

IDENTITY CONSTRUCTION: A PERSONAL PORTFOLIO AND E-BRANDING PLAN FOR AN ACADEMIC PURPOSE

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In the past, portfolios were shown in paper folders; however, although the traditional media can live with digital media, we cannot forget the importance of having a digital portfolio and a good visibility and online presence, opening our cv to employers who want to meet possible employees, not only in a national market, but international, with an economic crisis context, where mobility is no longer a problem when it comes to search and find a job, but in many cases, the solution.

When we talk about an e- branding plan, we are referring to the constitution of a personal brand and its visibility, positioning, reputation and communication on internet; through a digital portfolio , we can show and spread our personal brand.

There are many important reasons for creating our own portfolio and e- branding plan; first, its important to stay in the online world, which has already become a precedent for our presentation in the physical world.

We can be known on internet and to extend our professional network of contacts in a specific sector in an easier and faster way than if we would had to do it in a personal way; it gives us added value in a current professional context of high competition and finally, it gives us access to specialized information which would be more difficult to find without having a digital portfolio and a personal brand." Know yourself " would be the first step to begin creating a strategy and a portfolio of e-branding plan; it is impossible to build a personal brand plan without knowing our strengths and weaknesses, to emphasize the former and minimize the latter. In addition, we have to be clear about what we offer to the labor market and in what we are specialists; all considering " threats " and "opportunities " that we may face in the workplace, particularly in the professional field to which we must focus professionally.

The next question we should ask ourselves is why I want to build my portfolio and my e-branding plan, what goal or goals intend to achieve with it: promote our reputation ? To have digital visibility in order to obtain a job ? maintain our image and business contacts ? To change our current work ? As a result, we have to keep updated our portfolio as well as our digital presence.

Then we should set our target and our work sector. Finally, we have to decide through what tactics and tools we intend to achieve our goal : the creation of our portfolio and e-branding plan.This communication gives us guidelines and tools to build a personal portfolio and an e- branding plan, by exposing the own personal portfolio and e- branding plan of the author (Professor of Advertising and Public Relations in the Faculty of

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