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Date: 2/12/15

Class: CA 260

My project is to create a web site to present my portfolio and my work history as a professional in the event planning and marketing field. What I want to accomplish with my web site is to show my work to potential employers in the Orlando, FL area. I'm a advertising major with a minor in marketing, but my main goal is to present myself as an event planner. I know getting into event planning in the Orlando is very competitive, so I would like to use my web site to show case the few events I've helped put together and assisted with. My target audience for this site would be possible future employers and planners who need assistance during events.

The first page will be my "home" page, and it will give a description about the site and brief information about the pages on the site. This page will also include a very brief summary about myself; nothing too in depth just enough information about myself so potential employers already have an idea who the person is behind the website.

The next three pages will have to do with education and past work experience and past internships and future goals. One page will consist of past education, past work experience, and past internships. It will provide information of where I attended college with my major and minor listed. It will also have a link to my LinkedIn profile for the viewer if they wanted to get more information about previous employers, previous internships, and myself. The next page will consist of projects that can be found in my

portfolio. It will list what each project consisted of, what business it was with, and a picture of the projects' poster that I designed or helped designed if one was made. I don't think giving each project their own page is necessary; I feel that it would be too repetitive and could end up boring the viewer if they have to click through page after page of projects. The last of the three pages will show the goals I want to accomplish in the future and in what type of work force I would see myself in as a career and what I want out of my career.

These three pages will be professionally displayed of all my accomplishments through out my college career and with past employers. These pages will also be available for adding any projects I take on in the future. The purpose of my site is to get the attention of future employers and to display my work for their viewing.

To wrap up my website the last page will consist of contact information. This page will display all the ways a potential employer can get in contact with me. On the page will be my two different email addresses and a link to my LinkedIn profile site will also be added to this page. My personal phone number will not be added to this website. I feel that it is unnecessary and will be given to potential employers if they reach out to me through email or LinkedIn first.

The timeline of how I will create the site and a flow chart for visual representation are on the following pages.

Timeline:

Setting up the page structure and starting the site: 03/13/2015

- Links to all pages

- Style and format of the site

Complete home page: 03/20/2015

- Write brief information about me and what the site includes
- Add pictures
- LinkedIn link

Complete education and career page: 03/27/2015

- Add information about school and previous employers
- Add link to LinkedIn profile

Complete portfolio page: 03/31/2015

- Add each project to page
- Add information on each project and what was done for each
- Add pictures of available posters for each project

Complete goals page: 04/03/2015

- List goals that would like to be achieved
- Add pictures

Complete contact page: 04/07/2015

- Add contacts to page
- Add link to LinkedIn profile

Finish final details: 04/14/2015

- Finish any last details pages need

Flow Chart for website:

