

# Showcasing yourself

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## Student instructions

A **Resume** is a brief summary of a person's skills, education, and work experience. It is often required to apply for a job. It shows potential employers why the applicant may be a good fit. Check out this article on [resume.io](https://www.resume.io) to learn about 3 common formats and see examples.

Resumes are a great way to show potential employers what you would bring to a job. But for certain careers, a resume isn't the only option! Many career paths now require applicants to include non-resume options to showcase their skills and experience in a particular field.

- 1 In addition to a strong resume, sometimes it's required or makes sense to have a resume alternative to present alongside your traditional resume. Check out the 6 different [resume alternatives](#) on the following page.
- 2 Now that you have a general understanding of resumes and alternative options, select one of your saved careers that you think would likely require an alternative option in addition to a strong resume.
- 3 For this career, find a sample resume alternative online that you think successfully illustrates the skills and experience needed in the profession. Add this sample in the **My notes** card under **Explore this career** at the top of the career profile on Xello. Explain why you think this is an effective alternative resume option for the selected career.

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In addition to a strong resume, sometimes it makes sense to have a:

## Professional online profile

- This is a current summary of your experience, education, and skills. It may help you find job ads, network, and connect with recruiters.
- An online profile may benefit applicants in many career fields. Check out these [profile quick tips from LinkedIn](#) to help you get started.

## Artistic portfolio

- This is a collection of your best work samples that shows your personal style and creative ideas.
- Careers that often require an Artistic Portfolio include photographer, graphic designer, and medical illustrator. Check out [Behance](#), a platform that allows people with web design careers to showcase their portfolios of visual work.

## Personal brand

- This is a strategy to package and sell your unique skills and abilities to employers. It often includes your online presence, like social media or a website.
- A personal brand may benefit applicants in many career fields. Check out a rising star you've been following on social media, and see how they have packaged their brand over their various platforms.

## Technical portfolio

- This is a work sample, often called a “repository”, that shows your clean and efficient code for past web projects.
- Careers that often require a Technical Portfolio include programmer, web developer, and software engineer. Explore [Github.com](#), an online platform that brings together the world's largest community of developers to discover, share, and build better software.

## Demo reel

- This is a short collection of video or audio clips that shows your skills and range for a visual or creative job.
- Careers that often require applicants to submit demo reels include actor, digital animator, motion graphic designer, dancer, and musician. Check out [Vimeo.com](#) to see a community of creative professionals sharing video based works.

## Writing samples

- This is a collection of your best (often published) written work that shows your style, tone, and areas of specialty.
- Careers that often require writing samples include print journalist, technical writer, and marketing specialist. Check out [clippings.me](#) to discover writing samples from top freelance journalists.