

# ARCHIVAL NOTICE & PRESENTATION FORMAT

## Historical Teaching & Professional Material Archive

### Archival Notice

This presentation is preserved **solely for historical and archival purposes**.

- The content reflects the **state of knowledge, tools, technologies, and industry practices** available at the time the lecture was originally delivered.
- Examples, recommendations, and technical references are **intentionally time-bound** and may no longer represent current best practices.
- This material is retained to document **teaching methodology, professional experience, and industry context** during the stated period.

### Presentation Format Explanation

This archived version intentionally displays **both slide content and speaker notes** to preserve full instructional context.

- **Slide Presentation Area (~80%)**  
Displays the original visual content used during the lecture.
- **Speaker Notes Area (~20%)**  
Displays the instructor's verbal explanations, teaching intent, and contextual clarifications in a smaller font.

Speaker notes are included **for documentation, academic review, and historical reference**, and were not intended to be visible to the original live audience.

### Intended Use of This Archive

This material is intended for:

- Academic and professional portfolio review
- Teaching and curriculum documentation
- Historical reference of IT education and industry practices
- Analysis of pedagogy and professional development over time

This material is **not intended** to serve as:

- Current technical guidance
- Up-to-date industry instruction
- A live presentation without revision or contextual update

### Author's Statement

This archive represents the author's **professional and teaching experience** during the period indicated and is preserved to reflect its **original context and intent**.

Historical Course Material - Portfolio: Building Your Own Web Presence | December 13, 2008, ace I.T. Learning Solutions

# Portfolio

## *Building Your Own Web Presence*

***Seminar for Fresh IT Professionals***

December 13, 2008

**ace I.T. Learning Solutions, Quezon City, MM**

**Abegail Torrendon ([thenocturnaldevgypsy.com](http://thenocturnaldevgypsy.com))  
I.T. Mentor (Guest)**



### Speaker's Notes

This session is about evaluating and refining your existing professional web presence in PH IT industry.

This session is not about creating your first website. Everyone here already has one. This seminar is about evaluating, refining, and strategically aligning your web presence with your professional goals in PH IT industry. Today, your portfolio is not just a showcase: it is your professional identity online.

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# Portfolio

Building Your Own Web Presence



- I'm Abby, BSCS Graduate, planning to continue MIT when time permits
- I.T. Industry:
  - Project Manager & Application Developer
  - GIS & Facility Monitoring Systems
  - PH & US Government Projects
- I.T. Academe:
  - Instructor II
  - Programming I & II, Web Development, Multimedia

## Speaker's Notes

- Introducing myself to the attendees:
- BS Computer Science graduate from STI College Southwoods, with plans to pursue an MIT
  - Project Manager and Application Developer at Pacific Data Resource Asia, specializing in GIS and government facility monitoring systems
  - IT Instructor II at AMA University Makati, teaching programming, web development, and multimedia
  - Invited speaker for web development seminars by the ace I.T. Learning Solutions

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## Why This Seminar Exists?

- You already have a portfolio
- But does it work for you?
- Does it match your career direction?
- Does it help or hurt your reputation?
- **Please feel free to ask questions! It's a 4-HR session XD**

### Speaker's Notes

Many professionals build a portfolio once and never revisit it.

This session exists because portfolios age quickly. Technology, hiring practices, and expectations change; and your portfolio must evolve with them.

Portfolios age quickly. This seminar exists to realign your web presence with your career goals.

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## What “Web Presence” Means

- Personal website
- Code repositories
- Creative platforms
- Professional networks
- Search engine visibility

### Speaker's Notes

In 2008, web presence extends beyond a single website into everything searchable about you online.

Web presence is no longer limited to a single website. It includes everything a recruiter, HR personnel, client, or manager can find about you online within the first few search results.

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# Why Web Presence Matters: Hiring Reality

- Recruiters Google candidates
- HR validates claims online
- Senior roles get deeper scrutiny

## Proof: Recruiter & HR Behavior

- Online validation of resumes
- Review of public work
- Reputation and consistency checks

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### Speaker's Notes

By 2007-2008, recruiters and HR teams increasingly search candidates online before interviews; especially for senior, lead, or decision-making roles.

Industry discussions, recruiter blogs, and hiring managers openly acknowledged using Google to:

- Validate experience
- Check professionalism
- Look for red flags

Your portfolio often speaks before you do.

Recruiters and HR increasingly Google candidates, especially for senior or decision-making roles.

While LinkedIn is still growing, recruiters already check:

- Personal websites
- Blogs
- Public forums
- Portfolio samples

Hiring managers want evidence, not just claims.

A missing or poorly maintained web presence raises questions.

Recruiters validate resumes online by reviewing public work and reputation.

# Web Presence as a Career Record

- Tracks skill progression
- Shows learning history
- Demonstrates consistency
- Documents growth

## Additional Advantages

- Freelance opportunities
- Client trust
- Teaching credibility
- Overseas visibility

## Speaker's Notes

Your portfolio is a living record of your professional journey.

Unlike resumes, it shows:

- How your skills evolved
- What you focused on at different stages
- Your ability to adapt

This matters greatly in IT, where skills age quickly.

A portfolio is a living record of your professional growth.

In 2008, many overseas clients and companies already outsource work to the Philippines.

A strong web presence increases:

- Trust
- Professional credibility
- Opportunity for consulting or freelance work

A strong web presence enables freelance, consulting, teaching, and overseas opportunities.

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## Reputation Matters

- Internet remembers
- Consistency builds trust
- Poor content damages credibility

### Speaker's Notes

Your web presence is part of your reputation. Inconsistent claims, exaggerated skills, or unprofessional content can follow you for years. The internet does not forget.

Reputation is cumulative. Inconsistent or unprofessional content can follow you long-term.

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## Core Portfolio Sections

Your website should include:

- About / Introduction
- CV / Resume
- Major projects / thesis
- Articles or blog
- Media (images, videos)
- Contact information

### Speaker's Notes

These sections allow reviewers to quickly understand:

- Who you are
- What you do
- What you've actually built

These sections help reviewers quickly understand who you are and what you do.

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## Showing Skills Properly

- Demonstrate, don't claim
- Show real work (show code, visuals, documentation)
- Explain your role clearly

### Speaker's Notes

Avoid vague statements like "expert in everything."  
Show real work.

Explain what you did, why, and what tools you used.

Always demonstrate skills through real examples rather than vague claims.

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## “Fun” Projects Are Allowed

- Anime blogs
- Hobby sites
- Fan projects

**BUT! Frame it as personal projects**

### Speaker's Notes

Yes, fun projects are allowed. But they should be framed as personal projects, not your main professional identity.

They demonstrate passion, consistency, and technical skill when positioned correctly.

Fun projects are acceptable when framed as personal projects.

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# Planning Before Coding

- Pen and paper first
- Sketch layout & flow
- Plan content flow, clarify content structure

## Speaker's Notes

Planning saves time. Many poor portfolios fail because they were coded without thinking about:

- Navigation
- Content hierarchy
- User experience

Planning saves time and improves usability.

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## Feedback Matters

- Ask peers
- Ask mentors or professors
- Avoid family-only feedback

### Speaker's Notes

Family feedback is supportive but often unrealistic.  
Peers and mentors provide industry-relevant critique.

Peer and mentor feedback provides realistic critique.

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# Portfolio

*Building Your Own Web Presence*



## Keep It Updated

- Remove outdated skills
- Add new projects
- Refresh layout periodically

### Speaker's Notes

An outdated portfolio sends the wrong message. It suggests stagnation, even if you are actively learning.

An outdated portfolio suggests stagnation.

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## Using CMS for Maintenance

- WordPress
- Joomla
- Drupal
- In-house CMS

### Speaker's Notes

CMS platforms are mature enough to manage personal portfolios efficiently. They reduce maintenance effort and encourage regular updates.

CMS platforms help manage and update portfolios efficiently.

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## Free Hosting (When Necessary)

- freewha.com
- Subdomain + hosting
- Limited resources

### Speaker's Notes

Free hosting is acceptable temporarily, but has limits:

- Storage
- Bandwidth
- Ads
- Reliability

Free hosting is acceptable temporarily but has limitations.

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## Paid Hosting & Domains

- GoDaddy
- Includes email services
- More control & reliability

### Speaker's Notes

Paid hosting is a professional investment. It signals commitment and reliability.

Paid hosting offers reliability and professional email.

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## Domains & Subdomains

- Own your domain
- Professional naming
- Email matters

### Speaker's Notes

A personal domain shows seriousness. It also gives you professional email addresses, which matter in client communication.

Owning a domain signals professionalism.

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# Domain Naming Guidelines

- Use real name or professional alias
- Keep it clean and professional

## Acceptable vs Unacceptable Domains

- Clean & professional
  - yourname.com
  - professionalalias.com
- Avoid immature names
  - Offensive, immature and scam-looking names

### Speaker's Notes

Your domain name is part of your identity. Avoid names that look unprofessional or immature.

Your domain name is part of your professional identity.

Domain names affect first impressions, instantly.

Unprofessional domain names damage credibility.

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## Domain Extensions

### Use:

- .com
- .io
- .com.ph
- .ph

### Avoid:

- .info
- .biz
- .cn
- .ru
- .tk
- .CC
- .WS

### Speaker's Notes

Certain TLDs are commonly associated with spam or scams. Avoid anything that reduces trust.

Certain TLDs are commonly associated with scams and should be avoided.

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## Portfolio Beyond Your Website

- GitHub
- DeviantArt / Flickr
- YouTube / Facebook
- LinkedIn
- Twitter
- Blogger
- Reddit

### Speaker's Notes

Your website should be the hub, linking to all other platforms.

Your website should link all other platforms as a central hub.

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# Linking Everything Together

- Consistent identity
- Cross-link platforms
- Central navigation/hub

## Speaker's Notes

Fragmented presence confuses reviewers.  
Consistency builds trust.

Consistency across platforms builds trust.

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## Content Is King

- Be honest
- Avoid exaggeration
- Internet verifies claims

### Speaker's Notes

False claims are easily discovered. Honesty builds long-term credibility.

Honest content builds long-term credibility.

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**Portfolio**  
*Building Your Own Web Presence*



**Any questions?**

**Speaker's Notes**

Ask attendees for any questions.

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## Live Example: My Own Portfolio

[www.thenocturnaldevgypsy.com](http://www.thenocturnaldevgypsy.com)

- Developer
- Project Manager
- IT Instructor

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### Speaker's Notes

I'll show my own site not as a template to copy, but as an example of clear positioning.

This live example demonstrates clear positioning.

# Portfolio

Building Your Own Web Presence



## Hands-On/ Consultation Session

- Portfolio review
- One-by-one discussion
- Group learning
- Mentor support
- Open Q&A



### Speaker's Notes

The second half of the seminar transitions from theory to practice.

This is a collaborative and consultative session. Everyone learns from each review.

Hands-on comparison and consultation are the key to learning for this topic. Encourage comparison, consultation and participation, not debate. It's also an open Q&A.

Remind attendees to read/check their handouts that was distributed earlier.

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## Portfolio Checklist Form

- Websites
- Social platforms
- Skills
- Current role

### Goals & Direction

- Current role
- Target role
- Industry focus



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#### Speaker's Notes

The checklist ensures structured review and avoids missing key areas.

The checklist ensures structured portfolio review.

Portfolio content must align with goals.

## How are we doing this?

### Individual Review Process

- Review checklist
- Review site
- Give recommendations

### Q&A and Open Discussion

- Challenges
- Ideas
- Best practices



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### Speaker's Notes

Each participant gets focused feedback while others observe.

Group discussion provides shared learning. This discussion often provides the most value.

# Portfolio

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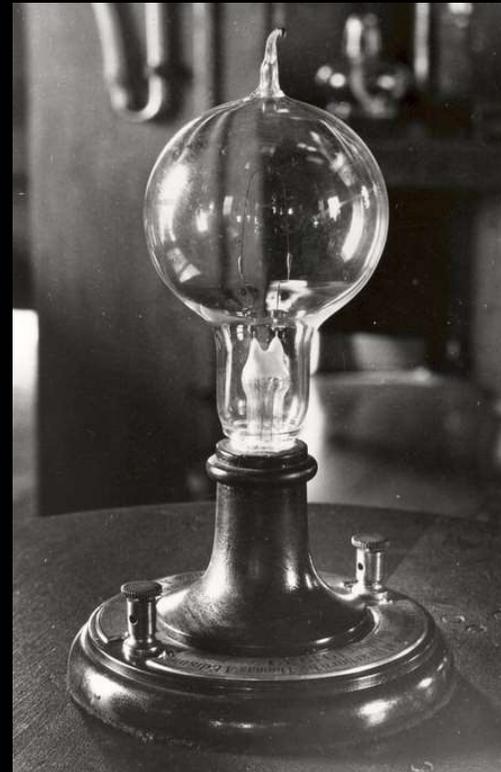
# Portfolio

*Building Your Own Web Presence*



## Common Portfolio Issues & Takeaways

- Overcrowded content,  
Unclear positioning,  
Outdated skills
- Portfolio is strategic,  
Maintenance matters,  
Reputation is long-term



### Speaker's Notes

These issues appear frequently/common and are fixable.

Your portfolio is not static, it is a strategic career asset.

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**Your web presence speaks before  
you do.**

**Thanks for attending!  
Any questions?**

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**Speaker's Notes**

Make sure your web presence speaks accurately, professionally, and confidently.

Ask attendees for any questions.

# Portfolio: Building Your Own Web Presence - Notes and Lab Guidelines

## December 13, 2008 | ace I.T. Learning Solutions

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This handout serves **three purposes**:

- A **reference guide** for building and maintaining a professional web presence
- A **self-assessment checklist** of your current online presence
- A **consultation worksheet** used during the 1-on-1 portfolio review

This seminar assumes:

- You already have a portfolio or web presence
  - You are actively working in IT or transitioning roles
  - You want your web presence to **support your career**, not just exist
- 

### 1. What “Web Presence” Means

In 2008, your web presence includes **everything searchable about you online**, not just a personal website.

This may include:

- Personal website or portfolio
- Code repositories
- Blogs or articles
- Creative platforms (design, photography, media)
- Professional and social networks
- Public forum participation

Your **website should be the central hub**, linking all other platforms.

*Your web presence includes everything searchable about you online: websites, code repositories, blogs, creative platforms, and professional networks.*

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### 2. Why Web Presence Matters

By 2007-2008, recruiters and HR personnel increasingly:

- Google candidates before interviews
- Validate resume claims online
- Review public work and consistency
- Look for red flags or exaggerations

This is especially true for:

- Senior developers
- Leads
- Project managers
- Roles involving decision-making or client interaction

Your web presence often speaks **before** you are contacted.

---

*By 2007-2008, recruiters and HR teams increasingly searched candidates online to validate resumes, check consistency, and assess professionalism.*

---

### 3. Web Presence as a Career Record

Unlike a resume, a portfolio:

- Shows skill progression
- Documents learning history
- Demonstrates consistency and focus
- Reflects adaptability

A well-maintained web presence acts as a **living professional record**.

*A portfolio shows skill progression, learning history, and adaptability better than a static resume.*

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### 4. Additional Advantages

A strong web presence can lead to:

- Freelance and consulting opportunities
- Client trust and credibility
- Teaching or speaking invitations
- Overseas visibility and remote work interest

Although it began as a blogging tool, by 2008 it supports full websites.

*A strong web presence enables freelance work, consulting, teaching, and overseas visibility.*

---

### 5. Reputation Matters

The internet remembers.

Poorly written content, exaggerated skills, or inconsistent claims:

- Reduce credibility
- Raise trust issues
- Can follow you for years

**Honesty and clarity** matter more than flashy claims.

*The internet remembers. Be honest, consistent, and professional.*

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### 6. Core Portfolio Content

Your website should clearly contain:

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- **About / Introduction**  
Who you are, what you do, and your professional focus
- **CV / Resume**  
Updated, consistent with your online claims
- **Major Projects / Thesis**  
With clear explanation of your role and tools used
- **Articles / Blog (Optional but Valuable)**  
Shows thinking, learning, and communication skills
- **Media (Images, Videos, Demos)**  
Especially useful for design, UI, animation, or teaching roles
- **Contact Information**  
Clear, professional, and accessible

*About / Introduction, CV / Resume, Major Projects / Thesis, Articles / Blog, Media, Contact Information.*

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### 7. Showing Skills Properly

Avoid:

- Overly broad claims (“expert in everything”)
- Buzzwords without evidence

Instead:

- Demonstrate skills with real examples
- Explain your role clearly
- Show progression, not perfection

*Demonstrate skills through real work. Avoid exaggerated claims.*

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### 8. Fun or Hobby Projects

Yes, hobby projects are allowed:

- Anime blogs
- Fan sites
- Experimental projects

**How to include them properly:**

- Label them as *personal projects*
- Explain what skills they demonstrate
- Do not let them overshadow your professional focus

*Allowed when framed as personal projects and positioned correctly.*

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### 9. Planning Before Coding

Before making changes:

- Sketch your layout on paper
- Decide content hierarchy
- Plan navigation and flow

This avoids:

- Overcrowded pages
- Confusing navigation
- Inconsistent messaging

*Sketch layouts and plan content before implementation.*

---

### 10. Feedback and Review

Seek feedback from:

- Peers in the industry
- Mentors or instructors
- Colleagues with hiring experience

Avoid relying only on family feedback, it is supportive but often unrealistic.

*Seek feedback from peers and mentors, not only family.*

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### 11. Keeping Your Portfolio Updated

Your portfolio should evolve with you:

- Remove outdated skills
- Add new projects
- Update layout occasionally
- Align with current role or target role

An outdated portfolio suggests stagnation.

*Remove outdated skills, add new projects, and refresh layouts.*

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### 12. Using CMS for Portfolio Management

CMS platforms make updates easier:

- WordPress
- Joomla
- Drupal
- In-house CMS setups

CMS reduces friction, encouraging regular updates.

*WordPress, Joomla, Drupal, or in-house CMS can simplify maintenance.*

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### 13. Domains and Hosting

**Domain Ownership** - Owning a domain:

- Signals professionalism

# Portfolio: Building Your Own Web Presence - Notes and Lab Guidelines

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- Gives control over branding
- Allows professional email addresses

### Free Hosting (Temporary Use)

- Example: **freewha.com**

Limitations:

- Storage and bandwidth caps
- Ads
- Reliability issues
- Limited control

Use only as a short-term solution.

### Paid Hosting & Domains

- Example: **GoDaddy**

Benefits:

- More reliable hosting
- Domain-based email
- Better control and credibility

*Own your domain when possible. Use free hosting only temporarily.*

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## 14. Domain Naming Guidelines

### Acceptable:

- yourname.com
- professionalalias.com

### Acceptable (with caution):

- juandelacruz.io
- thenocturnaldevgypsy.com
- engrkian.io

### Not Acceptable:

- immature
- offensive
- joke or spam-looking names

Your domain name is part of your professional identity.

### Domain Extensions (Trust Reality). Recommended:

- .com
- .io
- .com.ph
- .ph

### Avoid:

- .info
- .biz
- .cn
- .ru
- .tk
- .cc
- .ws

Some TLDs are commonly blocked or associated with spam.

*Use professional names and trusted TLDs (.com, .io, .com.ph, .ph). Avoid spam-associated domains.*

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## 15. Portfolio Beyond Your Website

Your portfolio should link to:

- **GitHub** (code and projects)
- **DeviantArt / Flickr** (visual work)
- **YouTube / Facebook** (videos, animation)
- **LinkedIn**
- **Twitter**
- **Blogger**
- **Reddit**

Your website should act as the **central hub**.

*Link GitHub, LinkedIn, Twitter, Blogger, Reddit, and media platforms.*

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## 16. Content Integrity

Be honest.  
Do not exaggerate.  
Do not fabricate.

The internet allows easy verification.

*Do not exaggerate or fabricate. Claims are verifiable.*

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## NOTES for LECTURE:

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