

For building a strong marketing portfolio from scratch, start with these foundational documents in this order:

1. Brand Identity Package (Start Here) Create a logo, color palette, and basic brand style guide first. This establishes the visual foundation that everything else will build upon. Without consistent branding, your portfolio will look scattered.
2. Business Card & Letterhead These demonstrate your ability to apply branding to essential business materials. They're simple but show attention to detail and professional polish.
3. Social Media Template Set Design 3-4 coordinated social media post templates (Instagram post, story, Facebook cover, LinkedIn banner). Social media work is highly sought after and shows you understand digital marketing needs.
4. One-Page Marketing Flyer Create a compelling single-page promotional piece for a product, service, or event. This tests your ability to organize information hierarchically and create persuasive visual communication.
5. Professional Presentation Template Design a clean, branded slide deck template. Presentations are universally needed and showcase your ability to create cohesive multi-page documents.
6. Infographic This demonstrates data visualization skills and your ability to make complex information digestible and engaging.

Start with fictional projects if you don't have real clients yet. Create materials for imaginary businesses in different industries (tech startup, restaurant, nonprofit) to show versatility. Focus on quality over quantity - six excellent pieces beat twenty mediocre ones. Each project should solve a clear marketing problem and demonstrate strategic thinking, not just pretty design.