

Digital marketing portfolio -- structure and examples

What to include, what to show per discipline, and the case study shape that works.

Portfolio structure

Section	What goes in it
Headline	What you do and who for, in one line. Not "Digital Marketer".
Positioning paragraph	Three sentences: who you help, what problem, what result.
Selected work	Three to five pieces. Depth beats breadth.
Skills and tools	Grouped by discipline, honest about level.
Process	How an engagement actually runs. Reassures buyers who have been burned.
About and credentials	Real name, photo, experience, anything verifiable.
Contact and next step	One obvious action.

The case study shape

Most portfolios show the result and skip the constraints. Constraints are what make the work credible -- anyone can grow a channel with an unlimited budget.

Section	What to write
Context	The business, the market, the starting position.
Problem	What was actually wrong. Be specific.
Constraints	Budget, team, timeline, technical limits. This is what makes it credible.
What I did	Your decisions, in order. Say what you chose NOT to do.
Result	What changed, over what period, measured how.
What I would do differently	The section that most separates a practitioner from a portfolio template.

What to show for each discipline

Discipline	What to show
SEO	Before-and-after visibility, the specific pages you changed, and why those pages.
Paid search	Account structure decisions, CPA movement, and what you stopped spending on.
Paid social	Creative iterations side by side, and what the winning angle was.

Email	Sequence maps, segmentation logic, and one before-and-after send.
Analytics	A tracking plan or dashboard you built, with the decision it enabled.
Content	A piece you are proud of, plus how it was distributed.

Common mistakes

- Listing every tool you have ever opened instead of the work you have done.
- Showing screenshots of dashboards with no explanation of the decision behind them.
- Claiming percentage increases without the starting number.
- Using client logos you do not have permission to display.
- Ten shallow projects instead of three deep ones.
- No contact route, or a contact form that does not work.

If you cannot share client numbers

Confidentiality is common and is not an excuse to invent figures. Describe the decision you made, the constraint you worked within, and the direction of change. "Reduced cost per enquiry by roughly a third over two quarters, within a fixed budget" is credible. A fabricated exact percentage is not, and it is the kind of claim that unravels in an interview.