



## Brian Christison

Master's degree candidate,  
Public Administration,  
University of  
Southern California

### Challenge

- Practicing professionals and future job seekers need 21st century tools — and 21st century portfolios — to stand out from the crowd.

### Solution

- Pathbrite

### Results

- Pathbrite makes it easy to create a compelling, visually striking digital portfolio that allows individuals to showcase their skills and experience — and differentiate themselves in a competitive business environment.
- Users can include more content than can be presented in a resume. They can capture, store, and share (via LinkedIn, for instance) the evidence of their success and growth, allowing future employers to easily evaluate their work and what they know.

## Paramedic-MPA Candidate Showcases His Skills with Pathbrite

Brian Christison is pursuing a Master's degree in Public Administration at the University of Southern California. He also has ten years under his belt as a paramedic in San Diego, where he participates in a pioneering emergency services program. By all measures, his performance both academically and professionally has been first-rate.

Even standouts like Brian need tools to help them showcase their skills and accomplishments in today's business environment — and for that, Brian has a Pathbrite e-portfolio. He learned about Pathbrite when he was required to create a personal brand portfolio for a Human Behavior in Public Organizations course. Recognizing Pathbrite's value, he has continued to update it.

### A way to stand out from the pack

"Initially, I built my portfolio to meet the goals of the assignment, such as articulating my goals, values, passions, and professional experience. I added my own content to make the presentation more visual," says Brian. "Since then, I've kept it current. Down the line, it will differentiate me from others competing for the same kinds of jobs. A Pathbrite portfolio is much more impressive than a piece of paper or an online resume. You can include more content, and present it in interesting ways. And it's free."

Pathbrite isn't just for job seekers. The online portfolio tool is used in higher education environments to allow students to demonstrate completion of assignments for graduation, accreditation, and job placement. Instructors can use Pathbrite to foster more engaging learning experiences, deliver instructional content, facilitate the exchange of student-created artifacts for course assignments, and review student progress. Pathbrite can be used as a stand-alone teaching tool or integrated with a Learning Management System.

### Easy to build and update

Creating the portfolio was easier than Brian expected, and the final product was better than he thought it would be. Users can drag and drop images, videos, documents, or other digital media straight into Pathbrite, then resize and move the items around to their liking. They can pick one of the platform's professionally designed themes, and then share their portfolio, viewable on any device. "Pathbrite has great visual appeal, and it's customizable. The platform isn't difficult at all," says Brian. "If you already have the materials you want to post, it takes just a couple of hours."

As a community paramedic, Brian is a frontline professional in San Diego's Resource Access Program (RAP). He evaluates frequent 9-1-1 users — whose needs are often more social than medical — and works to connect them to services that can best help them. Not surprisingly, his portfolio includes media articles about the RAP program, research papers he's written on emergency services-related topics,



“A Pathbrite portfolio is much more impressive than a piece of paper or an online resume.”

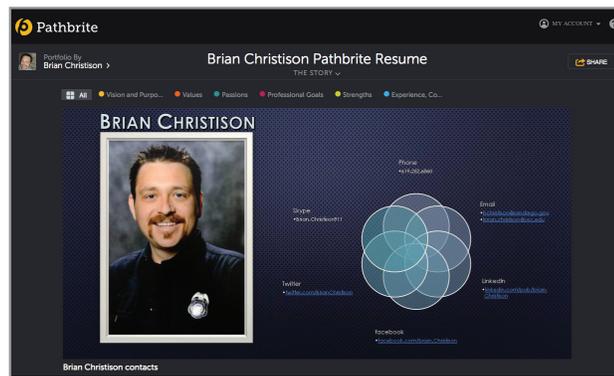
**Brian Christison**

Master’s degree candidate,  
University of  
Southern California

To learn more about this and other digital solutions provided by Cengage Learning, visit: [www.cengage.com/LearningSolutions](http://www.cengage.com/LearningSolutions)

letters of recommendation, and more. His portfolio links to, and is accessible from, his LinkedIn account. By viewing the portfolio, potential future employers will gain a deeper understanding of Brian’s experience, his expertise — and of who he is.

“There is value in having an online profile,” says Brian. “Particularly in situations where an individual has a body of work to show, a resume just doesn’t have the same impact.”



Like a standard resume, the top of Brian Christison’s Pathbrite e-portfolio includes his name and all the places he can be found on the Internet (email, LinkedIn, etc.) — but in a more engaging format that includes a professional looking photograph. Brian’s portfolio also briefly articulates his “story” (why an employer would want to engage with him), and links to his vision and purpose, values, passions, professional goals, strengths, and experience.



Pathbrite allows Brian to include more information than a standard resume, giving viewers a glimpse of not only what he’s done, but of who he is. These photographs showcase some of his passions — his quest for a master’s degree (he wants to continue working in public service), gardening (his goal is to harvest one-quarter of his food from his yard), and renewable energy (he installed solar panels at his home).



Cengage Learning is a leading provider of innovative teaching, learning, and research solutions for academic, professional, and library markets worldwide. The company’s products and services are designed to foster academic excellence and professional development, increase engagement, improve learning outcomes, and deliver authoritative information to people whenever and wherever they need it. Through the company’s unique position within both the library and academic markets, Cengage Learning is providing integrated learning solutions that bridge from the library to the classroom. [www.cengage.com](http://www.cengage.com)

Copyright ©2015 Cengage Learning. All Rights Reserved.