the “Select Files” button to find and upload your resume.



4. Once uploaded, your file will appear on the “Media Library”.
5. Select the correct file.
6. Select the appropriate ATTACHMENT DISPLAY SETTING
  - a. **Alignment** – Would you like your image to be aligned to the left, center, or right? *[This can be adjusted after the image is added to the portfolio]*
  - b. **Link to** – Would you like your inserted image to link to the Media File, Attachment Page, Custom URL, or nothing?
    - i. **None** – Select if you are trying to simply embed an image within your portfolio
    - ii. **Media File** – Will insert image into portfolio that when clicked, will open the image file.
    - iii. **Attachment Page** – An attachment page is a page within the Media Library that houses each individual file. Similar to Media File, this will insert a clickable image, but when clicked, will open the attachment page for the selected file, rather than the file itself.
  - c. **Size** – What size (in pixels) would you like your image to be? *[This can be adjusted after the image is added to the portfolio]*
7. Select the “Insert into portfolio” button.

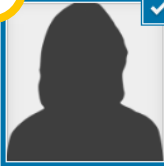
### Insert Media

Upload FileMedia Library

All media itemsAll data

Interview-with-Paul-no-notes.pptx

My-Resume.docx



5

Search

Caption

Alt Text

Description

Required fields are marked \*

Slide link

**Shortcodes Ultimate**  
Use this field to add custom links to slides used with Slider, Carousel and Custom Gallery shortcodes

Replace media

Upload a new file

To replace the current file, click the link and upload a replacement.

6

**ATTACHMENT DISPLAY SETTINGS**


AlignmentRight

Link ToCustom URL

http://career.excelsior.edu/

SizeThumbnail – 150 × 150

1 selected



Clear

7

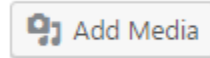
Insert into portfolio



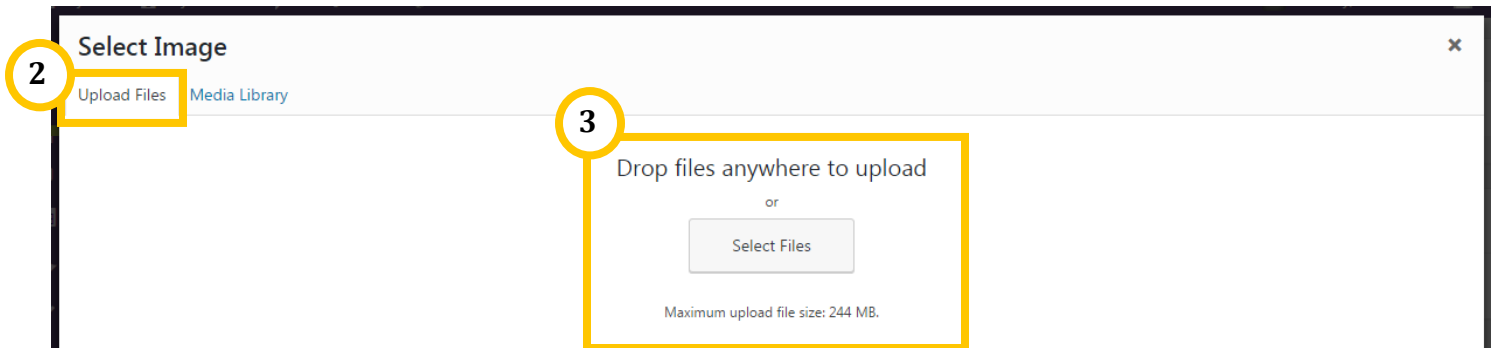
## Inserting a Document

(PDF, .doc, .ppt, etc.)

1. Select the “Add Media” button.



2. Select the “Upload Files” tab. *[If the file you would like to add is already in the Media Library, skip to #5]*
3. Drag and drop your file into the designated area, or select the “Select Files” button to find and upload your resume.



4. Once uploaded, your file will appear on the “Media Library”.
5. Select the correct file.
6. Select the appropriate ATTACHMENT DISPLAY SETTING  
*In most cases, when inserting a file, you will want the Media File option.*
  - a. **Title** – The title as displayed here will be inserted into the portfolio. *[This can be edited after inserted into the portfolio]*
  - b. **Link to** – Would you like your inserted file title to link to the Media File, Attachment Page, or nothing?
    - i. **None** – Select if you are trying to simply insert the title of your file into your portfolio.
    - ii. **Media File** – Will insert hyperlinked file title into portfolio that when clicked, will open the file.
    - iii. **Attachment Page** – An attachment page is a page within the Media Library that houses each individual file. Similar to Media File, this will insert the hyperlinked title, but when clicked, will open the attachment page for the selected file, rather than the file itself.
7. Select the “Insert into portfolio” button.

The screenshot shows the 'Insert Media' modal window. At the top, there are tabs for 'Upload Files' and 'Media Library', with the latter being selected and highlighted by a yellow box and a circled '4'. Below the tabs, there are filters for 'All media items' and 'All dates', and a search bar. A grid of media items is displayed below. The first item, 'Interview-with-Paul-no-notes.pptx', is highlighted with a blue border and a checkmark icon, and is circled with a yellow box and a circled '5'. Other items include 'My-Resume.docx' and a silhouette image. On the right side of the modal, there is a form for adding media details. The 'URL' field is pre-filled with 'http://portfolio.education.e' and the 'Title' field contains 'Interview with Paul no note', both circled with a yellow box and a circled '6'. Below these are fields for 'Caption' and 'Description'. A section titled 'Shortcodes Ultimate' provides instructions on using the 'Slide link' field. At the bottom of the modal, there is a 'Replace media' section with an 'Upload a new file' button and a note about replacing the current file. Below this is the 'ATTACHMENT DISPLAY SETTINGS' section, which is circled with a yellow box and a circled '6'. It contains a 'Link To' dropdown menu set to 'Media File' and a text field with the URL 'http://portfolio.education.e'. At the bottom right of the modal, there is a blue button labeled 'Insert into portfolio', which is circled with a yellow box and a circled '7'. At the bottom left of the modal, there is a status bar showing '1 selected' and a 'Clear' link, along with a small icon of a document with a checkmark.

Insert Media

Upload Files Media Library

All media items All dates Search

5 Interview-with-Paul-no-notes.pptx My-Resume.docx

6 URL http://portfolio.education.e Title Interview with Paul no note

Caption

Description

Required fields are marked \*

Slide link

**Shortcodes Ultimate**  
Use this field to add custom links to slides used with Slider, Carousel and Custom Gallery shortcodes

Replace media Upload a new file

To replace the current file, click the link and upload a replacement.

6 ATTACHMENT DISPLAY SETTINGS

Link To Media File

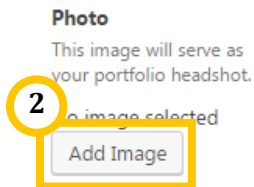
http://portfolio.education.e

7 Insert into portfolio

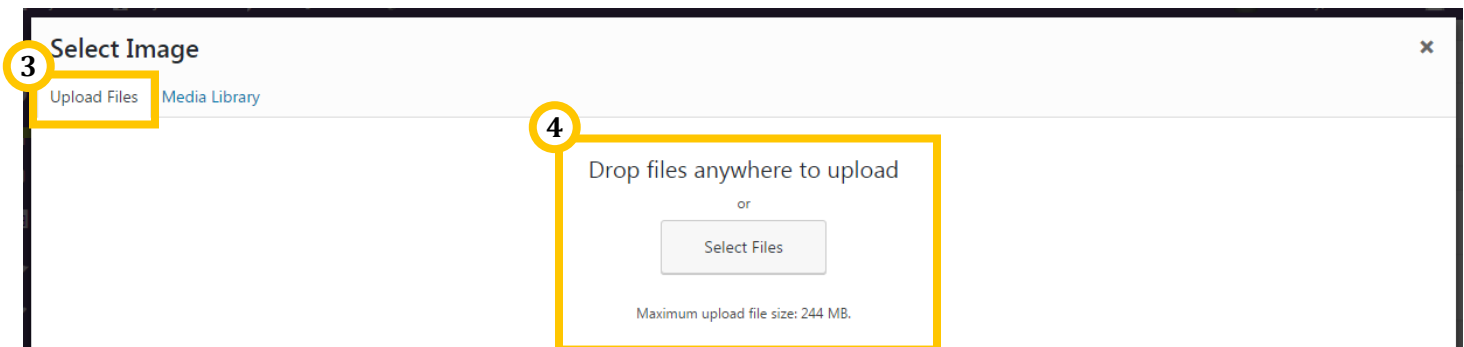
1 selected Clear

## Contact Information

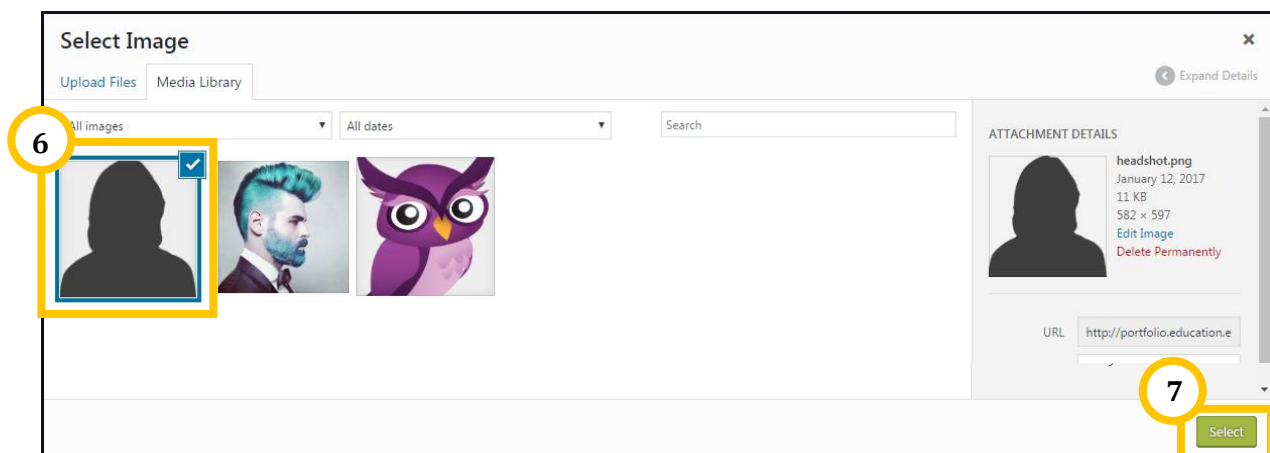
1. Please type your contact information (name, email, phone, & address) as you would like it to appear in your portfolio. If you do not wish to include a particular piece of information, please leave that field empty. We encourage that you include at least your email for potential employers or other readers to contact you if necessary.
2. To add a headshot to your portfolio, select the “Add Image” button.



3. Select the “Upload Files” tab.
4. Drag and drop your image file into the designated area, or select the “Select Files” button to find and upload your headshot image.



5. Once uploaded, your image will appear on the “Media Library”.
6. Select the correct image.
7. Select the “Select” button.



8. Once you have completed the Contact Information tab, select “Save Draft” or “Update” to save your work. *Since this portfolio has not been published, it displays “Save Draft”. A published portfolio would have an “Update” in place of the “Publish” button seen below.*
9. To view what your Contact Information looks like in your portfolio, select the “Preview” button. *The portfolio MUST be saved before any changes will be visible within the preview. The Preview or Preview Changes buttons will not show any changes made unless the portfolio has been updated or the draft has been saved.*

Fiona's Marketing Portfolio

Permalink: <http://portfolio.excelsior.edu/?p=571&preview=true> Get Shortlink

Portfolio Fields

**Contact Information**

**Instructions**  
Please type your contact information as you would like it to appear in your portfolio. If you do not wish to include a particular piece of information, please leave that field empty. We encourage that you include at least your email for potential employers or other readers to contact you if necessary.

**Name**  
Fiona Gallagher

**Email**  
Your email address will be linked to text reading 'email'. It will not be displayed in long-form on the portfolio.  
Fiona.Gallagher@abc123.com

**Phone**  
(555) 123 - 4567

**Address**  
2119 S. Wallace Avenue, Chicago, Illinois 60623

**Photo**  
This image will serve as your portfolio headshot.

**Actions:**  
 Publish  
 Save Draft (8)  
 Preview (9)  
 Status: Draft Edit  
 Visibility: Public Edit  
 Publish immediately Edit  
 Publicize: Not Connected Show  
 Move to Trash  
 Publish

## Introduction

1. Within “Edit Section Header” include what you would like to appear as the header or title for this section. Generic examples may include Introduction or Welcome.
2. Within “Edit Introduction” include all text, links, or media that you would like to appear in your portfolio’s introduction. The introduction of your portfolio serves as the welcome or summary of what the reader will experience while visiting your portfolio. You can tell them a little about you or what you hope to accomplish with your portfolio. Some users may choose not to include this section on their portfolio.  
*Tip: It may be easier to write the introduction after you’ve added all of your portfolio content. That way you have a better idea of what you’re summarizing.*
3. Once you have completed the Introduction tab, select “Save Draft” or “Update” to save your work.  
*Since this portfolio has not been published, it displays “Save Draft”. A published portfolio would have an “Update” in place of the “Publish” button seen below.*
4. To view what your introduction looks like in your portfolio, select the “Preview” button. **To make the Introduction Section visible within your Portfolio, you must first add the Introduction Section within the Portfolio Layout Tab.** The portfolio **MUST** be saved before any changes will be visible within the preview. The Preview or Preview Changes buttons will not show any changes made unless the portfolio has been updated or the draft has been saved.

The screenshot displays the 'Fiona's Marketing Portfolio' interface. On the left, a sidebar lists 'Portfolio Fields' including 'Introduction', which is currently selected. The main area is divided into two sections: 'Edit Section Header' with a text input containing 'Welcome', and 'Edit Introduction' with a rich text editor containing a paragraph about social media experience. The right-hand panel shows the 'Publish' section with buttons for 'Save Draft' (highlighted with a yellow box and callout 3) and 'Preview' (highlighted with a yellow box and callout 4). Other options include 'Status: Draft', 'Visibility: Public', 'Revisions: 2', 'Publish immediately', and 'Publicize: Not Connected'. A 'Publish' button is at the bottom right of the panel.

## Education

1. Within “Edit Section Header” include what you would like to appear as the header or title for this section (ie. Education).
2. Within “Edit Education” include your formal education details. This can include information like your degree title, major, minor/concentration, graduation date, institution, location, GPA, honors, and more. This section allows the addition of hyperlinks, some may choose to link to their alma mater or other relevant external sites.
3. Once you have completed the Education tab, select “Save Draft” or “Update” to save your work.  
*Since this portfolio has not been published, it displays “Save Draft”. A published portfolio would have an “Update” in place of the “Publish” button seen below.*
4. To view what your Education section looks like in your portfolio, select the “Preview” button. **To make the Education Section visible within your Portfolio, you must first add the Education Section within the Portfolio Layout Tab.** The portfolio *MUST* be saved before any changes will be visible within the preview. The Preview or Preview Changes buttons will not show any changes made unless the portfolio has been updated or the draft has been saved.

Fiona's Marketing Portfolio

Permalink: <http://portfolio.excelsior.edu/?p=571&preview=true> Get Shortlink

**Portfolio Fields**

- Contact Information
- Introduction
- Education**
- Licensure
- Experience & Resume
- Files, Links, & Media
- Design
- Layout

**Edit Section Header**  
Type the title of the section as you would like it to appear on your portfolio.

Education

**Edit Education**  
Use this section to display your formal education and/or training. For example, this may include your degree type, major, institution, completion date, and GPA.

Add Media

Visual Text

**Master of Business Administration | 2018**  
GPA 3.8 | Excelsior College | Albany, New York

**Bachelor of Science in Business | Marketing Concentration | 2015**  
GPA 3.5 | Excelsior College | Albany, New York

**Publish**

3 Save Draft

4 Preview

Status: Draft Edit

Visibility: Public Edit

Revisions: 3 Browse

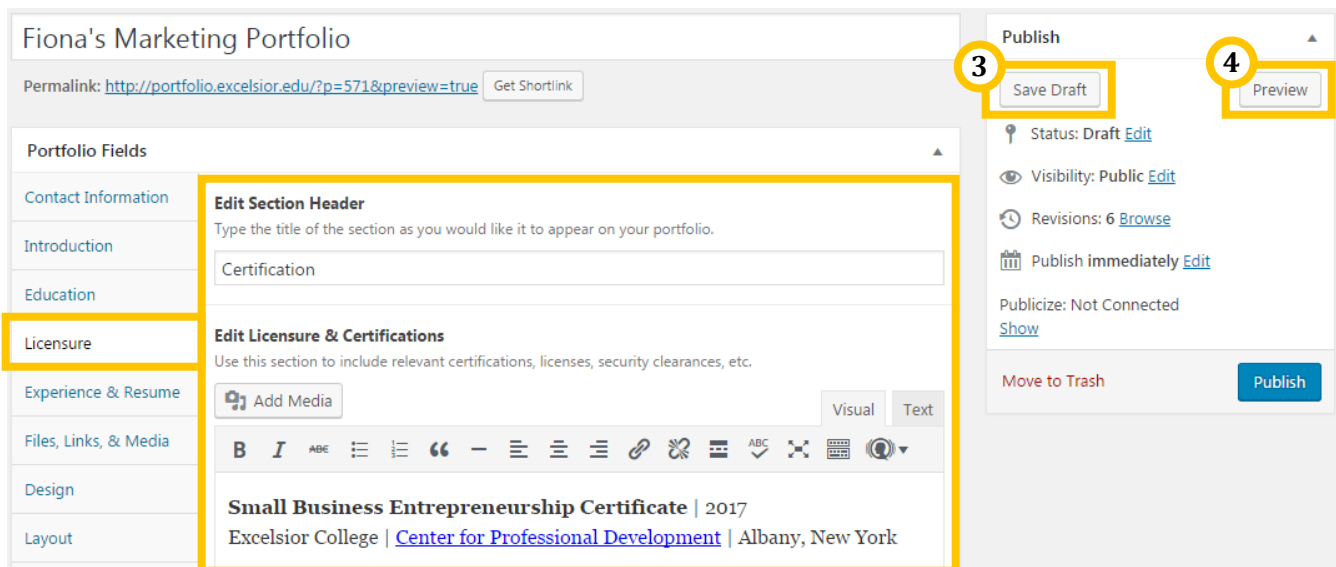
Publish immediately Edit

Publicize: Not Connected Show

Move to Trash Publish

## Licensure

1. Within “Edit Section Header” include what you would like to appear as the header or title for this section (ie. Certifications, Licensure, or Security Clearance).
2. Within “Edit Licensure” include your relevant industry certifications or licenses, security clearances, or related information. Be sure to include details like type of certification/license/clearance, the organization that upholds it, the valid dates, and any other relevant information. This section allows the addition of hyperlinks, some may choose to link to the certifying organizations or other relevant external sites.
3. Once you have completed the Licensure tab, select “Save Draft” or “Update” to save your work.  
*Since this portfolio has not been published, it displays “Save Draft”. A published portfolio would have an “Update” in place of the “Publish” button seen below.*
4. To view what your Licensure Section looks like in your portfolio, select the “Preview” button. **To make the Licensure Section visible within your Portfolio, you must first add the Licensure Section within the Portfolio Layout Tab.** The portfolio *MUST* be saved before any changes will be visible within the preview. The Preview or Preview Changes buttons will not show any changes made unless the portfolio has been updated or the draft has been saved.



## Experience & Resume

1. Within “Edit Section Header” include what you would like to appear as the header or title for this section (ie. Professional Experience, Experience, or Marketing Experience).
2. Within “Edit Experience & Resume” include relevant professional, volunteer, and extra-curricular experience. This will likely include your role or title, the organization related to the experience, the timeframe of the experience, a brief description of your role and/or accomplishments, and any additional relevant information. This section allows the addition of hyperlinks, so some may choose to link to relevant external sites.
3. To add a resume to your portfolio, you can either “link to a website or document hosted elsewhere” or “upload a PDF of your resume” by selecting the appropriate radio button.

### Résumé - link or upload

If you would like to include a link to your resume within your portfolio, please select the appropriate option below to either upload or link to your document.

- ☒ No résumé
- ☐ Link to a website or document hosted elsewhere
- ☐ Upload a PDF of your résumé here

- a. By selecting “Link to a website or document hosted elsewhere” you will enter the URL of your website or hosted document and a button stating “Link To My Resume” will be inserted into your resume within this section.

**Résumé - link or upload**

If you would like to include a link to your resume within your portfolio, please select the appropriate option below to either upload or link to your document.

☐ No résumé

☒ Link to a website or document hosted elsewhere

☐ Upload a PDF or Word doc

---

**Résumé Link**

If your resume is hosted or shared via a URL, please include the URL below. Visitors to your portfolio site will see a "Link to My Resume" button.



- b. By selecting “Upload a document” you will then select “Add File” and a button.

### Résumé - link or upload

If you would like to include a link to your resume within your portfolio, please select the appropriate option below to either upload or link to your document.

- ☐ No résumé
- ☐ Link to a website or document hosted elsewhere
- ☒ Upload a PDF or Word doc

### Résumé Upload

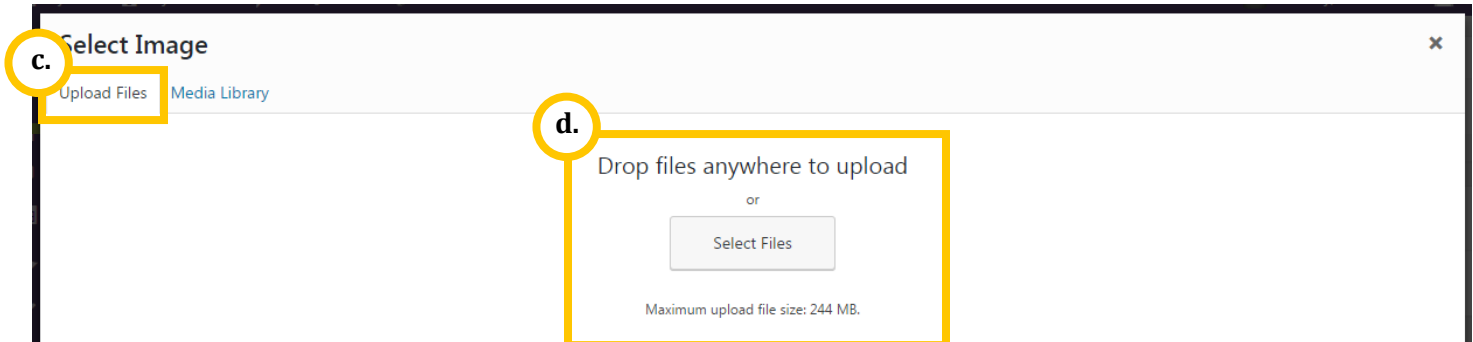
If your resume is maintained as a file (.doc, .docx, or PDF) please upload it here. Visitors to your portfolio site will see a "Download My Resume" button.

No file selected

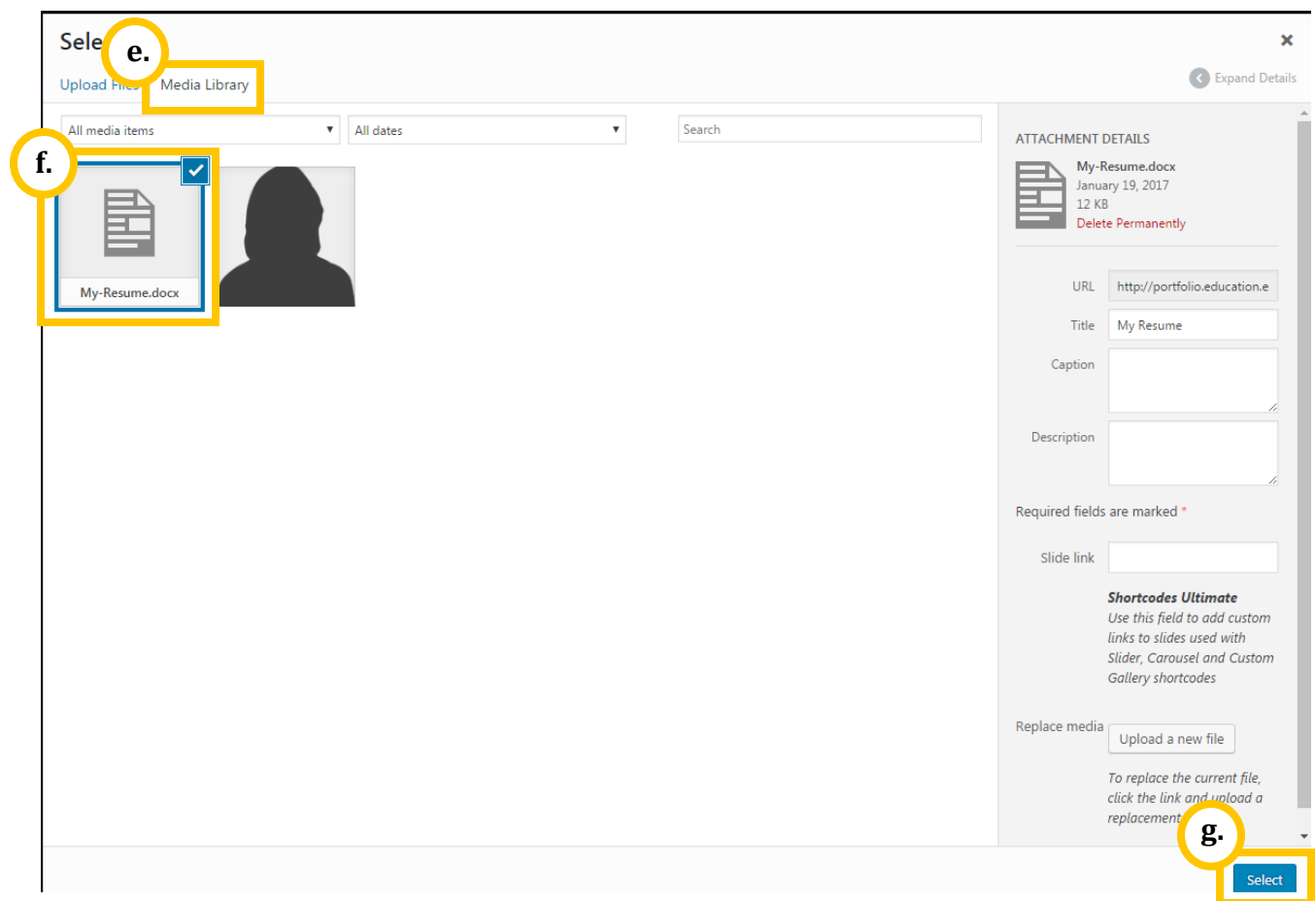
Add File



- c. Select the “Upload Files” tab.
- d. Drag and drop your file into the designated area, or select the “Select Files” button to find and upload your resume.



- e. Once uploaded, your file will appear on the “Media Library”.
- f. Select the correct file.
- g. Select the “Select” button.



- h. Your document name should now appear within the “Resume Upload” section. This will insert a “Download my Resume” button in your portfolio.


**Résumé - link or upload**

If you would like to include a link to your resume within your portfolio, please select the appropriate option below to either upload or link to your document.

☐ No résumé  
☐ Link to a website or document hosted elsewhere  
☒ Upload a PDF or Word doc

**Résumé Upload**

If your resume is maintained as a file (.doc, .docx, or PDF) please upload it here. Visitors to your portfolio site will see a “Download My Resume” button.



**My Resume**

File name: My-Resume.docx

File size: 12 KB

DOWNLOAD MY RÉSUMÉ

- Once you have completed the Experience & Resume tab, select “Save Draft” or “Update” to save your work. Since this portfolio has not been published, it displays “Save Draft”. A published portfolio would have an “Update” in place of the “Publish” button seen below.
- To view what your Experience & Resume Section looks like in your portfolio, select the “Preview” button. **To make the Experience & Resume Section visible within your Portfolio, you must first add the Experience & Resume Section within the Portfolio Layout Tab.** The portfolio MUST be saved before any changes will be visible within the preview. The Preview or Preview Changes buttons will not show any changes made unless the portfolio has been updated or the draft has been saved.

Fiona's Marketing Portfolio

Permalink: <http://portfolio.excelsior.edu/?p=571&preview=true> Get Shortlink

Portfolio Fields

Contact Information

Introduction

Education

Licensure

**Experience & Resume**

Files, Links, & Media

Design

Layout

**Edit Section Header**

Type the title of the section as you would like it to appear on your portfolio.

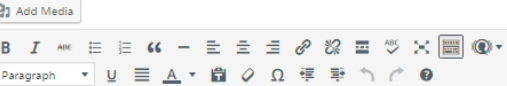
Marketing Experience

**Edit Experience Summary**

Use this section to highlight relevant professional, volunteer, or extra-curricular experience.

Add Media

Visual Text

**B I A**


Paragraph

**Communication & Marketing Strategist** | December 2017 - Present  
*Alumni Affairs | University College*  
 Managed marketing channels and communication tools for the Alumni Association with overall goals of increasing alumni engagement and activity, as well as school spirit/pride. Coordinated efforts through the use of email marketing, social media tactics, promotional schedules, printed materials, and more. Tracked and analyzed these efforts for reporting and improvement purposes.

**Social Media Coordinator** | May 2016 - Present

p


**Résumé - link or upload**

If you would like to include a link to your resume within your portfolio, please select the appropriate option below to either upload or link to your document.

☐ No résumé  
☐ Link to a website or document hosted elsewhere  
☒ Upload a PDF or Word doc

**Résumé Upload**

If your resume is maintained as a file (.doc, .docx, or PDF) please upload it here. Visitors to your portfolio site will see a “Download My Resume” button.



**My Resume**

File name: My-Resume.docx

File size: 12 KB

4 Publish

Save Draft

5 Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Revisions: 10 [Browse](#)

Publish immediately [Edit](#)

Publicize: Not Connected [Show](#)

Move to Trash

Publish

## Files, Links, & Media

1. Within “Edit Section Header” include what you would like to appear as the header or title for this section (ie. Media, Work Samples, etc.).
2. Within “Edit Files, Links, & Media” include any work samples that you would like to display to the visitors of your portfolio. This can include images, papers, memos, text, websites, videos, and more. The flexibility of this text editor allows you to embed images, write text, and create hyperlinks to external content or files. Additionally, you can create a bulleted list to help organize this information. [See [Using the Text Editor](#) for more information about how to link, bullet, etc.]
3. Within the “Videos” section, select the “Add Video” button to embed videos hosted via YouTube or Vimeo. [If you do not wish to embed videos in your portfolio, skip to #7]
4. Select either YouTube or Vimeo.
5. Input the Video ID
  - a. The YouTube Video ID is all text after the = at the end of the URL
    - i. Full URL: <https://www.youtube.com/watch?v=zGJeO9mQEWU>
    - ii. Video ID: **zGJeO9mQEWU**
  - b. The Vimeo Video ID is found after the / after vimeo.com
    - i. Full URL: <https://vimeo.com/161556989>
    - ii. Video ID: **161556989**
6. To add additional videos, repeat steps 1-5.

**Videos**  
Embed videos of your work via YouTube or Vimeo. Visitors will be able to watch these videos within your portfolio.

	Video ID	Video from...
1	<input type="text" value="zGJeO9mQEWU"/>	<input checked="" type="radio"/> Youtube <input type="radio"/> Vimeo
2	<input type="text" value="161556989"/>	<input type="radio"/> Youtube <input checked="" type="radio"/> Vimeo

**3**

7. Once you have completed the Files, Links, & Media tab, select “Save Draft” or “Update” to save your work. *Since this portfolio has already been published, it displays “Update”. An unpublished portfolio would have a “Save Draft” button to the left of the “Preview Changes” below.*
8. To view what your Files, Links, & Media section looks like in your portfolio, select the “Preview Changes” button. **To make the Files, Links, & Media Section visible within your Portfolio, you must first [add the Files, Links, & Media Section within the Portfolio Layout Tab](#).** The portfolio **MUST** be saved before any changes will be visible within the preview. The Preview Changes button will not show any changes made unless the portfolio has been updated.

[ 28 ]

## Design

1. Within the “Edit Portfolio Header” field, insert the text that you would like to appear in the header of your portfolio. This can be a creative and catchy title or something simple.
2. Select the level of Excelsior College branding that you would like to be visible in your portfolio. *We strongly suggest that current students use the “Strong” branding option.*
  - a. Strong – Includes a teal header with a logo in it and a purple footer with a logo in it.
  - b. Subtle – Includes a teal header and a black/gray footer with a small logo in the footer of the portfolio.
3. Select the “Select Color” button to choose the color that you would like active links to be within your portfolio. *The default setting is a teal blue.*
4. If you would like to change the background of your portfolio (this will not affect the readability of the text or images in your portfolio) select either “Choose a background color” or “Upload a background image”. *The default setting is a light gray.*
  - a. **No change** – The background would remain the default light gray.
  - b. **Choose a background color**
    - i. Select the “Select Color” button to choose a background color.
    - ii. Click around the color palette until you find a color that you like, or insert a [HEX color code](#) for a particular color.

### Change Background

If you'd like, you can select a background color or image for your portfolio. This will not display behind the text, but on the sides of your portfolio. The default color is gray. [See instructions on dashboard for examples]

- ☐ No change  
☒ Choose a background color  
☐ Upload a background image

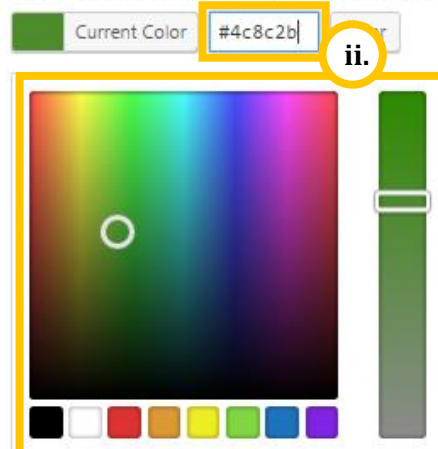
### Select Background Color

i. Select the color for the background of your portfolio.



### Select Background Color

Select the color for the background of your portfolio.



c. **Upload a background image** [Recommended image size: 1920 x 1080 pixels]

- i. Select the “Add Image” button

**Change Background**

If you'd like, you can select a background color or image for your portfolio. This will not display behind the text, but on the sides of your portfolio. The default color is gray. [See instructions on dashboard for examples]

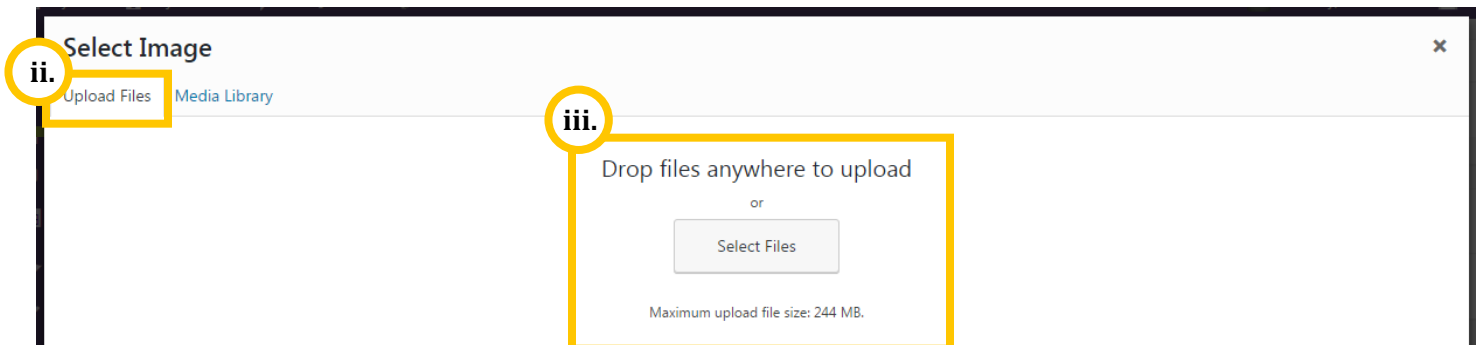
- ☐ No change  
☐ Choose a background color  
☒ Upload a background image

**Upload Background Image**

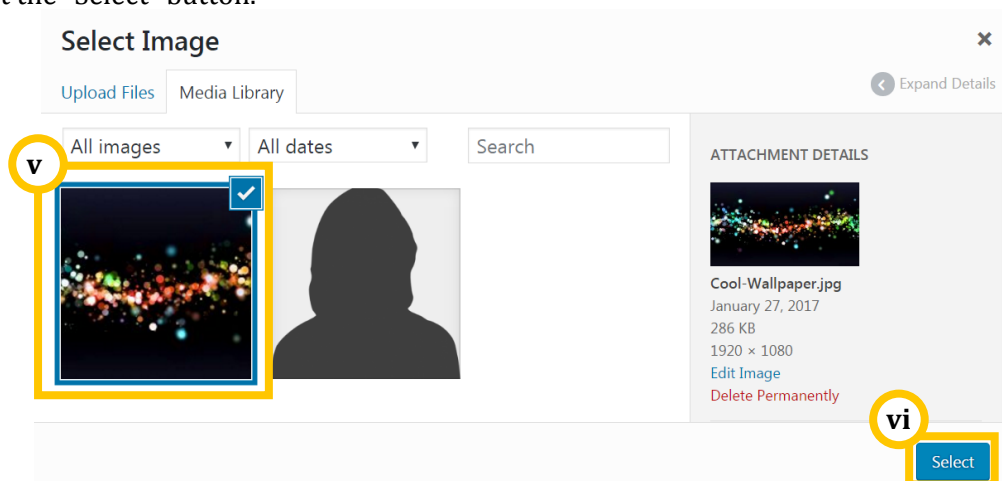
If you would like a image for your portfolio background, upload it here. Recommend size: 1920 x 1080 pixels.

No image selected

- ii. Select the “Upload Files” tab. [If the image you would like to add is already in the Media Library, skip to #5]  
 iii. Drag and drop your image file into the designated area, or select the “Select Files” button to find and upload your headshot image.



- iv. Once uploaded, your image will appear on the “Media Library”.  
 v. Select the correct image.  
 vi. Select the “Select” button.



5. Once you have completed the Design tab, select “Save Draft” or “Update” to save your work.  
*Since this portfolio has already been published, it displays “Update”. An unpublished portfolio would have a “Save Draft” button to the left of the “Preview Changes” below.*
6. To view what your Design section looks like in your portfolio, select the “Preview Changes” button. *The portfolio MUST be saved before any changes will be visible within the preview. The Preview Changes button will not show any changes made unless the portfolio has been updated.*

**Fiona's Marketing Portfolio**

Permalink: <http://portfolio.excelsior.edu/571> [Get Shortlink](#)

**Portfolio Fields**

- Contact Information
- Introduction
- Education
- Licensure
- Experience & Resume
- Files, Links, & Media
- Design**
- Layout

**Edit Portfolio Header**  
Type the title of the portfolio as you would like it to appear on the header of your portfolio. For example: Registered Nurse, Jane Doe's Professional Portfolio, etc.

Social Media Marketing Extraordinaire

**Branding**  
Excelsior College branding will be included in your portfolio. It can be either subtle [black/gray] or strong [purple].

☒ Strong  
☐ Subtle

**Link Color**  
Select the color for active links within your portfolio.

[Select Color](#)

**Change Background**  
If you'd like, you can select a background color or image for your portfolio. This will not display behind the text, but on the sides of your portfolio. The default color is gray. [See instructions on dashboard for examples]

☐ No change  
☐ Choose a background color  
☒ Upload a background image

**Upload Background Image**  
If you would like a image for your portfolio background, upload it here. Recommend size: 1920 x 1080 pixels.

**Publish**

**6** [Preview Changes](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Revisions: **31** [Browse](#)

Published on: Jan 20, 2017 @ 17:46 [Edit](#)

Publicizer: Not Connected [Show](#)

**5** [Update](#)

[Move to Trash](#)

## Layout

1. Within the “Contact Information Location” section, choose where you would like your contact information to be displayed. This includes your address, email, and phone number if you entered information into those fields. Your name will always appear at the top of the portfolio.

**Contact Information Location**  
Where would you like your contact information (if you included any) to appear within your portfolio?

☒ Top of screen  
☐ Bottom of screen  
☐ Both top and bottom  
☐ Sidebar

2. Within the “Sidebar Location” section, choose if you would like your sidebar to display on the left or right of your portfolio. The sidebar displays your headshot photo and possibly your contact information (if you chose sidebar at the “Contact Information Location”).

**Sidebar Location**  
Which side of your portfolio would you like the sidebar to be located? The sidebar houses your portfolio headshot and may include your contact information based on your 'contact information location' setting.

☒ Right side  
☐ Left side

3. Select the “Add Section” button to choose which sections you would like to display within your portfolio.  
**\*\*If you do not add a section within this field, it will not display within your portfolio.\*\***
4. Select the section or separator that you would like to add.  
*Separators are either an extra space or line that can be used to visually separate sections within your portfolio.*
5. Repeat steps 3 and 4 until you have all of the sections and/or separators that you would like to include within your portfolio.
6. Once you have all of the sections you would like to include, drag and drop each section to arrange it in the order you would like it to be viewed within your portfolio.

**4**

- Introduction
- Education
- Certifications & Licensure
- Experience & Résumé
- Files, Links & Media
- Separator Space
- Separator Line

**3** Add Section

**6**

**Portfolio Layout**  
Select the sections you would like to include in your portfolio and the order in which they will be presented. IMPORTANT: If you do not add sections here, they will not appear in your portfolio. [This applies to all sections except your contact information. To exclude contact information, leave those fields blank.]

1 Introduction ▲

6 Separator Line + - ▲

2 Education ▲

3 Certifications & Licensure ▲

4 Experience & Résumé ▲

5 Files, Links & Media ▲

Add Section



7. Once you have completed the Layout tab, select “Save Draft” or “Update” to save your work.  
*Since this portfolio has already been published, it displays “Update”. An unpublished portfolio would have a “Save Draft” button to the left of the “Preview Changes” below.*
8. To view what your Layout section looks like in your portfolio, select the “Preview Changes” button. *The portfolio MUST be saved before any changes will be visible within the preview. The Preview Changes button will not show any changes made unless the portfolio has been updated.*

**Fiona's Marketing Portfolio**

Permalink: <http://portfolio.excelsior.edu/571> [Get Shortlink](#)

**Portfolio Fields**

- Contact Information
- Introduction
- Education
- Licensure
- Experience & Resume
- Files, Links, & Media
- Design
- Layout**

**Contact Information Location**  
Where would you like your contact information (if you included any) to appear within your portfolio?

☒ Top of screen  
☐ Bottom of screen  
☐ Both top and bottom  
☐ Sidebar

**Sidebar Location**  
Which side of your portfolio would you like the sidebar to be located? The sidebar houses your portfolio headshot and may include your contact information based on your 'contact information location' setting.

☒ Right side  
☐ Left side

**Portfolio Layout**  
Select the sections you would like to include in your portfolio and the order in which they will be presented. IMPORTANT: If you do not add sections here, they will not appear in your portfolio. [This applies to all sections except your contact information. To exclude contact information, leave those fields blank.]

- 1 Introduction
- 2 Separator Line
- 3 Education
- 4 Certifications & Licensure
- 5 Experience & Résumé
- 6 Files, Links & Media

[Add Section](#)

**Publish**

8 [Preview Changes](#)

Status: Published [Edit](#)  
 Visibility: Public [Edit](#)  
 Revisions: 31 [Browse](#)  
 Published on: Jan 20, 2017 @ 17:46 [Edit](#)  
 Publicize: Not Connected [Show](#)

7 [Update](#) [Move to Trash](#)

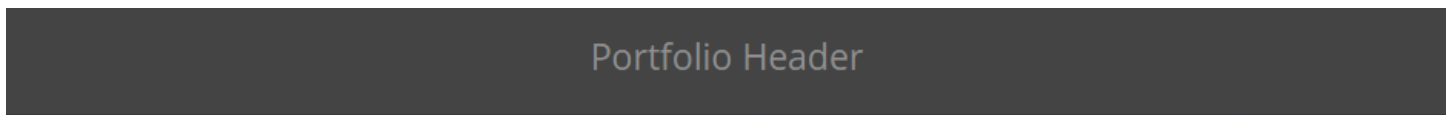
## Example Design & Layout Options

### **Headers**

#### *Strong Branding*



#### *Subtle Branding*



### **Footers**

#### *Strong Branding*



#### *Subtle Branding*



**Example #1**

The examples below are for display of design and layout purposes only. For more samples visit [Help! Tutorials & Samples](#).

*Design*

- Portfolio Header = "Social Media Marketing Extraordinaire"
- Branding = Strong
- Link Color = Default
- Change Background = Choose a Background Color (Dark Purple)

*Layout*

- Contact Information = Top of Screen
- Sidebar = Right Side
- Portfolio Layout
  - Introduction (Welcome)
  - Education
  - Licensure (Certification)
  - Experience & Resume (Marketing Experience)
  - Files, Links, & Media (Work Samples)

**Top Portion Preview**

## Full Preview

Social Media Marketing Extraordinaire

CAREER CENTER  
at EXCELSIOR COLLEGE

## Fiona Gallagher

📍 2119 S. Wallace Avenue, Chicago, Illinois 60623 | 📞 (555) 123 - 4567 | ✉️ email

## Welcome

I am an emerging social media manager with five years experience creatively exceeding the needs of my clients. Engaging communities in meaningful connections, both in person and virtually, has become my passion and purpose. I hope you enjoy my work and I look forward to connecting with you.



## Education

**Master of Business Administration** | 2018  
GPA 3.8 | Excelsior College | Albany, New York

**Bachelor of Science in Business | Marketing Concentration** | 2015  
GPA 3.5 | Excelsior College | Albany, New York

## Certification

**Small Business Entrepreneurship Certificate** | 2017  
Excelsior College | Center for Professional Development | Albany, New York

## Marketing Experience

**Communication & Marketing Strategist** | December 2017 - Present

*Alumni Affairs | University College*

Managed marketing channels and communication tools for the Alumni Association with overall goals of increasing alumni engagement and activity, as well as school spirit/pride. Coordinated efforts through the use of email marketing, social media tactics, promotional schedules, printed materials, and more. Tracked and analyzed these efforts for reporting and improvement purposes.

**Social Media Coordinator** | May 2016 - Present

*NY Capital Region Chapter | American Marketing Association (NYCRAMA)*

Developed and implemented strategies for Association Twitter, FB, and LinkedIn accounts. Content included industry news as well as pertinent and engaging organization information.

**Vice President for Communications** | August 2013 - May 2015

*Parent Teacher Association | Schodack School District*

Created print and e-marketing materials for PTA events to encourage and increase participation among district parents.

[DOWNLOAD MY RESUME](#)

## Work Samples

## Social Media Presence

1. NYCRAMA Facebook Page
2. Career Services at Excelsior College LinkedIn Group

## Interviewing Basics Webinar

- Presentation
- Handout
- Webinar Recording



**Example #2**

The examples below are for display of design and layout purposes only. For more samples visit [Help! Tutorials & Samples](#).

*Design*

- Portfolio Header = "Social Media Marketing Extraordinaire"
- Branding = Strong
- Link Color = Default
- Change Background = No Change (Default)

*Layout*

- Contact Information = Sidebar
- Sidebar = Left Side
- Portfolio Layout
  - Introduction (Welcome)
  - Separator Line
  - Education

Social Media Marketing Extraordinaire


CAREER CENTER  
AT EXCELSIOR COLLEGE

Fiona Gallagher



Welcome

I am an emerging social media manager with five years experience creatively exceeding the needs of my clients. Engaging communities in meaningful connections, both in person and virtually, has become my passion and purpose. I hope you enjoy my work and I look forward to connecting with you.

2119 S. Wallace Avenue,  
Chicago, Illinois 60623

 (555) 123 - 4567

 email

Education

Master of Business Administration | 2018  
GPA 3.8 | Excelsior College | Albany, New York

### Example #3

The examples below are for display of design and layout purposes only. For more samples visit [Help! Tutorials & Samples](#).

#### Design

- Portfolio Header = "Social Media Marketing Extraordinaire"
- Branding = Subtle
- Link Color = Default
- Change Background = Upload a background image

#### Layout

- Contact Information = Sidebar
- Sidebar = Right Side
- Portfolio Layout
  - Introduction (Welcome)
  - Files, Links, & Media

