

# Career Path and Portfolio Workbook

Ecommerce Marketing Careers: Agency, In-House & Affiliate

Covers: Module 1: Mapping the Three Paths; Module 2: Skill Stack and Proof-of-Work Portfolio.

How to use this file: work through the lessons for each module in the course, then use this workbook to apply them to your own business. Print it or fill it in digitally. Revisit it whenever your numbers or plans change.

## Key actions from the lessons

### Module 1: Mapping the Three Paths

**Agency, In-House and Affiliate Compared.** Write one paragraph describing a typical week on each path and rate how much each appeals to you from 1 to 5.

**A Self-Assessment for Choosing Your Path.** Complete the self-assessment, choose your primary path for the next six months, and write your switch criteria.

### Module 2: Skill Stack and Proof-of-Work Portfolio

**The Ecommerce Marketing Skill Stack.** Rate yourself from 1 to 5 on each skill in the stack, mark the three most important for your chosen path, and plan how you will improve each one.

**Building an Honest Portfolio.** Write two case studies in the format above, labelled accurately, and ask a peer to review them for clarity.

## Checklist

- ☐ Described a typical week on each path
- ☐ Completed the self-assessment
- ☐ Chosen a primary path for six months
- ☐ Written switch criteria
- ☐ Rated self on the skill stack
- ☐ Chosen three priority skills
- ☐ Written two accurately labelled case studies
- ☐ Had a peer review the case studies

# Worksheet

**Financial runway and constraints:**

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**Primary path and why:**

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**Secondary path (optional):**

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**What would make me switch:**

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**Case study 1 situation, goal, actions, result, lesson:**

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**Case study 2 situation, goal, actions, result, lesson:**

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## Template: Skill stack self-rating

Fill one row per item. Add rows as needed.

| Skill | Rating 1-5 | Priority | How I'll improve | Resource | By when | Done |
|-------|------------|----------|------------------|----------|---------|------|
|       |            |          |                  |          |         |      |
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