

Building your Atomic Portfolio: Guide

Page 1: Home Page

Put your FULL name here.

Place your speciality here

Name Here

Speciality Goes Here

Use your LinkedIn photo.

Your Photo Here

Headline Goes Here

Your Branding

Keep it snappy.
What problem do you solve for businesses? Detail the solution are you offering.

Use these box elements to add your own branded colours, logo etc - make it your own!

REMEMBER! You don't have to stick to this exact layout - you can use the format to inspire or to help you create your own Atomic Portfolio! Use the #AtomicPortfolio to share with the community!

Please see the example I have created for you below...

Example 1 of Home Page

James Alderman

Video Creator

"
I'll produce
High-Impact
YouTube videos
for your business!"



James

ATOMIC
PORTFOLIOS

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Example 2 of Home Page

A More Creative Version!



The above images are for demonstration purposes. I know you can do better. As I repeat on this document regularly, you don't have to stick to this exact layout - you can use the above format to inspire or to help you create your own Atomic Portfolio!

Use the #AtomicPortfolio to share with the community!

Page 2: Brief Page

Ensure you detail the problem you are tasked to solve.

Make sure you add your branding colours!

Show an image of your final product.

Project Name Here

The Brief

Give an overview of what you were tasked to do. Include;
Campaign objectives Target audience Campaign strategy Deliverables, Schedule Budget.
Keep it brief!

(You don't have to add all of the above details, just make sure you explain what you were tasked to create)

Featured Project Image

Image Caption

Keep the font size reasonably large - I recommend that you use no less than 24px, you want your readers to be able to read your document without them having to zoom in and out!

Provide context to your image.

Please see the example I have created for you below...

Example of Brief Page

Rate My Portfolio

The Brief

I wanted to create a suite of valuable video-based content to help inspire aspiring digital marketers to create their own digital marketing portfolio, to help increase their chance of gaining meaningful employment in our industry. I have leveraged the reach of Youtube to achieve this.



Page 3: Project Page

Keep the font-size legible on all devices! Don't go any lower than 12 px!

Add mock ups, drafts and ideas here.

Project Name Here

The Rationale
This is your WHY. Give the reasoning or justification for an action or a choice you have made.

The Methodology
Your method of doing. How did you go about planning and working to create the project? Detail the digital tools you used if you can.

Concept Designs

Concept Work

Concept Designs

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Don't forget to number your pages!

Keep both of the explanations short and concise.

IMPORTANT NOTE: You can use multiple project pages to show various parts of the same project. If you have just ONE project you might want to show different parts of it, explaining the rationale and methodology for each.

Please see the example I have created for you below...

Example of Project Page

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Rate My Portfolio

The Rationale

I needed to visually communicate with my audience, YouTube allows me to do that and reach many more people.

The Methodology

I designed a channel called 'Rate My Portfolio', where I created and published short videos focused on portfolio reviews using the Adobe Suite to edit.

Logo ideas & Thumbnail designs

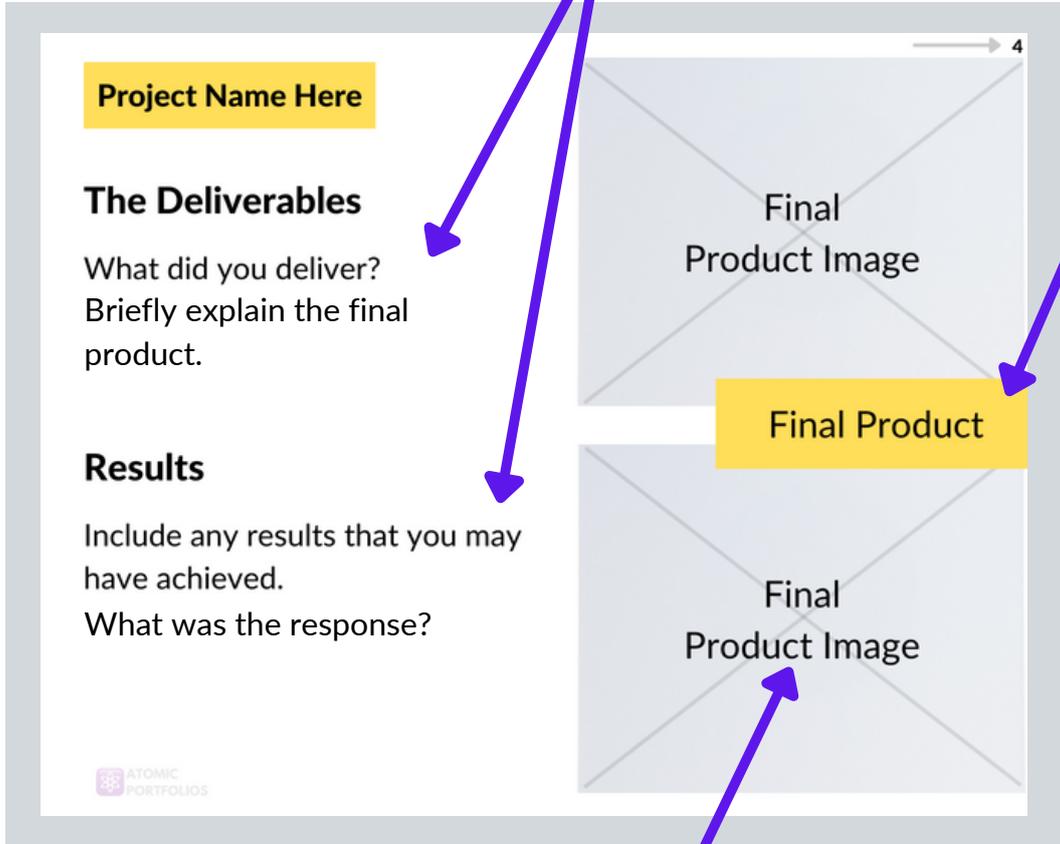


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Page 4: Results Page

Keep both of the explanations short and concise.

Add context to your images.



Project Name Here

The Deliverables
What did you deliver?
Briefly explain the final product.

Results
Include any results that you may have achieved.
What was the response?

Final Product Image

Final Product

Final Product Image

ATOMIC PORTFOLIOS

Use these images to really showcase your final output.

Please see the example I have created for you below

Example of Results Page

Rate My Portfolio

The Deliverables

I created 20 marketing portfolio reviews for my YouTube channel 'Rate My Portfolio'.

Results

I gained X amount of views, drove X amount of visitors to Y. I developed a valuable and helpful community and grew X amount in 6 months.



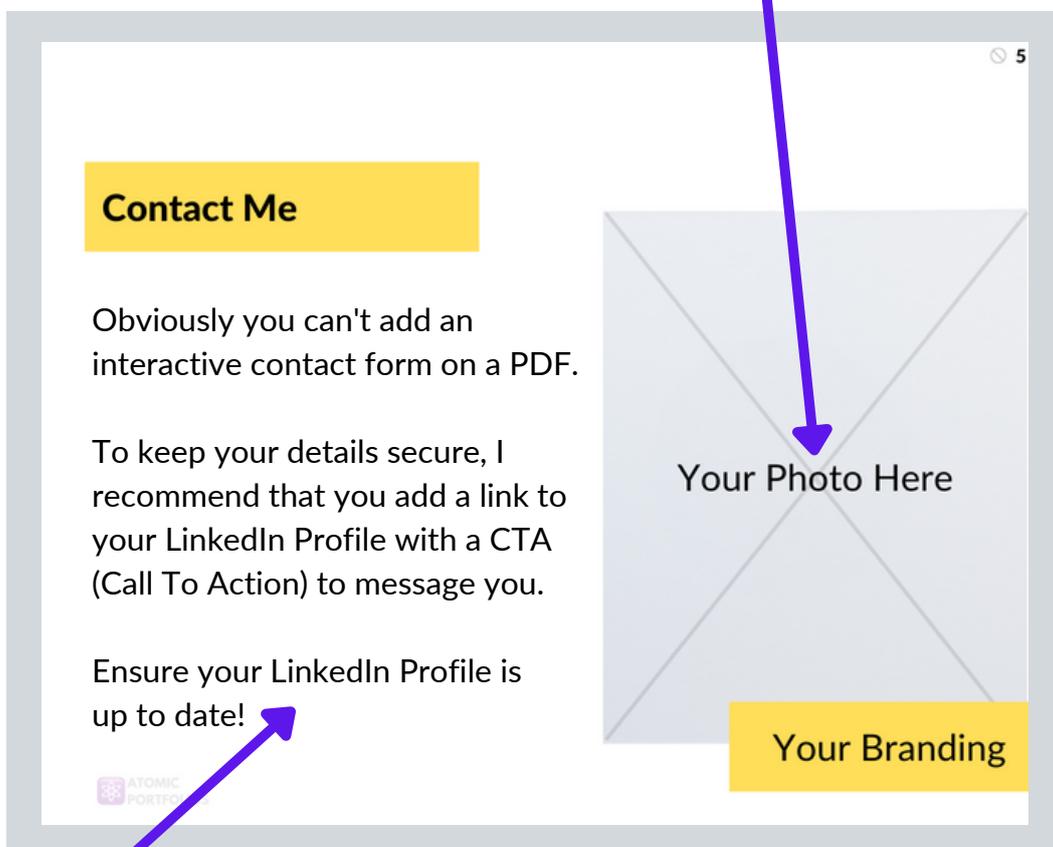
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Logo ideas & Thumbnail designs

Channel analytics	
Current subscribers	138
+26 in last 28 days	
Summary	
Last 28 days	
Views	796 ↑
Watch time (hours)	35.1 ↑

Page 5: Contact Page

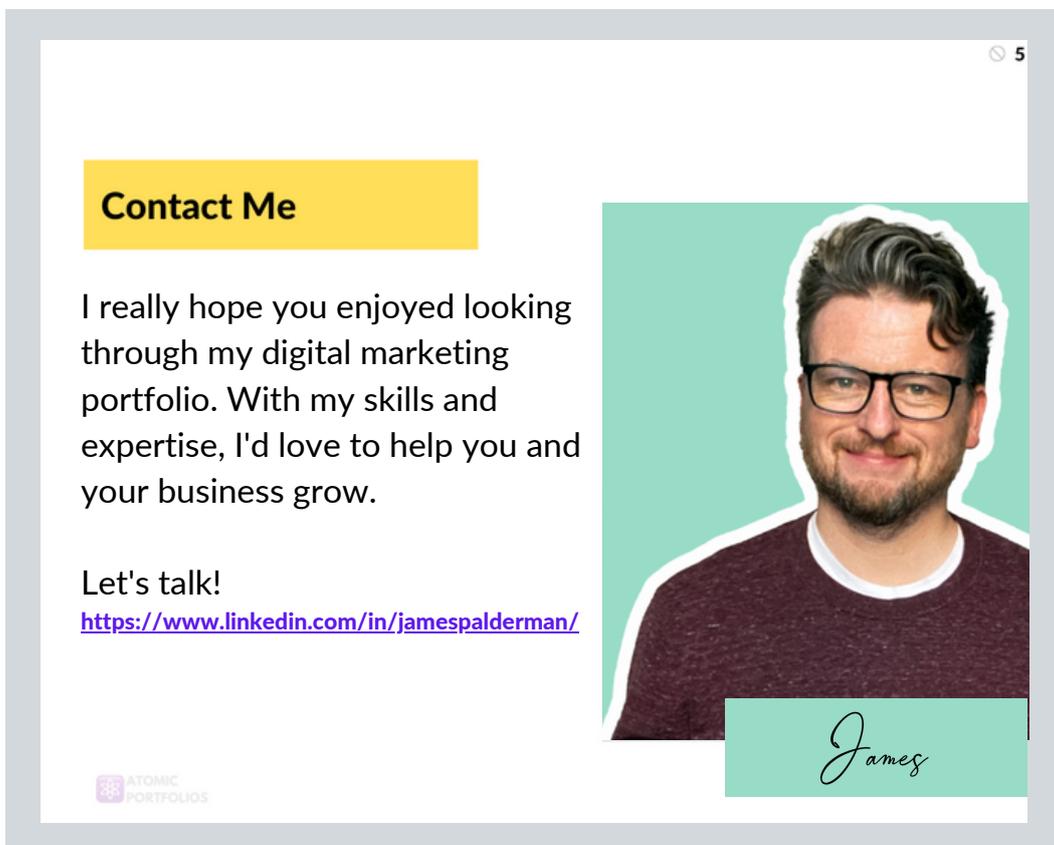
By all means, use the same image from your home page.



I recommend including a link here to your LinkedIn account. OR you could use a QR Code?

Please see the example I have created for you below

Example of Contact Page



Thank you. I hope you found the guide useful?

I'd love you to share your Atomic Portfolio creations with me and the wider community. I am very excited to see how you can develop and grow with your new portfolio.

It's worth mentioning once more that the Atomic Portfolio is just a starting point, a tool designed for you to present just ONE digital marketing project in a swift and efficient way and to open up opportunities that you might not have otherwise had.

By all means, add more digital marketing projects, customise it, re-format it, make it yours!

I also have a Discord server dedicated to the Atomic Portfolio - I'd really appreciate you jumping on board. It's a place to share ideas on digital marketing portfolios, get feedback and discuss new ways to present work. It is a place where you can get access to me and ask questions. I hope the Atomic Portfolio community thrives!

Links below:

Discord server (Atomic Portfolio): [Join here!](#)

Rate My Portfolio: [Watch here!](#)

New Bi-Monthly Newsletter: [Read here!](#)

Quora (Portfolio space): [Ask questions here!](#)

Follow me on LinkedIn: [Follow me here!](#)

Don't forget to use the #AtomicPortfolio hashtag to share with the community on LinkedIn and beyond!

James

For other enquiries, please contact me: james@creatoreconomy.co.uk